



**healthy  
communities**  
OF THE CAPITAL AREA



A Local Healthy Maine Partnership

# *This is Public Health*

## Programmatic Highlights

As of

April 27, 2009

Healthy Communities of the Capital Area

36 Brunswick Ave

Gardiner, Me 04345

[www.healthycommunitiesme.org](http://www.healthycommunitiesme.org)

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## Job Description and Responsibilities

**The Executive Director of HCCA** is also the Senior Program Manager and the Director of Community Health Improvement Planning creating three broad sets of responsibilities.

Director : 1) Support the Board of Directors, 2) Manage budgets, contracts, 3) Increase capacity to implement some of the 10 Essential Public Health Services, and 4) Participate in the Public Health Infrastructure at local, District, and state levels

Senior Program Manager: 1) Create an environment in which all staff members are valued, cross trained, supported, and enjoying their work, 2) Assure the programmatic work of all staff is based on best practice and promising practice and meets contractual obligations, 3) Assist staff to expand engagement of community members through various community settings.

Community Health Improvement Planning Director: 1) Collaboratively set the framework for authentic engagement of community members to participate in all levels of the Community Health Improvement Planning Process, 2) Produce a collaborative Community Health Improvement Plan

**Joanne Joy served as the Healthy Maine Partnership (HMP) Director for the original tobacco project** in southern Kennebec County, Getting Healthy, April 2001 through August 2007.

Over time, Southern Kennebec Healthy Communities (SKHC) and Getting Healthy worked together on a number of community health issues, and created a shared logo and name, Healthy Communities of the Capital Area, in 2005. When the expanded HMP grant was announced with additional public health responsibilities, including substance abuse prevention, the two organizations joined forces to apply for and receive the Grant.

## Successes

**HCCA is one of 28 Local Healthy Maine Partnership coalitions** that, together, form the community level of a new public health infrastructure with new public health responsibilities beginning in September of 2007. This has added an exciting level of community engagement and expansion of efforts. Below is my short list of our early successes in this expanded endeavor.

- **Engaged and responsive Board of Directors** providing oversight to a relatively new organization, willing and able to adapt as the public health infrastructure develops
- **Additional Substance Abuse Prevention dollars** in addition to the base HMP grant \$\$, beginning efforts at attracting additional grants and other resources as part of a sustainability plan
- **Expanding communications and outreach** with e-newsletters, staff engagement, and the Community Health Improvement Planning process
- **Four fantastic co-workers** who work together as a skilled, competent, and collaborative team, who understand the big picture and work to help align the details along the way
- **Over 350 community members** who have participated so far in our group interviews to hear from members of groups already engaged in quality of life efforts in our 18 towns.
- **Being a part of the exciting development of public health infrastructure in Maine**

## Substance Abuse Prevention Manager

### Job Description and Responsibilities

**The Substance Abuse Prevention Manager** is responsible for a) implementing specific prevention projects of high interest to our communities and funders, b) recording and reporting progress on most substance abuse prevention objectives identified by our funders, and c) building the capacity of the communities of southern Kennebec County to take long term, effective, comprehensive action within and across municipal and school district lines. Our approach to substance abuse issues has been to, whenever possible, integrate action on this issue within a larger health and wellness strategy. The Manager often works in close cooperation with other HCCA staff on substance abuse prevention projects and capacity building efforts.

**Neill Miner left semi-retirement to join HCCA.** A developer of substance abuse prevention and treatment programs across the New England states for the past 15 years, Neill worked 18 years for the Maine Department of Health and Human Services, including six years as the Director of the State Alcohol and Drug Agency. He lives with his wife Mary Ellen in Augusta; his two sons were educated in the Augusta schools, graduating from Cony High School.

### Successes

**Moving from planning to action:** Last June the regional Substance Abuse Workgroup completed its six month process of identifying the size and nature of the substance abuse problem, and began to take action, by implementing a series of evidence based prevention strategies. As a result of this effort:

- We have begun to work more closely with alcohol retailers on reducing potentially risky sales, in convenience stores and in bars and restaurants. More than 100 people working for more than 30 alcohol retailers have participated in state certified Responsible Beverage Server trainings offered by HCCA.
- Six local law enforcement agencies have formed the Underage Drinking Task Force, and begun to enforce, more proactively, Maine's underage drinking laws and policies. Twenty-five officers have been specially trained to implement local underage drinking details. Law enforcement details have been completed in many communities over the past three months.
- Three area high schools and HCCA are currently working together to sustain and expand the delivery of the Student Intervention and Reintegration Program (SIRP) for students who are using alcohol or other drugs, and would like to make healthier choices.

#### **Continued Capacity Building:**

- Two local school districts are currently developing, in cooperation with community members and HCCA, comprehensive local plans to prevent youth substance use.
- The first-ever regional substance abuse coalition has come together to plan and take action across the HCCA service area. Twenty-six people representing 12 sectors of the community have begun to guide the allocation of existing substance abuse prevention funding and staff resources. This group has applied for federal Drug Free Communities funding to sustain its efforts beyond the life of the current SPF-SIG funding.

## Job Description and Responsibilities

**The School & Youth Program Manager** provides resources and technical assistance to schools and other youth-serving organizations that are interested in improving the lives of young people and their families. The School & Youth Program Manager often partners with other HCCA staff in collaboration with schools, youth groups, and community organizations that work to decrease substance and tobacco use, improve nutrition, and increase physical activity. This work is done primarily through policy change and strategies that make it easier for youth and families to make healthier choices. The School & Youth Program Manager also works with state and district-level partners to help guide Local Healthy Maine Partnership work and support our local partners.

**Renee came to HCCA with a background in nutrition** and worked previously as a School Foodservice Director and WIC nutrition educator and lactation consultant. Renee holds a Masters of Public Health and enjoys applying her knowledge more broadly to affect systemic change. Renee sits on several youth athletic boards, health advisory boards, and wellness committees. She is also a PTO member and 4-H Leader. As a mother of two elementary school-aged children and resident of our Local Service Area, Renee's vested interest in her own community and belief that you can get more work done at the soccer field on Saturday morning than sitting in meetings, makes her a good fit as School & Youth Program Manager.

## Successes

Some examples of Renee's success since joining HCCA include:

- **Tobacco:** In partnership with the FRIENDS School Health Leadership Council at Monmouth Schools, we have worked to create and implement a Tobacco-Free School Policy that addresses prevention, enforcement, and treatment.
- **Take Time! Implementation:** In partnership with Anthony Anderson, School Healthy Coordinator, MSAD #11, we have trained teachers in a number of schools who have successfully increased the amount of physical activity incorporated in the school day.
- **Youth Engagement:** In partnership with Neill Miner, Substance Abuse Program Manager, we have provided support and leadership to youth groups working to increase awareness of substance use issues, including tobacco.
- **Early Childhood:** In partnership with SKCDC, the Children's Center, KVYMCA, and other youth-serving organizations, we have worked to implement policies and programs that support lifelong healthy behaviors.
- **School Wellness Policies:** In partnership with the four school districts that make up RSU #2, we have worked collaboratively to preserve Local Wellness Policy language that will help create a healthy learning environment for students and staff.

## Job Description and Responsibilities

**The Project Coordinator** works closely with the Executive Director to ensure overall smooth operations at HCCA, providing the day to day communications link between and among staff, board, stakeholders and others. Communication management is a key element of coalition success, and includes the website, [www.healthycommunitiesme.org](http://www.healthycommunitiesme.org), press releases and other information sharing via VillageSoup.com and support, expertise and last minute details on published materials in collaboration with staff. Additional responsibilities include coordination with our fiscal partner, MCD, to assure all payroll, accounts receivable, accounts payable documentation is accurate and in the right hands. Other responsibilities include support for the Board of Directors and collaborations with Healthy Start and the Capital Area Collaborative. And perhaps most importantly, the Project Coordinator interfaces with all HCCA staff to support their projects, to build capacity and implement objectives.

**Karen Tucker has served non-profit organizations** as Program Manager, Volunteer Coordinator, and Acting Director. In the private sector she has experience as a Team leader, Trainer and Customer Service Representative. In addition she has served as a facilitator of community groups and is a court mediator. With Karen, it is all about connecting people with solutions for themselves and others. Karen's Master's in Training and Organizational Development provides supporting knowledge and tools for the workplace and supports her natural inclination to work collaboratively in a group setting to bring about common goals. With this mix of interests and skill sets, Karen aids in connecting our work to the people we serve.

## Successes

- **E-Newsletters:** Established format for staff to create regular e-newsletters that are getting rave reviews from legislators; state, district and local partners & other readers
- **MAPP Assessment:** In collaboration with staff, conducted authentic engagement of community members in assessment processes to form a basis for the Local Service Area-wide Community Health Improvement Plan, with a target for completion of 2010
- **Creating and maintaining systems:**
  - Establishing and continually improving and expanding upon a system of communicating and cataloging financial requests and transactions
  - Electronic files and Shared Document System
  - Updating contact database system
- **Website Development:** researching and identifying a content management system and web developer to recreate our on-line identity and enable staff to immediately update our website as needed
- **Legislative Booklet:** collaborated with staff to produce an informational pamphlet to convey information and action recommendations to our legislators

## Adult and Worksite Wellness Program

### Job Description and Responsibilities

**The Adult and Worksite Wellness Program Manager is responsible for policy and environmental change at the worksite level** by promoting Health and Productivity Management through *Healthy Maine Works!*. Topic areas include physical activity, nutrition, reduced tobacco use and exposure, substance abuse prevention, health risk management, worksite support for chronic disease prevention and self management (cardiovascular disease, diabetes, asthma, cancer).

**Other adult initiatives** include Smoke-free Housing, community-based chronic disease self-management supports and promotion of nutrition education in Food Pantries and other settings.

**Amy Wagner is a nationally Certified Worksite Wellness Program Consultant.** started her Healthy Maine Partnership engagement in the Mid-coast area with the co-writing of the first HMP grant in the fall of 2000 and serving as the project director through February 2008. Amy's first introduction to worksite wellness was in March 1993, when appointed to a staff & student wellness team while working as an accountant at an environmental sciences college. She later chaired a worksite wellness program that won multiple recognition awards.

### Successes

Below is a short list of early successes in this expanded worksite wellness area.

- **Currently working with twelve (12) employers**
- **Seven worksites actively used Healthy Maine Works!.**
  - **One (1) has implemented a brand new worksite wellness program.**
  - **Two (2) are in the process of going 100% tobacco free**
  - **One (1) is adding a Scent-free Policy to enhance the Tobacco-free Policy**
  - **One (1) is redesigning their benefits packages to save money while supporting their wellness initiatives**
  - **Three (3) have implemented nutrition policies**
- **Expanded communications and outreach** with e-newsletters, press releases regularly submitted to Capital Village Soup and other print media
- **Free Worksite Wellness Panel Presentations and meetings every other month**
- **Collaborating with area organizations to offer the Health & Productivity Management model of worksite wellness as an added value service to their clients**
- **Building capacity with KV Chamber of Commerce, Cynergy, Winthrop Area Chamber of Commerce, Hallowell Board of Trade, and Southern Maine Wellness Council, and the Maine Worksite Wellness Council Criteria Subgroup**



Anthony Anderson, MA, CAS

MSAD 11, School Health Coordinator

## Job Description and Responsibilities

**The School Health Coordinator (SHC)** is employed by MSAD 11 through a Community~School Partnership with HCCA, the Local Healthy Maine Partnership (HMP). Each HMP is required to partner with at least one school district to employ the SHC. MSAD's SHC is a full member of the school district Administrative Team, is the chair for the District Wellness Committee, Health and Physical Education Committees, Take Time Committee, School Health Leadership Team, and Parent Health Advisory Committee. The primary responsibility of this position is to advocate for systems and policy changes to support tobacco use reduction, increased physical activity, improved nutrition, and substance abuse prevention. Additional public health initiatives such as sun safety are often added to the expectations.

**MSAD 11 is considered a leader in coordinated school health in Maine** and in New England.

**Anthony Anderson, who has been the SHC since 2002**, previously was a physical education teacher at MSAD 11 and a Fit Kids instructor for East Tennessee State University. His passion and expertise is in exercise science and physical activity. He attributes much of the healthy changes in MSAD 11 to the positive relationships he has built.

Anthony has two beautiful children, another on the way, and a lovely wife of 6 years.

## Successes

MSAD 11 is particularly proud of the successes listed below:

- Participation in the **Take Time Project** has increased from 2004-2005 with 2,500 minutes of physical activity in the classroom to 60,000 minutes of physical activity
- **2004 PEP Grant:** In collaboration with other community organizations MSAD 11 received \$377,000 to improve physical education and access to physical activity
- **2009 SPARK Study:** With daily physical education for one fifth grade class at Pittston Elementary School and a control group at another school; fitness data and academic data were compared. Results: better fitness scores and better performance in the classroom
- **2009 Wellness Works School Pilot:** MSAD 11, with 3 other school districts, partner with MEA benefits trust, and Anthem Blue Cross of Maine to implement a comprehensive wellness program. Participants meet with a health coach several times throughout the year to decrease their health risk scores
- **Fitness Scores Improved:**
  - Middle school level scores have gone from 12% to more than 40% fit in 2008.
  - High school levels scores have improved from 6% to 39% in 2008.

### Job Description and Responsibilities

**HCCA collaborated with the University of Maine at Farmington, Community Health Education Department in providing two internships** over the past two semesters.

HCCA has identified several areas of interest that require focused attention over a concentrated time period that, when completed, will have moved an initiative significantly forward. Our internship collaboration combines a workforce development strategy with the student's need for day to day experience of working in the field of community health and our need for short term assistance in one or more areas. The internships are generally for 600 hours which means increased staffing for 15 weeks at 40 hours per week.

Although this year's interns have been from the University of Maine at Farmington, we also have partnered with the University of Maine at Augusta and are open to students from other educational institutions. Summer internships are also a possibility for students who attend out of state institutions and will be returning to local communities during summer break. Interested students are encouraged to contact HCCA with their particular interests.

### Successes

**Michelle Perry**, a Winthrop High School graduate and a senior in the Community Health Education program at UMF joined HCCA as an intern for the spring semester to focus on increasing access to local foods through Farm to School efforts including:

- Creation of a survey for local school foodservice directors
- Promotion of local farmers and farmers markets
- Creation of surveys for current farmers market customers & potential customers
- Creation of databases of related farm and school information
- Connections to local Cooperative Extension trained Master Gardeners

**Cameron Gray**, a Bucksport High School graduate and a senior in the Community Health Education program at UMF served HCCA in an internship position during the fall semester. Cameron had diverse interests and was accomplished at multi-tasking. He engaged in the following work:

- Assessing and collecting information about smoke-free and tobacco-free rental properties with at least 4 units across the 18 towns
- Dissemination of information about the harm to pets of second-hand smoke
- Dissemination of nutrition related materials to food pantries
- Enrollment in the food stamp program of individuals using food pantries not already benefiting from that system.