

Choose To Be Healthy Annual Report

May 2011

Our Vision

We envision a region of Maine where those who live in the towns of Berwick, Eliot, Kittery, Lebanon, North Berwick, 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 healthy 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 coali-

tion 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.

2010-2011 Accomplishments

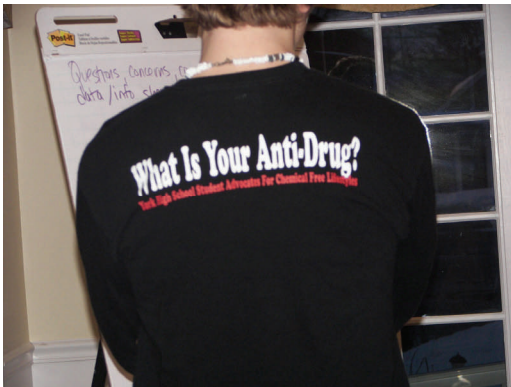
Tobacco

Educated area businesses regarding their implementation of workplace and outdoor dining area tobacco laws.

Provided technical assistance to York Hospital which led to a Gold Star Standards of Excellence Award from the Maine Tobacco Free Hospital Network.

Provided technical assistance to towns seeking to pass and implement Tobacco-Free recreation area and beach policies.

Promoted Maine Tobacco Help Line to physician practices.



Wrote a successful federal Office of Women's Health grant to engage adolescent girls in the Noble School District in tobacco prevention and cessation activities.

Together with Wells High School, developed a youth tobacco prevention/cessation message to be shown at Wells Five Star Movie Theater.

Physical Activity and Nutrition/ Obesity Prevention

Supported Safe Routes to School activities
Created winter indoor walking trails in York High School.

Developed a *Parent's Guide to Healthy Snacks*

and *Lunches* for use by 7 Recreation Department summer camps.

Continue to convene and provide technical assistance to food insecurity organizations (food pantries and community meal sites.)

Became a dissemination site for Let's Go 5-2-1-0 childhood obesity prevention project.

Worked with area child care centers providing technical assistance in childhood obesity prevention efforts.

Promoted outdoor resources for physical activity together with Gateway to Maine: Outside partners.

Chronic Disease Prevention and Self-Management

Provided physician continuing medical education regarding colorectal screening.

Assisted physician practices to establish reminder systems for colorectal screening.

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

Listed chronic disease self-management resources in the www.211maine.org system

Worksite Wellness

Implemented a series of worksite wellness training Lunch n' Learns for area businesses.

Providing technical assistance to over 20 area businesses on developing worksite wellness programs.

Substance Abuse Prevention

Convened and provided technical assistance to all 5 school districts to share Maine Integrated Youth Health Survey data.

Expanded Youth Assets and Substance Abuse Action Team to pursue federal Drug Free

2010-2011 Accomplishments

Communities funding.

Convened Regional Police Enforcement Team.

Collaborated with all local police departments to support a Drug Take Back Day, collecting over 500 pounds of out dated and unneeded prescription and over-the-counter drugs from area residents.

Wrote successful Department of Safety grant for \$25,000 to conduct Prescription Drug Abuse Prevention activities countywide.

Youth Engagement

Sponsored attendance at the Maine Youth Action Network Peer Leadership Conference and Anti-Tobacco Summit for nine students from area schools.

Planned and implemented a Youth Leadership Conference for 70 area youth.

Funded 3 area youth groups engaged in tobacco and substance abuse prevention work.

Coordinated School Health Program

School Health Coordinators in the Kittery, Wells-Ogunquit and Noble school systems each implemented a Coordinated School Health Program that focused on 8 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

Conducted Lead Poisoning Prevention activities.

Initiated Behavioral Health and Public Health Integration Initiative linking primary care and mental health providers.

Assisted in the development and convening of the York District Public Health Council.

Assisted in the development of the York District



Public Health Improvement Plan in collaboration with District Council members.

Together with Healthy York County partners, published a York County Community Health Assessment and identified strategic issues.

Began Community Health Improvement Plan process by identifying initial strategies to address these priority issues: increasing access to local level data; encouraging healthy lifestyles; assuring access to care.

Sustainability

Wrote successful federal Drug Free Communities grant—\$125,000 each year for 5 years for coalition development and youth alcohol and drug abuse prevention.

Wrote successful Healthy Maine Partnership continuation grant.

Coalition Development

Engaged volunteer Coalition Advisory Board, Community Health Action Team, and Youth Assets and Substance Abuse Prevention Team.

Conducted coalition competency training.

Published coalition website, www.ctbh.org.