Our Story of Local Public Health

Healthy Communities of the Capital Area
2019 Annual Report
Mission

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

Local Service Area
The annual report is a complex weaving together of prevention and education programs with people, partnerships, and funding based in the realities of now with hopes for the future sprinkled in.

Partners ask how we are able to do such a wide range of projects. Our success relies on a mix of skills and competency of the HCCA team as well as on competitive grants.

HCCA not only implements the programs and connects with many community partners, we also write the applications, develop work plans, connect with partners, convene committees and work groups, lead the classes, submit the reports, document the day to day efforts in narrative and numbers, etcetera! Increasingly, being primarily grant funded is a challenge in an environment with less and less funding and more needs.

Enjoy the HCCA story of the people, processes, and products of the prior year of this small, local public health non-profit.

**Chapter 1:** HCCA’s roles in state and federal public health efforts, both as part of Maine’s public health programming and the ways federal programming benefits local communities.

**Chapter 2:** Unique projects designed and developed in response to local needs and interests rely heavily on collaborating partners. Some started locally and have evolved into statewide initiatives.

**Chapter 3:** Opportunities for you and others to join in the 1st Annual Stone Soup Community Cookoff in February 2020; #ThanksHCCA projects; and the upcoming Community Health Improvement Planning process.

**Acknowledgements:** We recognize the story is incomplete without a brief financial picture of HCCA, and a shout out to the HCCA Board of Directors, Staff, and Funders. Thank you all.

*Special thanks to the HCCA Communications Team for their many hours of planning and design that made this report the visual success that it is; April Hughes, Courtney Roderick, Nan Bell, and Kendra Finnegan.*
Chapter 1: Local Public Health Projects
in Partnership with Maine and Federal Efforts

Chapter one highlights eight projects; six that implement local efforts connected to statewide public health programming and two federal awards to reduce youth substance misuse. Each provides the funding source, communities served, program summary, a few facts about reach and impact, and a picture of the person(s) who leads the project.

HCCA’s six Maine contracts are with Maine CDC for Lead Poisoning Prevention; Maine Prevention Services for four projects: Youth Engagement and Empowerment, Let’s Go! 5-2-1-0, Tobacco Use and Exposure Prevention, and Substance Misuse Prevention; and the Office of Family Independence for SNAP-Ed. The Maine grants use a mix of Master Tobacco Settlement Funds and federal funds allocated to Maine for public health efforts. No Maine tax dollars are allocated to local public health.

Two federal grants that HCCA holds directly are both with the Substance Abuse and Mental Health Services Administration (SAMHSA) to reduce youth substance misuse. These projects are listed with the other Substance Misuse Prevention efforts.

Lead Poisoning Prevention
Maine Center for Disease Control and Prevention

Children who live in older homes, built before 1950, are at higher risk for lead poisoning. The good news is that lead poisoning can be prevented. Using fees on paint purchases, this project educates families, engages municipalities, renters, property owners, and landlords to create lead-safe housing. Additionally, medical practices are advised to test children for lead at well child visits at ages 1 and 2.

HCCA Partnered with Stakeholders in the Gardiner and Augusta Area to form a 12 Member Coalition with representation from:

- Early Childhood Providers
- Municipal Code Enforcement Officers
- Property Managers and Owners
- Maine DEP
- Augusta Housing
- New Mainers
- Maine Housing
- Maine CDC

Patricia Buck-Welton, DFC Coordinator

Baby Joe
Youth Engagement and Empowerment
Maine Prevention Services – Maine Youth Action Network

HCCA Partnered with Communities in Kennebec and Somerset County to
Organize 5 youth and adult trainings
Work with 6 youth engagement groups
Collaborate with 11 youth serving organizations
Provide 43 hours to support youth engagement groups
Recruit 100 youth participants

From September 2018 - March 2019
(Source: MYAN FY19 Reporting Data)

Today’s youth are tomorrow’s leaders.
HCCA uses toolkits, curriculum, processes, and trainings based in social emotional learning to support youth in developing the skills to be leaders now.

There are 9 District Youth Coordinators (DYC) across the state each serving a public health district to share resources, provide facilitation, etc. to existing groups in schools and other youth serving organizations. HCCA serves the Central District.

The Civil Rights Team at Skowhegan Area High School provided testimony about the school’s Indian mascot and hosted a viewing of Dawnland, a documentary on indigenous people in Maine.

Kendra Finnegan,
Youth Coordinator

Creating Trust among Youth Leaders
Let’s Go! works with schools, childcare sites, and other settings to create environments where children can meet the 5-2-1-0 goals of 5 servings of fruits and vegetables a day, no more than 2 hours of recreational screen time (videos, TV), at least 1 hour of physical activity, and 0 sugar sweetened drinks on most days.

4 School Districts in Southern Kennebec County signed on to Let’s Go!

4 School District Nutrition Directors and Staff received Smarter Lunchroom Training and education to help support students in making healthy selections in the lunchroom.

6 Professional Development Workshops about nutrition and physical activity were offered to Child Care Providers and School Teachers in 2018.

HCCA Partnered with Schools and Childcare Sites in Southern Kennebec County to

Register 16 schools with Let’s Go!
Participate with 4 school district wellness teams
Register 19 childcare sites with Let’s Go!
Provide Resources to 3 healthcare centers
Support 3 after school programs

From October 1, 2017 - September 30, 2018
(Source: Let’s Go! Monthly Data)
Maine Arts Academy students helped write and film new videos for the SideKicks program.

Effective prevention of tobacco use and exposure requires policies everywhere that provide for smoke-free/tobacco-free areas, education of the general population, as well as youth education and engagement, and of course support for quitting tobacco or nicotine in all its forms.

In the past year, due in part to the emerging high rate of youth use of Juul, an Electronic Nicotine Delivery device (END), there has been more effort than ever on engaging and educating youth about SideKicks. SideKicks provides talking points and motivational interviewing skills for youth to talk with their peers and has been a much-used valuable resource.

HCCA Partnered with Schools and Communities in Kennebec County to

Provide expertise for 2 school policies that impact 2,722 students
Train 41 social service providers
Collaborate on 3 municipal policies to protect 5,469 people

From November 1, 2017 - September 30, 2018
(Source: Reports to CTI)
From October 1, 2017 - September 30, 2018
(Source: Data reported to DFC)

Patricia Buck-Welton, DFC Coordinator
Kendra Finnegan, Youth Coordinator
Joanne E.A. Joy, Executive Director

The HCCA story of Substance Misuse Prevention is supported by three grant sources, the core structures and processes are: engage partners in coalitions for input and actions across the community and base those actions on a Community Needs Assessment and evidence-based interventions.

Currently there are two coalitions. The Alliance for Substance Abuse Prevention (ASAP) covering all of southern Kennebec County, is completing a 10-year Drug Free Communities funding cycle with 12 community sectors. ASAP is focused on efforts that can continue into the future. A second coalition, Building a Community Where Youth Thrive (Gardiner Thrives), serving MSAD #11 communities, has emerged. Gardiner Thrives members and partners have reviewed their youth use and beliefs data, been trained on family and community factors that impact youth substance use, learned about Adverse Childhood Experiences (ACEs), and planned and implemented community actions. Decades of research has shown community coalitions to be an effective structure for prevention and is supported by both state and federal funders.

Currently, funding supports alcohol, marijuana, prescription drug misuse, and sometimes tobacco prevention with youth ages 12–24. A well-respected body of research shows building resilient children, families, and communities and addressing isolation, bullying, and the growing number of youth reporting feeling depressed and anxious, etc. are also needed to reduce substance misuse.

HCCA Partners
Across Southern Kennebec County to
Represent 13 organizations on Gardiner Thrives
Gather input from 16 community members for the Community Needs Assessment
Showcase 4 presentations on MIYHS Youth data
Partner with 5 school systems
Provide information to 16 municipalities for marijuana policy discussions
Train 5 law enforcement agencies on surveillance and compliance checks for underage drinking
Collect 4,073 pounds of drugs on Take Back Days in April and October

From October 1, 2017 - September 30, 2018
(Source: Data reported to DFC)
The goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make healthy food and lifestyle choices that prevent obesity. Our two SNAP-Ed Nutrition Educators work with several populations in Southern Kennebec County to deliver evidence-based nutrition education to improve healthy food and lifestyle choices among families and individuals of all age groups.

HCCA Partnered with Schools and Community Sites in Southern Kennebec County to

Teach 91 adult nutrition education classes for 343 adults of all ages and
Teach 460 childhood nutrition education classes for 1,535 youth in grades pre-k to 6th
Work on 4 policy, system, and environmental change projects

From October 1, 2017 - September 30, 2018
(Source Data: SNAP-Ed MPR)
HCCA often responds to unmet community needs in unique ways.

Read on to learn about Reaching More Moms, an innovative tobacco treatment project for pregnant mothers; HCCA's unique collaboration with the Kennebec Sheriff's Office to rescue food from farms that would otherwise go to waste and distribute it to those in need; and how HCCA is the support organization for the statewide Farm to School and Farm to Institution Networks.

This year, HCCA wrapped up its 7-year partnership with FoodCorps, providing agriculture education support in Augusta and Gardiner Schools. In school year 2017-18 FoodCorps Service Member Danielle Klimczak engaged 6 farmers in FoodCorps activities, conducted 9 cafeteria taste tests, and reached 98 kids with 10+ hours of agriculture education.

Reaching More Moms
March of Dimes, Anthem Blue Cross and Blue Shield Foundation; Maine Cancer Foundation

Reaching More Moms (RMM) is the only coalition-based statewide program designed to support pregnant/parenting moms to quit tobacco. RMM takes a three-level approach; 1) host a statewide virtual network of stakeholders, 2) engage Moms and Dads to create mom-friendly quit support materials and gifts, 3) share materials/gifts and 5As treatment strategies with social service, behavioral health, and medical professionals. Funding is minimal and intermittent but we intend to keep finding ways to continue this work.

HCCA Partners Statewide to

Engage 19 coalition members
Represent 9 counties
Provide 2 gifts for moms
Tailor 2 quit materials to be mom specific
Create 1 rack card with 6 quit apps and 2 websites
Design 1 dad rack card

Partners included these resources in 4 trainings across Maine
From October 1, 2018 - March 31, 2019 (Source: Data reported to March of Dimes Mid-term Progress Report)
In an effort to address farm level surplus that can lead to wasted food, while also increasing access to fresh, local foods, HCCA teamed up with the Kennebec Sheriff’s Office (KSO) Community Service Program to launch a gleaning initiative. Food that would otherwise go to waste was rescued from area farms and donated to hunger relief organizations, schools, and other sites serving those in need. HCCA also provided hands-on nutrition education to teach food recipients and inmates how to prepare and enjoy the harvest. Additionally, HCCA contributed to the construction of an outdoor vegetable cleaning station at Annabessacook Farm to help with post-harvest, pre-distribution of food.

HCCA Partnered with Community Members in Southern Kennebec County to Reduce Wasted Food & Increase Access to Fresh, Local Food by

- Teaching **113 hours of nutrition education** to **483 adults**
- Gleaning **16,525 pounds of produce**
- Distributing gleaned produce to **27 sites**

(Source Data: Reported to Harvard Pilgrim Health Care Foundation)

Thank you to Harvard Pilgrim Health Care Foundation for supporting this 3-year project.

*Visit hccame.org to watch a short video about the project.*
HCCA is the fiscal and staffing home to the Maine Farm to School Network (MFSN) and Maine Farm to Institution (MEFTI). Renee Page coordinates these statewide projects and is the Maine state liaison to regional and national farm to school and institution initiatives.

This year, HCCA secured a two-year grant from the Henry P. Kendall Foundation to bring Stephanie Cesario to the HCCA team to coordinate the Maine Farm to School Network and focus on streamlined branding, promotion, and communications while building the statewide network.

Visit MFSN’s new website www.mainefarmtoschool.org to learn more about the network, including the October 4, 2019 conference.

Supported by the Elmina B. Sewall Foundation, Maine Farm to Institution is developing a network map linking together current farm to institution work across Maine, identifying areas of collaboration, shared priorities, and gaps.

MEFTI launched a new website this year www.mainefarmtoinstitution.org where you can find newly developed mission and values to inform the network’s work.
Chapter 3: Expanding Local Participation and Projects

Opportunities to get Involved

Stone Soup Community Cookoff

Save the Date, February 8, 2020
For HCCA’s First Annual, Community Cookoff Fundraiser!

HCCA’s favorite programs and events often include preparing and eating good food. Over the past year, HCCA board and team members determined that a community event based on food seemed like a very good fit – with up to 24 teams (8 youth teams); the best Soups and Sides judged by participants. There will also be a Diced Competition among 3 locally known chefs, and a Master of Ceremonies!

The planning is in the works – and HCCA needs volunteers to create a best event possible.

Community Health Improvement Plan (CHIP)

In 2008-2009 HCCA engaged community members through existing meetings, interviews, and forums that identified three public health priority areas in our local communities that led to a CHIP. The three priorities were helping expand access to local foods, increase resources to help people quit tobacco, and help reduce isolation. As you can see in Chapter 2, progress has been made in two of these areas.

Renee and Joanne, in partnership with the Board of Directors, will begin a new process to engage community members in assessing needs, interests, and assets to update our CHIP. If you have a group already engaged in improving the quality of life in your community, please connect with us at healthycommunitiesme@gmail.com. Volunteer opportunities are emerging, and donations for the processes are being accepted to form an updated CHIP.

#ThanksHCCA

Image is everything – show your support for our work by submitting your photos with signs that say #ThanksHCCA. We will use them in social media, on our website, in videos, in grant applications, at events, and at next year's annual meeting. To share your photos, be sure to name them, and submit here: healthycommunitiesme@gmail.com.

You can help us increase the HCCA impact:
Like HCCA on Facebook, Share Frequently, Let HCCA know about school and community projects so we can highlight them on Facebook as well. Sign up to receive the e-newsletter.

For more information visit: hccame.org
Acknowledgements
The Numbers, People, and Funders Behind the Projects

The HCCA story of local public health is incomplete without a summary of our financial status and thank you to the members of the Board of Directors and Funders that support and guide our work.

Financial

The chapter titles and subtitles have included the funding sources that support efforts, coalitions, and programs at HCCA. Grant awards are contracts with the funder – HCCA or the funder proposes the work plan and the funding needed, and a contract is negotiated. HCCA implements the work plan and must use every single dollar and no more. If there are funds remaining at the end of the time period, those funds are returned. If HCCA overspent, then we must find the dollars to pay for those additional expenses. These prescribed contracts leave very little flexibility to respond to emerging needs, quality control, planning for the future, etc.

In the pie chart, the amount of funding we currently receive that is not grant related is reflected in the 3% wedge. HCCA, like most non-profits, needs community support and diverse fund-raising strategies to truly implement its mission. You have read about some of our future efforts, below are additional ways to financially support efforts to make healthier choices easier choices across our communities and beyond.

Funding as reported on Form 990 7/1/17-6/30/18.
Total funding for this period $867,365

What You Can Do Now

→ Donate by scanning the QR code
→ Donate by visiting our website hccame.org
→ Choose HCCA when shopping on smile.amazon.com
→ Purchase Hannaford gift cards directly from HCCA
→ Support the Stone Soup Cookoff by donating or volunteering
Vision
Happy, thriving, interconnected people, organizations, and communities who are empowered to improve their quality of life.

Meet Our Board of Directors

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A Special Thank You to Our Funders

State and Federal Grants

- Maine Center for Disease Control and Prevention

Maine Prevention Services
- Maine Youth Action Network
- Barbara Bush Children’s Hospital at MaineHealth
- Center for Tobacco Independence at MaineHealth
- University of New England

- USDA - Maine's Office of Family Independence
- Substance Abuse and Mental Health Services Administration

Foundations

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