The 2020 theme, Building Community Connections, was chosen both to represent our current practice and center the concept for the future. For more than 10 years we have heard from youth, older community members, people in recovery, and many others, that feeling genuinely connected is often missing. Going forward, we will continue to prioritize facilitating these connections.

This report uses both the bridge on the cover as a metaphor for connection, and the children’s building blocks that hold our data points throughout to signify success on building toward change.
Comments from the Director

I read prior versions of my Director’s Comments since 2009 in our Annual Updates and Reports in preparation for this year’s comments. I was not surprised to see three recurring themes:

1. HCCA’s mission guides our work with a focus on community and collaboration.
2. Our programs are implemented by a committed and skilled team of people.
3. Our unique perspective on community health and public health developed from roots in the World Health Organization’s Healthy Communities Model and the system of Healthy Maine Partnerships.

HCCA recently developed its core values which further articulate who we are as individuals and as an organization, and how we are in our communities, our space, and our work. I could think of no better time to call your attention to our Mission, Vision, and the newly articulated Values than now, with the challenges of COVID-19, the disparities between the haves and have-nots, and the recent multiple deaths of Black Americans by members of law enforcement. May our work continue to adapt and grow while reflecting our roots and principles.

**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.

**Core Values:** Authentic Engagement ~ Honesty ~ Sense of Place ~ Dedication ~ Equity ~ Wellbeing

I will be stepping down from the Executive Director role on July 1, 2020, taking up the leadership of our substance use and tobacco prevention work. I leave knowing that this organization is strong, has a committed board and staff, and that HCCA’s new director, Renee Page, is an excellent choice to lead HCCA forward.

Thank you all for your roles in shaping this organization.

Joanne Joy

_HCCA, Executive Director_
Comments from Fred White, PhD, Board Chair

I am proud to have served on the Board of Directors of Healthy Communities of the Capital Area for the past nine years and as the Board Chair since July of 2016. In the past two years, we have made a point of reciting our mission aloud at every meeting to help us all focus our efforts on the collaboration with and support of our communities. I have encouraged us all to use our full name, Healthy Communities of the Capital Area, so others become familiar with it.

As I rotate out and make way for superbly talented new members, officers, and staff, I’d like to highlight two of many projects informed by our community that I believe merit special mention. We hosted and facilitated a series of forums on the opioid epidemic in Gardiner, Augusta, and Pittston. Additionally, we partnered with the Kennebec Sheriff’s Office on a gleaning project that allowed otherwise unused locally grown produce to be shared with food pantries and those in need. I leave with full knowledge that the board and staff will continue the great work I have observed and am thankful to have been a part of since 2011.

Board of Directors

Jodi Beck, RN
Board Vice Chair

Benjamin Brown, MD

Samantha Deming-Berr, DO, MPH

Cathleen Dunlap, MEd, MSW, LCSW

Deborah Emery, MEd, CAS

Patricia Hart, MS, CPH

Patricia Hopkins

Lisa Miller, MPH

Sarah Miller, MA

Barbara Moss, DO, MPH, FACOFP

Cecil Munson, MSW

Merry St. Pierre

Ashley Tetreault, MBA

Board Secretary

Tom Warren
Board Treasurer

Courtney Yeager, MPPM
Financial Statement

- 19 Projects
- 30+ Donors
- 12 Grants
- 11 Team Members
- 16 Board Members

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Information for this report is from the IRS Form 990 (7.1.18-6.30.19)

Show your support for public health and HCCA!

- Donate directly at hccame.org.
- Choose HCCA when shopping on smile.amazon.com.
- Purchase Hannaford gift cards from HCCA.
Building Community Connections for the Future

HCCA is looking ahead! This past year, dozens of community members helped HCCA identify local public health and quality of life needs. Staff and board members identified strategic priorities to guide the organization for the next 3-5 years and developed an organizational values statement to drive actions within communities and with each other. These priorities and values will inform HCCA’s work for the foreseeable future. To date, priority areas are defined, and next steps include setting a timeline and goals, and identifying partners and resources to meet the goals. To learn more about the Community Health Improvement Plan (CHIP), strategic priority areas, organizational values, and how you can become more involved, visit HCCA’s website or contact Renee Page at r.page@hccame.org.

CHIP Priority Areas

1. Community Connectedness
2. Equity
3. Traditional Public Health Issues
4. Climate

Transportation and housing were identified as priority areas that are outside of HCCA’s scope of work, but will be integrated as feasible and appropriate.

Strategic Planning Priorities

1. Develop Organizational Operations
2. Increase Outreach and Communications
3. Complete CHIP and Develop Sustainability Plans
4. Educate and Advocate
5. Build Brand
6. Refocus Program Work Plans
7. Uplift Staff Wellness and Successes
Substance Use Prevention

JOANNE JOY AND PATRICIA BUCK-WELTON

Substance Use Prevention at HCCA is largely focused on preventing underage use of alcohol, cannabis, and other substances among 12-17 year-olds in partnership with schools, law enforcement agencies, and community organizations. We work to change community conditions, share information, provide education, and collaborate across towns and systems to extend the impact. Funding is provided by Maine Prevention Services. HCCA also participates on multiple state and regional initiatives.

In 2019-2020, local law enforcement conducted 50 underage drinking prevention patrols.

2019 interviews with cannabis storefronts revealed they were most interested in preventing use by children and pets.

Our theme, Building Community Connections, is represented by the use of toy building blocks featuring the details that programs accomplished to build healthier communities.
Drug Free Communities

JOANNE JOY AND PATRICIA BUCK-WELTON

The southern Kennebec Alliance for Substance Abuse Prevention (ASAP) coalition wrapped up a 10-year Drug Free Communities (DFC) grant in 2019. Results of this work can be found on our website. In fall 2019, HCCA, in partnership with Gardiner Area Thrives Coalition, received funding for another 5-year DFC grant. This will serve the four communities of the MSAD#11 school district; Gardiner, Pittston, Randolph, and West Gardiner.

DFC grants support coalitions of interested and involved individuals to inform and implement prevention work. The members represent twelve sectors; youth, parents, business, media, schools, youth-serving organizations, law enforcement agencies, religious and fraternal organizations, civic and volunteer groups, healthcare and behavioral health professionals, state or local governments, and other organizations with a focus on reducing substance use. Funding is provided federally.

From 2009-2017, alcohol use dropped from 12.3% to 4.6% for middle school-aged youth and 30.8% to 21.9% for high school-aged youth.*

"With two teenage sons in the MSAD#11 school system, I hear from them and see for myself what obstacles our students are facing. Helping our students and our community come together in support of each other is a true passion of mine and the coalition supports my personal mission, as well as others of our community, to have an atmosphere where our youth can thrive."

Carrie Arsenault, Tri-Chair of Gardiner Area Thrives

*MIYHS combined data from Augusta, MSAD #11, RSU#2 (Hall-Dale and Monmouth), RSU#38, and Winthrop schools
Tobacco Prevention

April Hughes and Elizabeth Deprey

HCCA supports a tobacco-free Kennebec County through education, prevention, policy, and training initiatives. Highlights include Sidekicks, an interactive youth training on holding respectful peer conversations about tobacco and vaping, and Non-Clinical Outreach, a training for social service providers to initiate effective quitting conversations.

**150 youth** participated in 7 Sidekicks trainings.

75% of Kennebec County **hospitals** and **9 schools, school districts, and school departments** partnered with HCCA staff to offer training, education, and develop their tobacco policies.

Staff worked with organizations to pass smoke-free policies impacting **10,281 people**, reducing secondhand smoke exposure, establishing healthy norms, and supporting those trying to quit.

“Sidekicks has been an opportunity for my students to learn about the dangers of vaping... [The curriculum has been] very easy to follow and the best part is some of my students have applied what they have learned in class to their lives.

Shara MacDonald, Erskine Academy health teacher

This is a tobacco-free event
Youth Engagement

KEVIN CARTER

HCCA partners with the Maine Youth Action Network to generate youth-led change across Kennebec and Somerset Counties. Youth groups use social media, education, and advocacy to drive policy and environmental changes that support substance use prevention, stress management, and inclusive gender expression.

35 youth in 4 groups from Cony High School, Maine Arts Academy, and the Augusta Boys and Girls Club led change in their communities.

I love working in this group because we're learning more about teen mental health... trying to help in the community and coming up with ideas to help those teens who need [it].

Youth Participant

Kevin and April with the Youth Taking Action Group from Maine Arts Academy at the Maine Youth Action Network (MYAN) youth leadership annual conference.
Let's Go! 5-2-1-0

NAN BELL

HCCA partners with Let's Go! to connect with schools, after school programs, Head Starts, and other early child care sites. Let's Go! aims to create and support an environment where children can live the 5-2-1-0 messages every day. These include eating fruits and vegetables, doing physical activity in place of recreational screen time, and reducing sugary drink consumption.

5 out of 6 school districts in southern Kennebec County are applying wellness policies and Let's Go! strategies in their schools.

20 child care sites and 7 out of school programs are displaying visual messages, offering education for families and children, providing healthy foods and physical activity opportunities, and generating supportive policies.

Children created their favorite fruit or vegetable [for our art show] inspired by 5-2-1-0 and from the picture book, "The Very Hungry Caterpillar".

Boys and Girls Club of Kennebec Valley, Gardiner

Kids at the Boys and Girls Club line up for healthy snacks at their art show celebration.
HCCA’s SNAP-Ed Nutrition Educators support SNAP-eligible individuals and families in gaining the knowledge and skills to shop, cook, and eat healthfully on a limited budget. Educators also strategize with community partners to support these skills in the local environment, making healthy choices more practical and available to community members.

SNAP-Ed classes reached 417 adults of all ages and 1398 youth pre-K through 6th grade.

6th graders at Lincoln School in Augusta show off veggie pizzas in Cooking Matters class.

Classes were offered at elementary and middle schools, Head Starts, out of school programs, low-income housing, programs supporting those living with disabilities, shelters, grocery stores, and healthcare settings throughout southern Kennebec County.

Rachael worked with Maine Harvest Bucks, Let's Go! and SKCDC's Summer Feeding Program at the Gardiner Commons Farmers' Market to promote increased access to fresh fruits and vegetables for local families.
Maine Local Food Networks

STEPHANIE CESARIO

Maine Farm to School Network (MFSN)
HCCA houses the Maine Farm to School Network, which works to connect the leadership of state agencies, school nutrition, Cooperative Extension, and non-profit partners with the goal of supporting farm-to-school programs. These can include school gardens, local food in school cafeterias, and agricultural education. Learn more at mainefarmtoschool.org.

MFSN doubled its leadership council members in 2019 from 12 to 24, increasing grassroots and regional representation.

MFSN Leadership Council at the 2019 Maine Farm to School Conference.

MFSN coordinators past and present: Ken Morse, Renee Page, and Stephanie Cesario

Maine Farm to Institution (MEFTI)
HCCA is also the home to Maine Farm to Institution, a network focused on connecting local food to institutions, including higher education, correctional and health care facilities, and schools. MEFTI has worked over the past two years to map and bring together partners across Maine. It is also collaborating with four other organizations to plan a Maine Food Convergence Project for winter 2020 that will inaugurate collective action towards a sustainable, just, regenerative, and regionally-focused agricultural environment.
On the website...

HCCA is your local public health resource! Look us up at hccame.org, where you can access more resources about the Eat Well and Be Active programs, Substance Use prevention, and our blog highlighting current local public health issues. You can also find:

**Reaching More Moms (RMM):** RMM is an HCCA-led effort designed to support and engage moms, friends, and family in quitting tobacco, funded through January 2020.

Fueled by a statewide network of providers, local moms, social services agencies, and practitioners, RMM created evidence-based materials to engage moms who are considering quitting.

All videos and print materials will continue to be hosted online, and extra printed materials, magnets, and bracelets will be distributed to health professionals working with pregnant women and new moms.

**Local COVID-19 resources:** updates from the CDC, information, food and nutrition, education, physical activity, and tobacco prevention.
The HCCA Building Crew

Joanne Joy, MA, TPS, PS-P  
Executive Director

Renee Page, MPH, CLC, PS-C  
Assistant Director

Jane Hutchinson  
Financial Administrator

Patricia Buck-Welton  
Substance Use Prevention Coordinator

April Hughes, MPH  
District Tobacco Coordinator

Elizabeth Deprey  
Tobacco Prevention Coordinator

Kevin Carter  
District Youth Coordinator

Nan Bell  
Let’s Go! Coordinator

Alexis Guy, MPH, RD  
SNAP-Ed Nutrition Educator

Carson  
Office Cheerleader

Stephanie Cesario  
Maine Farm to School Network Coordinator

Rachael Reynolds  
SNAP-Ed Coordinator
Thank you!

State and Federal Grants

Maine Center for Disease Control and Prevention - Maine Prevention Services
Maine Youth Action Network at Opportunity Alliance
Barbara Bush Children's Hospital at MaineHealth
Center for Tobacco Independence at MaineHealth
University of New England
State of Maine Department of Health and Human Services - Lead Poisoning Prevention
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
United States Department of Agriculture - Food and Nutrition Services

Foundations

Henry P. Kendall Foundation
TSNE MissionWorks
New England Grassroots Environment Fund
Elmina B. Sewall Foundation
SHELBURNE FARMS
The Bingham Program