Opening New Doors to Healthy Communities

2017 Annual Report
May 22, 2017
From the Board Chair

May 22, 2017

Welcome to HCCA’s 2017 Annual Meeting! Opening New Doors is an excellent metaphor for Healthy Communities of the Capital Area, as we engage in new projects, with new partners, supported by new resources.

I have been on the Board for 6 years and more active at the local level over the past two. As I stepped into the Board Chair role last summer, we directed our attention to making sure you and many other community partners know that the HCCA name and programming are continuing.

HCCA had been designated as a Healthy Maine Partnership (HMP) since 2001, but the HMP funding, name and logo were retired October 1, 2016 after almost 16 years. So, the questions had to be answered, “Without the HMP identity and funding what is HCCA? What does the organization do? In fact, how will HCCA continue?”

Speaking on behalf of all the Board members, we are pleased to assure you that HCCA will continue with the same priorities as when the HCCA door first opened in April 2001; with a focus on prevention of tobacco use and exposure, supporting healthy eating and physical activity, preventing other substance use/misuse, and working with the community to identify and address local priorities for community health.

We will be working with all our partners across southern Kennebec County with a sprinkling of programs across Kennebec County, the Central Public Health District and statewide. Please connect with Joanne, myself, or any other HCCA board or staff member to learn more about the transitions and how you and your organization can connect.

Thanks for joining us!
Healthy Communities of the Capital Area (HCCA) has been making connections and improving lives for twenty years!

As I reflect on the twenty years of promoting healthy people in local healthy communities, I am reminded of the importance of all those who have contributed over time; community partners committed to improving quality of life for their neighbors, engaged board leaders, and talented and passionate staff. There are also four core elements that contribute to HCCA’s strong foundation.

1. A collaborative beginning
HCCA is the combination of Southern Kennebec Healthy Communities (SKHC) that began in 1997 as a network of local health and social service providers based on the World Health Organization’s Healthy Cities model, and Getting Healthy, the 2001-2007 initial Tobacco Settlement project.

2. Prevention skills gained as a Healthy Maine Partnership
The Master Tobacco Settlement funded the HMP coalitions and statewide system for 16 years. The funding, training and technical assistance from the Maine CDC helped establish professional expectations for prevention and supported local planning. The loss of the HMP identity and funds leaves gaps, especially in supporting processes that identify and meet the local needs.

3. A unique perspective on local public health
The combination of two related but different perspectives on community health – the Healthy Communities focus on process, and the increased expectation to implement evidence-based programming and document prevention outcomes – has provided a unique set of challenges for HCCA. Nevertheless, HCCA continues to creatively identify strategies, activities and funders that will help us fill the gaps.

4. HCCA continues to open new doors
HCCA continues to identify as part of the Healthy Communities movement. You can join us in upcoming community-focused projects to:
- Update our Community Health Improvement Plan
- Participate in LGBTQ+ Youth Cultural Competency Trainings
- Identify community members to join Reaching More Moms to increase support for pregnant women to quit smoking
- Identify farms as gleaning sites to reduce wasted food and give it to those who need it most

I invite you to learn more in the following pages and join us in creating healthier communities.
HCCA provides public health and community health services funded by a range of governmental and private resources. The organization’s primary expense category is personnel. The small, knowledgeable team at HCCA expands their reach into the community through collaboration with long-term and new partnerships; locally, across the Central Public Health District, and statewide.

The mix of HCCA revenue sources for Fiscal Year 2017 (July 1, 2016 through June 30, 2017) continued to be from federal, state, and foundation grant awards and contracts.

A Snapshot of HCCA FY 17 Revenue

**Nutrition Education** $290,433
SNAP-Ed is funded by USDA, and various foundations support other projects.

**Substance Misuse Prevention** $231,844
Drug Free Communities Coalition and other programs supported by federal grants.

**Tobacco Use & Exposure Prevention** $98,004
Supported by the Fund for Healthy Maine (Tobacco Settlement Funds) and foundation grants.

**Other Public Health Initiatives** $118,491
New efforts include: district prevention contracts for Let’s Go!, Youth Engagement and Empowerment and a Lead Poisoning Prevention project.

**Miscellaneous** $12,260
Small contracts, stipends, and donations also contribute to HCCA’s efforts in our communities.

Tom Warren
Board Treasurer

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**Statement of Financial Position***

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<tr>
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<th>FY2015</th>
<th>FY2016</th>
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<tbody>
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<td><strong>Assets</strong></td>
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<td>Accounts Payable</td>
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* As reported on the 990
Nan Bell, BFA, Lets Go! Coordinator supports schools and early childcare sites to increase healthy eating and integrate physical activity into the school day for all children.

April Hughes, BS, Tobacco Prevention Coordinator assists schools, municipalities, multi-unit housing, colleges and technical schools, behavioral health settings and more to increase locations with tobacco-free/smoke-free policies.

Jane Hutchinson, BS, Financial Administrator oversees all things financial from providing budget development and compliance support to processing accounts payable and receivable, and creating financial reports.

Joanne E.A. Joy, MA, Executive Director leads the organization with a clear focus on the mission to convene and support people, organizations and communities to collaborate on quality of life and public health issues.

Holly Kiidli, BS, PS-C, CADC, Substance Misuse Prevention Coordinator oversees two federally funded prevention projects, a Drug Free Communities Coalition, the Alliance for Substance Abuse Prevention (ASAP) and the STOP Act Grant to reduce underage alcohol use.

Renee Page, MPH, CLC, PS-C, Assistant Director initiated and leads local and statewide Local Foods projects including Maine Farm to School and Farm to Institution and a gleaning partnership with Kennebec Sheriff’s Office. She also supervises SNAP-Ed, Lets Go!, and FoodCorps implementation.

Rachael Reynolds, BA, SNAP-Ed Coordinator coordinates and delivers nutrition education to SNAP-eligible community members, managing related scheduling and reporting for classes in schools and in the community.

Courtney Roderick, BS, SNAP-Ed Nutrition Educator, delivers SNAP-Ed nutrition classes in multiple settings, teaching individuals how to eat healthy on a budget and make lifelong healthy choices.

Denae Spencer, BA, Central District Youth Engagement and Empowerment Coordinator provides support for the new Youth Policy Board and trains youth groups in Youth Taking Action providing skills to be actively involved community members.

Karen Tucker, MSTD, Special Projects Coordinator manages Lead Poisoning Prevention, Prime for Life, SIRP and Universal Prime Programs, and is the primary liaison with media outlets.

Jada Wensman, BA, FoodCorps Service Member serves in classrooms, cafeterias and school gardens in Augusta’s Lincoln Elementary and Randolph’s TC Hamlin schools teaching children to plant, raise and prepare fresh foods, and helping schools create a better food environment for stronger, smarter, healthier students.
HCCA recently received a grant from Maine March of Dimes and Anthem Blue Cross Blue Shield Foundation to increase support for moms to quit smoking during pregnancy—with supportive messages and help from all types of providers. This is a three-part pilot project.

- **Providers receive free** on site presentations, scholarships for tobacco treatment trainings, materials for local medical, social service, and mental health providers.
- **Local moms are paid** to identify messages and media. Can receive minutes cards when they are using the Maine Tobacco HelpLine and on-line apps to quit smoking.
- **A statewide virtual workgroup meets monthly** to advise the project, learn more, share more resources and build capacity to support moms across Maine.

**5-Year Lead Poisoning Prevention Project**

Children in Augusta and Gardiner ages 0-5 have high rates of Lead Poisoning among those tested.

Paint with lead exists in most pre-1979 homes, but well maintained paint is not a poisoning problem. Two common problems are poorly maintained paint and some DIY projects. Infants and small children spend time on the floor, put their hands in their mouths and may chew on painted items.

To address this problem, HCCA is:

1. Convening a Lead Poisoning Prevention Coalition of partners from the two cities, Augusta Housing, organizations serving families, landlords, and paint retailers to share solutions
2. Providing education through meetings, print and social media channels, shared efforts with coalition members, and engagement with community members directly
3. Connecting community members to Free Lead Dust Kits
4. Sharing the new definition of Lead Poisoning established in Maine in 2015, which now aligns with the national metric of 5 micrograms of lead per deciliter of blood (5 mg/dL)

Contact Karen Tucker: k.tucker@hccame.org or 207-588-5012

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**Training on LGBTQ+ Youth Culture**

- For Youth-Serving Providers

**HCCA is partnering with OUT Maine** to provide LGBTQ+ Youth Cultural Competency trainings over the spring and summer of 2017.

- Learn about LGBTQ+ health disparities and how to provide safe spaces and adult supports.
- Connect with Joanne Joy to attend a session, or host one at your organization. ~ j.joy@hccame.org or 207-588-5011.
HCCA continues to support local food system development at the local, state, and regional levels. Here are some highlights:

**Maine Farm to School Network & Maine Farm to Institution**
HCCA is the fiscal home to the Maine Farm to School Network (MFSN) and Maine Farm to Institution (MEFTI). Renee Page coordinates these projects and is the Maine State Core Partner to the National Farm to School Network. Highlights over the past year include:

- **Elmina B. Sewall Foundation** continuing grant to support MEFTI development
  - 7-member cross-sector (K-12 schools, colleges, and health care) **leadership team**
  - Technical assistance and workshops at Maine Ag Trades Show, Farm to Institution New England Summit, Sustainability & Water Conference, and more
  - Farm to Institution **network building and communication development**
  - Developing **Harvest of the Month** local foods promotion program
- Convened 5th Annual **Maine Farm to School Conference**, October 14, 2016
  - 142 attendees, 35 presenters, 18 workshops
- **National Farm to School Network**
  - Sea to School Innovation Fund Project collaboration with MA & NH on **best practices and resources** for serving Gulf of Maine products in school meals
  - Selected as the **Maine Core Partner** to the National Network for 2016-2019

**Reducing Wasted Food & Increasing Access to Fresh, Local Foods in Southern Kennebec County**
Three-year Harvard Pilgrim Health Care Foundation Healthy Food Fund project to **glean produce from area farms and orchards** and redistribute to **hunger relief organizations** along with **hands-on nutrition education**. Renee was nominated for a 2017 **Source Cultivator Award** for this work.

- 13,235 pounds of food rescued and distributed to 15 local hunger relief organizations, schools, and other sites
- 503 people received 2834 hours of nutrition education

Inmates glean kale, squash, and onions from Hatchet Cove Farm

Inmates graduate CARA program and 5-week Cooking Matters class
**Healthy School Meals**

Cafeteria taste tests for 275 students at Lincoln Elementary to promote healthy foods and encourage exploration.

Maine Harvest Lunch Day + Maine Breakfast Day

Over 3,000 lbs of local veggies on the menu in Gardiner Schools!

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**Schoolwide Culture of Health**

100 T.C. Hamlin Students took field trips to Andrews Farm to learn how veggies grow and help with the harvest.

Family Cooking Nights brought 24 families together with SNAP-Ed and school nutrition staff to cook a healthy meal.

Farm to School activities added to district Wellness Policies

Created a mobile classroom cooking kit for Lincoln Elementary teachers

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**Hands-On Learning**

Worked with over 380 students in classroom and cafeteria activities.

Awarded over $4,000 in grant funding for school garden programming.

25 weekly kindergarten classes exploring food and gardening

5 Regions of the U.S.A. foods lessons for 5th grade

16 monthly nutrition-driven classes for 1st, 3rd, and 6th grades

Sprout Scouts Garden Club engages 50 students at Lincoln Elementary

Expanded gardens at Teresa C. Hamlin School

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The annual cost for HCCA to host a FoodCorps Service Member is approximately $12-15,000 and must be raised locally. Please help support this valuable resource for our highest needs schools and help kids learn skills to live healthier lives by donating $25 today!
SNAP-Ed provides nutrition education to individuals and families who are eligible for SNAP benefits.

In FY16-17 Nutrition Program Coordinator, Rachael Reynolds, and our new Nutrition Educator, Courtney Roderick, have been working to develop new partnerships and increase adult participation in the program.

**Highlights**

**Eat Well Play Hard: Pre-K**

Pre-K children learn about MyPlate, are introduced to new foods, and talk about physical activity!

Our EWPH program reached a total of 27 classrooms serving 482 preschool children.

**Nutrition To Grow On: 4th-6th Grade**

13 classes are in this series teaching, 271 students to make positive health decisions by incorporating:

- Math
- Science
- Environmental studies & Gardening Activities

2016–2017 We have added 5 more classrooms and have reached 358 students through Nutrition to Grow On!

**Cooking Matters**

New! For FY16-17 We will have a fun filled Spring and Summer reaching over 100 more adults through 6 Pop-Up Tours 2 Cooking Matters Adults and 2 Store Tour Events at Hannaford!

Through the Cooking Matters curriculum we reached 299 adults with tips to shop cook and eat healthy on a limited budget!

They will also continue with their policy, systems, and environmental change efforts to increase participation in the National School Meals Program at 9 local schools and helping to create a community garden in Augusta at Arch Beta Housing!
Let’s Go! is a nationally recognized childhood obesity prevention program. The goal is to increase physical activity and healthy eating for children from birth to age 18 through policy and environmental change.

Let’s Go! works in six settings to reach families where they live, learn, work, and play to reinforce the importance of healthy eating and physical activities.

Let’s Go! promotes the 5-2-1-0 message consistently across all settings. Nan Bell, HCCA’s Let’s Go! Coordinator, identifies current successes and works to connect these existing efforts back the larger community for greater impact.

Let’s Go! follows five easy steps for using evidence based strategies to improve the policies, practices and environments that influence healthy eating and active living.

Engage ~ Assess Environment
Implement Action Plan ~ Complete Survey ~ Celebrate

For fiscal year 2016-2017 HCCA Let’s Go! work is focused on implementing the program in 20 early child care sites and one school district in Kennebec County

For more information contact: Nan Bell  Let’s Go! Coordinator
207-588-5004 ~ n.bell@hccame.org
Substance Misuse Prevention

Community Engagement and Programming

HCCA is the host site for the local Drug Free Coalition Alliance for Substance Abuse Prevention (ASAP) since 2009

Core Elements of the Coalition

Community Partners

- Youth
- Media
- Parents
- Schools
- Businesses
- Government
- Law Enforcement
- Religious Organizations
- Healthcare Professionals
- Youth-serving Organizations
- Civic/Volunteer Organizations
- Anyone working on prevention

Common Goals

- Preventing Youth Substance Use
- Preventing Young Adult Substance Misuse

School-based Coalition Meetings

First Thursday of every month at 2:30 P.M., we meet at one of our six school districts.

Leadership Team

First Thursday every other month at 3:30 P.M., we meet after the school-based meeting.

Join ASAP Today!

Contact Holly Kiidli, Program Coordinator
207-588-5027 or h.kiidli@hccame.org

7 Strategies for Community Level Change

Reducing Access and Enhancing Barriers

Promoting Rx Drop Boxes at Police Departments
Tobacco and Alcohol Retailer Training
Promoting Rx Take Back Day
Compliance Checks
Shoulder Taps
Party Patrols

Changing Consequences and Providing Support

Universal Prime
Prime for Life
SIRP

Providing Information and Enhancing Skills

Parents Who Host Lose the Most School Workshop Trainings
Prevention Brochures
Universal PSAs
Drug Jeopardy
KVTip

Policy Development

School Substance Use Policies
Alcohol Retailer Policies
Legislation Education
2016 Maine Opiate Collaborative Recommendations

Law Enfocement  Treatment  Prevention Harm Reduction

Reduce bias and stigma around substance misuse, addiction and recovery!

New Grants, New Opportunities

STOP Act II
- Underage Drinking Prevention
- Law Enforcement Details
- Collaboration across community partnerships

State Contracts
- Training for Law Enforcement
- Motivational Interviewing
- PRIME for Life
- ACEs

Prime for Life Classes
- Social Media Education
- Decreasing Alcohol Advertisement

The prevalence of youth substance use increases as their perception of harm from use decreases

As access to marijuana increases, we know perception of harm decreases, and we can assume youth use will increase. We have effectively increased the perception of harm around smoking cigarettes by evidence-based prevention strategies.

63% of our high school students believe regular marijuana use is not harmful for them

55% of our high school students believe it is easy to obtain marijuana
32.4% of Kennebec County youth reported using an electronic vaporizer at least once in their lifetime.

35.8% of Kennebec County youth reported bringing in the same room as someone smoking a cigarette at least once in the past seven days.

8 out of 10 tenants, including smokers, would choose to live in a smoke-free complex.

Likely to develop asthma smoke at home are 44% more children exposed to secondhand smoking in their home. Maine residents can commit to new tobacco-free policies.

Includes in some tobacco-free policies!

Marijuana Smoke
Tobacco Use and
Kennebec River Rail Trail
Richmond Area Health Center
Windsor Public Beaches

New Partnership!

Smoke-Free Home Pledge!

Washington County
Southern Kennebec Child Development Corporation
Capital Clubhouse
High Hopes Clubhouse
CCE Realty
Thomas College
Paramount Behavioral Health

Mastiff Outreach Program school district
Youth Mentoring Program
Kennebec County
Youth Action Coalition
Preventing Tobacco-Free Venues, Preventing Tobacco-Free Events

Tobacco Free

Smoke-FREE TOBACCO- FREE

EMERGING CONCERNS FROM
INTERGRATED YOUTH HEALTH SURVEY
2015 MAINE
YOUTH
WEED
SMOKING
PREVALENCE
RATES
100% TOBACCO-FREE
PROPERTY
100% TOBACCO-FREE
PROPERTY
Youth Engagement and Empowerment

A Central District Project in Partnership with the Maine Youth Action Network

1. Youth Taking Action Training
   - Designed for groups with an adult advisor
   - Designed for middle and high school students
   - Youth can earn community service through training
   - Engages youth in their local communities

2. Creating a Central District Youth Policy Board
   - It's a youth run board
   - Youth choose a subject they are passionate about and work to make positive changes
   - Engages youth in their local communities

3. Youth-Adult Partnership Trainings
   - One-day training presented by MYAN
   - Designed for youth, teachers, professionals, and student advisors
   - Develop teamwork and critical thinking skills
   - Learn about new opportunities with HCCA and MYAN
   - Learn new skills to build sustainable youth groups through increased youth

Thank you
For Your Commitment to Our Communities
Your Support of the Wellbeing of Our Neighbors & Your Engagement with HCCA
Mission

To convene and support people, organizations and communities to collaborate on quality of life and public health issues.

Vision

Happy, thriving, interconnected people, organizations, and communities who are empowered to improve their quality of life.

HCCA serves approximately 70,000 people in the communities of Augusta, Chelsea, Farmingdale, Fayette, Gardiner, Hallowell, Litchfield, Manchester, Monmouth, Mount Vernon, Pittston, Randolph, Readfield, Vienna, West Gardiner, Wayne, Windsor, Winthrop, and Richmond.