

# Choose To Be Healthy's Annual Report: Successes to Celebrate!



A Local Healthy Maine Partnership  
and A Drug Free Communities Coalition at

Join us at [www.ctbh.org](http://www.ctbh.org)

Serving Berwick, Eliot,  
Kittery, Lebanon,  
North Berwick,  
Ogunquit,  
South Berwick, Wells  
and York, Maine

Look for us on



[facebook.com/Choose To Be Healthy](https://facebook.com/ChooseToBeHealthy)

**The Maine Voice**

Scan the QR code  
to link you  
directly



**Southern Maine  
Healthy Parents  
Network**

[facebook.com/  
southernmainehealthyparents](https://facebook.com/southernmainehealthyparents)



[Youtube.com/  
choosetobehealthy](https://Youtube.com/choosetobehealthy)

## Youth Initiative: Raising Awareness about Sales of Marijuana Products

Youth coalition leaders surveyed 29 stores in Kittery, York, Wells and Ogunquit to find out what products are sold that potentially promote marijuana use. The CTBH youth leaders believe that these products, while legally considered "tobacco" products, are mainly used for smoking marijuana and are promoted to youth. The youth found that all but two stores sold products such as flavored cigar wraps, flavored cigars, rolling papers, and glass pipes.



Anthony's Food Shop was recognized for **not** selling the products. (The other retailer has since closed.) Youth leaders, Lauren Moffat and Alli Juras presented their findings to the Wells Rotary Club. Members showed great interest and appreciation. "This topic created more conversation than any other presentation," said Suzanne Ilsley, Wells Rotary Club President. Youth leaders continue to work with stores, asking them to voluntarily stop selling products that may promote marijuana use. FMI, Amanda Carey at [acarey@yorkhospital.com](mailto:acarey@yorkhospital.com)

## Community Transformation Grant: Wells Elementary School



York County's Community Transformation Grant program creates healthier communities by making healthy living easier and more affordable where people live, learn and play. Wells Elementary School has been a great partner in CTG opportunities.

Two Wells Elementary staff attended "Recess Rocks" training. "After attending the training, we were encouraged that our efforts at Wells Elementary School were right on target. The workshop provided us with more resources and motivation to implement this critical component with more physical activity in the school day for our students," said Kathy Calo, Physical Education Teacher. Choose To Be Healthy's goal is to work with more elementary schools in 2013-2014. FMI, Sue Patterson at [spatterson@yorkhospital.com](mailto:spatterson@yorkhospital.com).

# 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.

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

# 2012 - 2013 Highlights

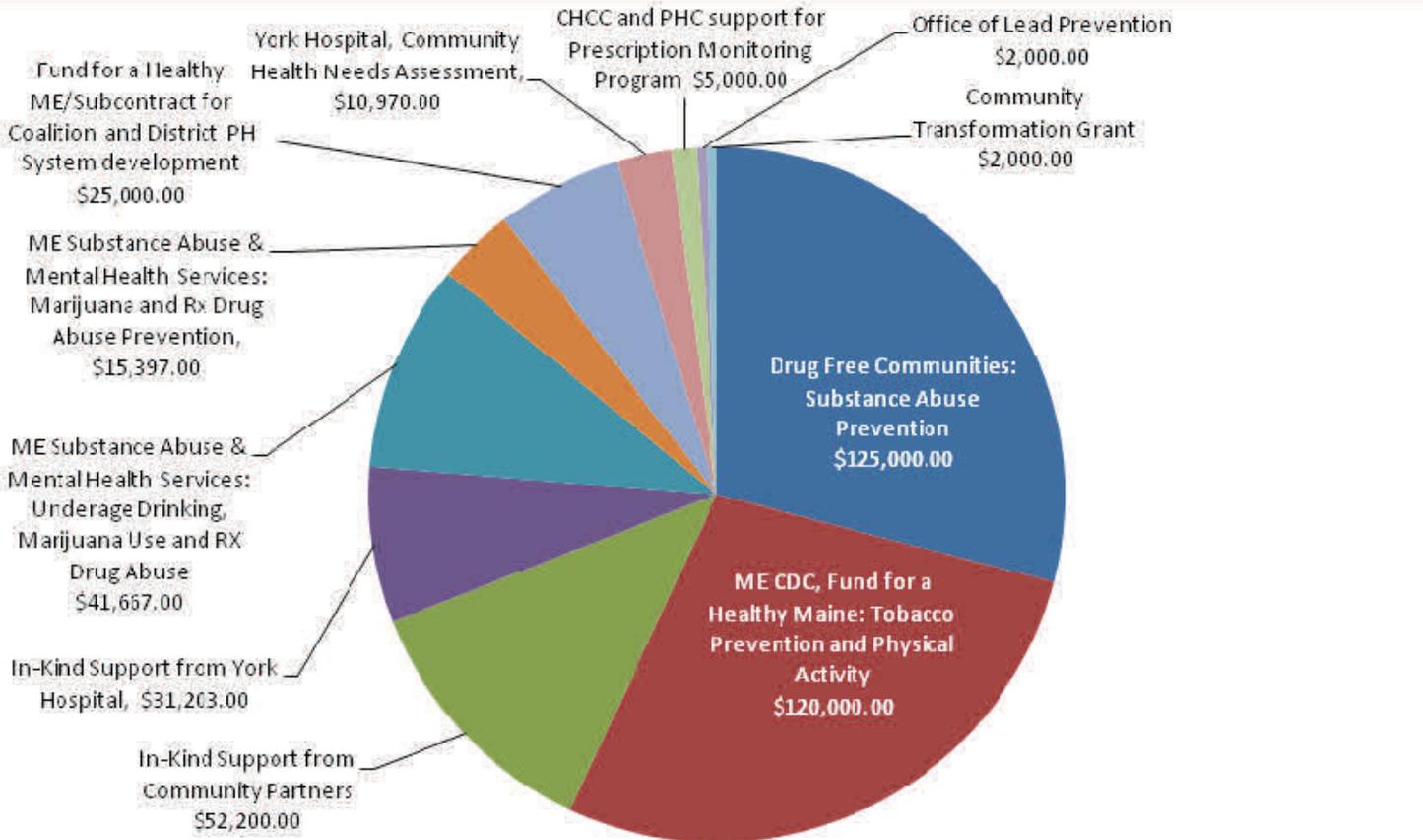
## Tobacco Prevention

- CTBH staff worked with ten tobacco retailers to use the No Buts! program to prevent underage tobacco sales. Two stores are in the process of becoming registered No Buts! stores. FMI, spatterson@yorkhospital.com
- Anthony's and Cat 'N Tails became state-recognized Star Stores for their best practices in not selling or promoting tobacco to minors. CTBH area has 4 of the 6 registered Star Stores in Maine!
- Berwick and North Berwick are working with CTBH to make town events officially smoke-free. CTBH will be working with all the towns in our area.



## Obesity Prevention

- Sue Patterson worked with Natalie Gould and Shannon Darr, staff of the Town of Eliot, to implement the Rural Active Living Assessment which identifies physical activity opportunities



CTBH Funding Sources for 2012/2013: \$430,437.00

to improve the community. CTBH will partner with town staff in Berwick and North Berwick next and hopes to work with every community in the 9 town area. FMI, [spatterson@yorkhospital.com](mailto:spatterson@yorkhospital.com).

- ◆ The CTBH Southern York County Food Security Council was expanded to include agencies serving low income residents, town general assistance officers, and nutrition education.
- ◆ The Town of Wells is working with CTBH to develop agreements between the municipality and school system that promote access for physical activity by sharing resources.
- ◆ The Eastern Trail Alliance is actively working to bring the off-road Eastern Trail through the towns of Wells, North Berwick, South Berwick, Eliot and Kittery. A "Southern Eastern Trail Alliance" has been formed. FMI, visit [www.easterntail.org](http://www.easterntail.org)

### **Substance Abuse Prevention**

- ◆ CTBH worked with the Coastal Healthy Communities Coalition and Partners for Healthier Communities to coordinate two forums on the negative implications of marijuana legalization for state leaders and York County coalitions.



Dr. Kevin Sabet, national expert on drug policy reform, spoke to over 65 people at YCCC.

- ◆ Two trainings on 'bath salts' were coordinated by CTBH and Bangor Police

for 75 first responders on how to deal with emergencies related to the dangerous drug.

- ◆ CTBH supported local police departments for two Drug Take Back Days. Drug disposal MedReturn boxes are now available year round at York, Wells, Ogunquit, Kittery, South Berwick and Berwick Police Stations and the Sheriff's Office in Alfred.

- ◆ With help from two CTBH grants, the police departments in York, Wells, Ogunquit, Eliot, Kittery, South Berwick and Berwick will be piloting a new initiative to provide a way for students and community members to send anonymous tips to police through texts, mobile apps and the web.



- ◆ York County PMP Outreach Coordinator, Margie Carley, promoted the state Prescription Monitoring Program to reduce the availability of illicit drugs. There are now 50 new PMP users, including physicians, pharmacies and dentists.
- ◆ CTBH Youth Coordinator, Amanda Carey developed a supplemental marijuana prevention curriculum that was given to teachers at all junior high, middle school and high schools in our 5 school districts.
- ◆ Assistance was provided to Wells/Ogunquit Coordinated School District for improving and updating tobacco, wellness and substance abuse policies.

### **Youth Leadership and Advocacy**

- ◆ With help from the Sanford TV station, students from Marshwood High School's Wellness Group and York High School's TIDALWAVSE created a marijuana prevention PSA, Keep ME Above the Influence. View it at [Youtube.com/choosetobehealthy](http://Youtube.com/choosetobehealthy).



- ◆ Youth Coordinator Amanda Carey and Youth Leaders from Noble and York High Schools attended Project Aware's Summer Film Institute to film a movie short and public service announcements on youth health issues.

## **Public Health System Development**

- ◆ CTBH staff serve on several York District Public Health Council committees to support the work of the council, including Coalition Director, Deb Erickson-Irons, who is a member of the Executive Committee. York District's 3 health status focus areas are Adult Immunizations, Access to Primary Care, Obesity in adults and high school students. The York District Health Improvement Plan can be found at [http://www.ctbh.org/documents/York\\_District\\_Strategic\\_Plan\\_April2011.pdf](http://www.ctbh.org/documents/York_District_Strategic_Plan_April2011.pdf).

## **Coalition Sustainability**

- ◆ Coalition Advisory Board members helped analyze results from a coalition competency survey conducted in fall of 2012. Coalition members worked this past year on 3 areas identified for improvement in the survey: Member Responsibility, Coalition Structure, and Relationships with Power Players.
- ◆ Officer Jeff Upton of the South Berwick Police Department participated in the Community Anti Drug Coalitions of America Leadership Forum in DC this winter along with staff and others from across Maine.
- ◆ Christine Grimando, Town Planner from York; Natalie Gould, Eliot Community Services, and Shannon Darr, Eliot Health Officer all attended the Active Communities Conference in May.



**Choose To Be Healthy is always looking for new partners and members to join us. If you would like to hear more about health issues in your community, please contact Coalition Director, Deb Erickson-Irons at 351-2659. Visit our website [www.ctbh.org](http://www.ctbh.org) to learn more.**

## **Choose To Be Healthy's Mission**

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.

Our work is built on the premise that community engagement and action are needed to create local environments that support healthy choices. Three quarters of chronic conditions result from tobacco use and exposure, lack of adequate physical activity and lack of good nutrition.

Choose To Be Healthy is funded in part by tobacco settlement money from the Fund for a Healthy Maine through the Maine Department of Health and Human Services. Additional funding comes from the Maine Office of Substance Abuse and Mental Health Services, a federal Drug

Free Communities grant, local and foundation funding. Many of our partners and members provide in-kind support through their valuable time and other resources. York Hospital is our lead agency and provides both operational and in-kind support.

### **CTBH Staff Contact Information:**

Deb Erickson Irons at 351-2659  
Sue Patterson at 351-2658  
Sally Manninen at 351-2655  
Amanda Carey at 351-2654

### **Welcome, New Staff:**

Margie Carley at 351-2660  
Kelly Sullivan & Lynne Hatch at 351-2656

