for tobacco products that may promote youth marijuana use. Students educated community members, school faculty, and youth on their findings.

• Created Maine Voice Facebook page to promote healthy activities for youth.

# **Coordinated School Health Program**

School Health Coordinators in the Kittery and Wells-Ogunquit School systems each implemented a Coordinated School Health Program that focuses on eight components: comprehensive health education, physical education, health services, nutrition services, counseling, psychological and social services, school environment, staff wellness and family and community involvement.

# Public Health System Development

- Served on the Executive Committee of the York District Public Health Council.
- Assisted in convening the York District Community Transformation Grant Oversight Committee.
- Continued work on the Community Health Improvement Plan with the development of an Action Plan focused on the following identified priority issues: increasing access to local level data and encouraging healthy lifestyles.
- Disseminated lead poisoning prevention information to healthcare providers and food security organizations targeting parents with young children.

# **Coalition Sustainability**

- Continued to engage volunteer Coalition Advisory Board, Community Health Action Team, and Substance Abuse Prevention and Youth Assets Action Team.
- Established ongoing Coalition Sustainability Assessment and Planning to assure the future of Choose To Be Healthy.
- Initiated Coalition's presence on social media websites (Facebook & Twitter) and maintained the coalition website (www.ctbh.org).



# **June 2012**

# Choose To Be Healthy Annual Report

### **Our Vision**

envision a region of Maine where those who live in the towns of Berwick, Eliot, Kittery, Lebanon, Berwick. North Ogunquit. South Berwick, Wells and York are among the healthiest in the state.

Furthermore our vision of health is broadly defined to include all dimensions of well-being; including physical, emotional, spiritual and social.

# **Who We Are**

The Choose to be Healthy Partnership is a comprehensive community health coalition that works to reduce the incidence of chronic diseases such as cardiovascular disease, diabetes, cancer, chronic lung disease and substance abuse. We define health broadly, and our work is built on the premise that community engagement and action are needed to create local environments that allow people to make choices. Three quarters of chronic conditions result from tobacco use and exposure, lack of adequate physical activity and good nutrition. We work in the towns of Berwick, Eliot, Kittery, North Berwick, South Berwick, Wells, Ogunquit, Lebanon, and York.

Choose To Be Healthy is largely funded by tobacco settlement money from the Fund for a Healthy Maine through the Maine Department of Health and Human Services. Additional funding comes from a federal Drug Free Communities grant, state, local, and foundation funding. York Hospital is our lead agency and provides both operational and in-kind support.



# **Our Mission**

...Is to provide and promote opportunities for adults and youth in our Southern York County community to choose behaviors that help them to achieve their optimal health.

We do this by maintaining a vibrant coalition with diverse community

representation that is a part of the statewide Healthy Maine Partnership system; by assessing community assets and needs; and by applying this assessment to guide our implementation of evidenced based health improvement and disease prevention strategies.

# **Choose To Be Healthy's Social Media Presence**





Choose To Be Healthy

61 likes since May 2011

The Maine Voice (youth page)

21 likes since March 2011

Scan the QR code to link you directly



Southern Maine Healthy
 Parents Network

19 likes since August 2011



CTBH\_HMP

56 followers since May 2011



T-shirts from MSAD 60 girls youth group project with Young Women & Tobacco award.

# 2011 - 2012 Accomplishments

# **Tobacco**

- Collaborated with staff and young women from MSAD 60 (North Berwick, Berwick & Lebanon) as part of an award from the Office of Women's Health addressing tobacco use among young women. The young women participated in a health forum and new youth group that completed a training and outreach to promote screening and brief interventions to help young women stop smoking.
- Provided assistance to York Hospital in achieving Silver Level Recognition in the Maine Tobacco Free Hospital Network's Gold Star Standards of Excellence Awards.
- Assisted towns in reviewing and improving their tobacco-free policies, including providing new signage for recreation areas in York and Wells.
- Conducted Maine Helpers Program training to build capacity of community members to how to have meaningful conversations about tobacco.

York Hospital Wellness Committee members accept Silver Award from Maine Tobacco-Free Hospital Network Director, Sarah Mayberry (March 2012)

# Physical Activity and Nutrition/ Obesity Prevention

- Supported Safe Routes to School activities conducted by the York and North Berwick Police Departments including a Bike Rodeo at Coastal Ridge Elementary School in York.
- Convened monthly networking and educational meeting for 7 food security organizations (food pantries and

community meal sites).

 Provided training and resources on childhood obesity prevention to area child care centers.

◆ Recruited locally-owned restaurants to participate in calorie menu labeling project.

# **Chronic Disease Prevention and Self-Management**

Provided countywide employer-based educational menu.
 presentations on colorectal cancer prevention.
 Organized *Turn York County Blue* campaign to promote March as



Calorie information provided on meeting breakfast menu.

Colorectal Cancer Awareness Month.

 Promoted the health risk assessment website, www.KeepMeWell.org.

 Assisted York Hospital with Patient Centered Medical Home Model and Community Care Team development.



Intern, Meredith Roy, worked to promote KeepMEWell.org with local social service providers

# Worksite Wellness

- Implemented Worksite
   Wellness Educational Series Lunch & Learns for area businesses.
- Provided 4 worksite wellness mini-grants to area businesses to support employee wellness initiatives.
- Provided support and resources to local area businesses who are developing worksite wellness programs.

## **Substance Abuse Prevention**

- Provided assistance to all 5 school districts that use and share Maine Integrated Youth Health Survey data. The data informed their education and prevention efforts via a regional forum, school staff education and local parent education.
- Convened monthly Southern York County Police Enforcement Team meetings to share resources in planning, implementing and evaluating

substance abuse prevention activities.

 Collaborated with all local police departments to plan, implement and evaluate two



Local police at Drug Take Back Day (October 2012).

Drug Take Back Days to collect unwanted or unused medicine.

- Coordinated countywide Department of Public Safety grant to reduce prescription drug abuse. Provided a drug identification and referral training to all school districts. Compiled and disseminated drug education units to 25 schools. Provided training to medical staff at York Hospital. Purchased MedReturn boxes for area police departments and York County Sheriff's Office.
- Created Southern Maine Healthy Parents Facebook site for parent education on raising healthy children and preventing alcohol and drug use.
- Hosted presentation by Dr. Mark Publicker on The Harmful Effects of Youth Marijuana Use for parents, police and school officials.
- Led countywide efforts promoting the state Prescription Monitoring Program to reduce the availability of illicit drugs.

# **Youth Engagement**

- Sponsored attendance for 25 youth and adults from area schools at the Maine Youth Action Network (MYAN) Peer Leadership Conference and Anti-Tobacco Summit.
- Funded 5 area youth groups to implement substance abuse prevention using the Search Institute's Youth Asset model.
- Youth Leaders surveyed local convenience stores

