MISSION

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.
From the Director
Through the Lens of Social Justice

My core values make leading HCCA more than just a job. For me, public health is about social justice. Social and economic conditions contribute to some people experiencing more risks of developing poor health in their lives than others.

For instance, people living with poverty are exposed to more tobacco use and secondhand smoke, are more likely to live in homes with unmaintained lead paint, or live in neighborhoods with less access to grocery stores, farmers markets, or gardens with fresh fruits and vegetables. Veterans, people with mental health diagnoses, people who identify as LGBTQ, New Mainers and Native Americans are all exposed to and use substances at higher rates. They also have experienced more trauma, and live within social networks where substance use is higher.

Public Health is about creating the conditions where everyone can thrive. And that is social justice!

From the Board Chair
Through the Lens of Wellness

It seems like I have been passionate about prevention my whole life! When I was in grad school and living in an apartment with others, the postman, an avid reader, would ask us what we thought of certain books. He introduced me to Don Ardell, author of a number of books on Wellness. Ardell later lectured at Penn State where I was working on my doctorate – and there was a specialty in primary prevention/wellness and psychology.

It’s a hard sell to promote wellness in the private sector, and I never got far. When I attended my first HCCA Annual Meeting in 2011, I thought "I have found my people!" It’s amazing that HCCA continues to focus on getting people together to focus on so many things and all of them primary prevention.
People, Organizations, and Communities

HCCA Touched this Year

- **33** Schools
- **23** Towns & Cities
- **9** Counties
- **18** Healthcare Partners
- **35** Businesses

"HCCA supports more of a 'boots on the ground' approach, which means more fresh, local food will make it to our area food pantries."

- Steve Knight
  Central Maine Gleaners Group
21 Childcare Sites
7 Farms
2848 Students
17 Food Banks & Pantries
11 Landlords
6 Law Enforcement Agencies
704 Adults
Exposing HCCA's Success

"Working with HCCA provides resources and education around health, nutrition, and lead poisoning prevention that we promote with our families."
-Sue Sidelinger
Head Start

- 4,176 Pounds of Drugs Collected
- 2,842 Lead Prevention Tip Sheets Disseminated
- 7 Tobacco Policy Changes
- 29,973 Pounds of Food Gleaned & Distributed
Let's Go! Registered Sites
11 Schools
3 School Districts
14 Child Care Sites
5 Health Care Centers
2 After School Programs

FoodCorps Programming
259 Students in 95 Sessions
50+ Sprout Scouts Club Members
15 School Garden Beds
12 Teachers Partnered

Nutrition Education
1,442 Youth SNAP-Ed Students
387 Adult Participants
556 Sessions

Reaching More Moms
17 Moms & 18 Virtual Network Members

Substance Misuse Prevention Education
13 Classes
140 Hours

Let's Go! 3 Professional Development Trainings
37 Child Care Providers & Teachers Trained
Directors of the Board

Michael Hall
Thom Harnett
Brian Heath
Patricia Hopkins
Kala Ladenheim, PhD

Barbara Moss, DO
Cecil Munson
Emilie van Eeghen, Vice Chair
Tom Warren, Treasurer
Frederick A. White, PhD

Chair
Secretary

Snapshot of Program Funding

- Nutrition Education: 44%
- Substance Misuse Prevention: 13%
- Tobacco Use Prevention: 10%
- Other Public Health: 4%
- Misc Contracts: 29%
Meet the HCCA Cast

Nan Bell
Let's Go! Coordinator

Christine Canty Brooks
Projects Coordinator

Kendra Finneghan
Youth Engagement Coordinator

April Hughes
Tobacco Prevention Coordinator

Jane Hutchinson
Financial Administrator

Joanne Joy
Executive Director

Holly Kiidli
Substance Misuse Prevention Coordinator

Danielle Klimcsak
FoodCorps Service Member

Renee Page
Assistant Director

Rachael Reynolds
SNAP-Ed Coordinator

Courtney Roderick
SNAP-Ed Educator

Carson
Office Cheerleader

Pictures by Catherine J. Gross Photography
Every day is take-back day! Take expired, unwanted medications to 24/7 locations near you!

Join our event committee!

Advocate for Let’s Go! in schools and child care sites

"Your upcoming programs that we can partner in is something I look forward to next school year."
- Cheryl Daggett
Thomas College Health Center

"be the

Sign up to be a SNAP-Ed store-tour volunteer!

Follow us on Facebook and check out our new website! www.hecame.org

Reduce wasted food! Plan when you shop and donate extra!
Support local farmers and shop local!

Sign up for a youth/adult partnership training and/or Sidekicks training!

Take the smoke-free home pledge! breatheeasymaine.org/pledge

Join the Augusta or Gardiner coalition!

Ask about using our meeting space!

"Awareness is the first step towards change."
- Kristine Longstaff WIC

Be kind to one another. It's free!
A special thank you to our funders:

TIDES
UNE-SNAP-Ed
MaineHealth- Let's Go!
Drug-Free Communities
Barbara Bush Foundation
Maine Cancer Foundation
Elmina B. Sewall Foundation
UNE-Substance Abuse Prevention
Maine Health Access Foundation
Maine Agriculture in the Classroom
MaineHealth-Tobacco Use Prevention
Harvard Pilgrim HealthCare Foundation
Maine Center for Disease Control and Prevention
Sober Truth on Preventing Underage Drinking Act
Henry P Kendall Foundation
Shelburne Farms Resources
March of Dimes-Anthem Blue Cross Blue Shield Foundation
Opportunity Alliance
MYAN-Youth Engagement and Empowerment