



at  York
Hospital

 A Local **Healthy Maine** Partnership

Annual Meeting

*Celebrating Our Successes While
Planning for Our Sustainability*

Wednesday, June 13

3:30 - 5:00 PM

Coalition Sustainability Update

Sustainability is:

The ability to maintain the human, social, and material resources needed to achieve Choose To Be Healthy's long-term goals.

What do we know for sure?

- ❑ We have a coalition, staff, office, fiscal agent
- ❑ We have DFC grant until 2015, can be renewed for additional 5 years
- ❑ We have written a federal STOP ACT Grant for an additional \$50,000 for underage drinking prevention
- ❑ We have Maine Office of Substance Abuse funding of \$41,666
- ❑ We have HMP funding through the Fund for Healthy Maine
- ❑ Our line in the state budget was cut by 1/3

Uncertainties

- Don't yet know what our funding will be for the HMP activities
- How many staff we will have, who will be working on what objectives

Big Questions to Answer

What are the essential benefits that Choose To Be Healthy brings to the community?

- What must be sustained?
- What resources are required?
- Where are the resources?

**Community Anti-Drug Coalitions of America – Sustainability Primer*

Reviewed Current HMP Workplan

- ❑ Surveyed coalition members and staff about sustaining HMP objectives
- ❑ Assumed continuation of substance abuse prevention efforts
- ❑ Select up to 5 current objectives that should be sustained regardless of funding
- ❑ Asked that at least one school related objective be selected
- ❑ Looked for consistency and themes in answers

Survey Results: Top 3 Essential Benefits of Coalition

- ❑ Brings people together to work on important issues
- ❑ Provides disease prevention and health promotion outreach, education and awareness to the community
- ❑ Brings resources, including money and staff expertise to work on community needs

Survey Results: Top 5 Objectives to Sustain

1. Continue efforts to encourage physical activity before, during and after school day
2. Implement, monitor and evaluate school substance abuse policies
3. Tobacco: Limit exposure to secondhand smoke- in particular at public events and open-air places

Survey Results: Top 5 Objectives to Sustain

4. **Physical Activity & Nutrition: Promote sidewalks, bike paths and trails for public use & supporting children walking/biking to school**
5. **Nutrition: Assist community organizations to provide healthy eating options (and physical activity opportunities)**

Next Steps

- ❑ Continue to survey community members at www.ctbh.org
- ❑ Identify needed resources and identify where they are
- ❑ Develop a Sustainability Action Plan
- ❑ Incorporate on-going sustainability planning
- ❑ Recruit additional Advisory Board Members
- ❑ Communicate through website and newsletter

Sustainability Highlights, 2011/2012

- American Medical Association, Healthy Living Grant
- Coordinated School Health Initiatives
- Prescription Drug Abuse prevention
- Youth Assets and Youth Advocacy

AMA Healthy Living Grant

- \$4000 award
- 1 of 16 recipients in US for 2011-2012
- Goal: implement the Let's Go 5210 program in South Berwick and Eliot communities
- Implemented by: Community Health Action Team

Let's Go! Message

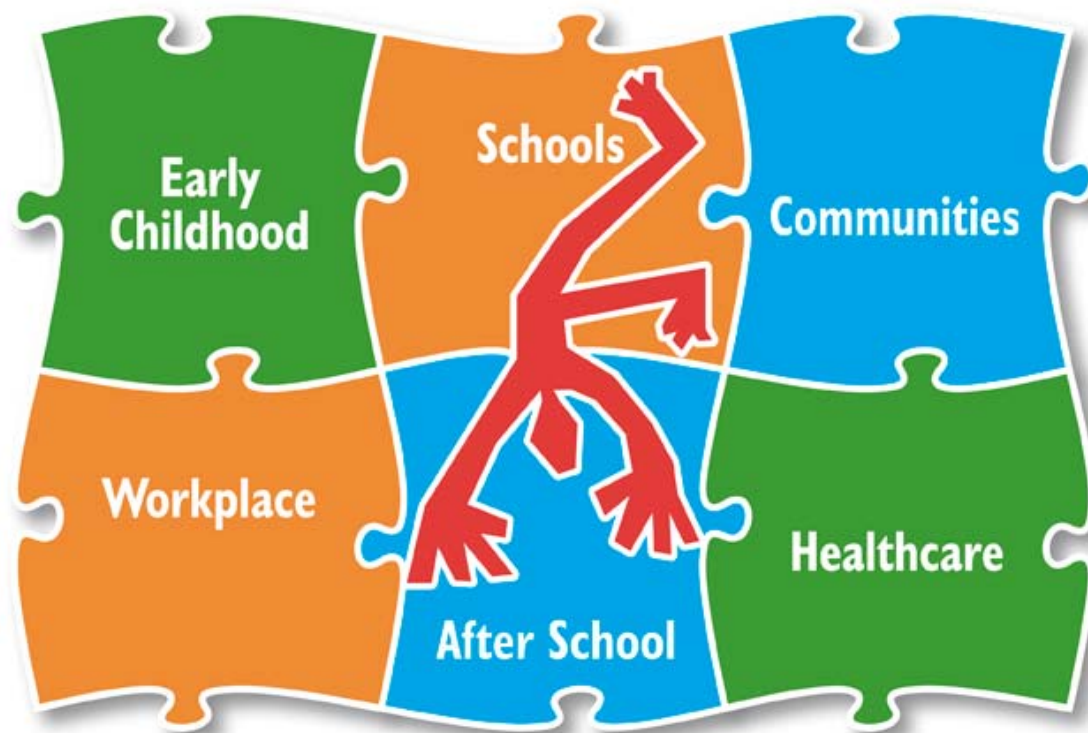


Every Day!

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

Let's Go! Sectors



CORE PRINCIPLES:

- Environmental and policy change influences behavior change
- Interconnectivity across sectors is essential
- Strategies are evidence based and continuously evaluated

Community Health Action Team



Healthy Kids Symposium - Nov. 16, 2011



Let's Go! Staff



Final Evaluation - Parent Survey

- 172 parents
- Results highlights:
 - 67% of parents are familiar with 5210 message
 - 75% of parents know that Let's Go! has been implemented at school
 - 79% of parents have also started to include healthier behaviors at home

Coordinated School Health Programs

- Kittery Schools
- Wells-Ogunquit Schools

Kittery Schools Highlights

- Healthier US School Challenge

- Bronze Award

- Horace Mitchell Primary School

- Shapleigh School



- School Garden

- Horace Mitchell Primary School

- Yoga in the classroom



Wells-Ogunquit Schools Highlights

- Healthier US School Challenge

 - Silver Award

 - Wells Elementary



- Nutrition Week- healthy snack samples

- Activity trails at Wells Elementary



Prescription Drug Abuse Prevention

- 16% York County 9-12th graders have ever used Rx drugs without prescription (2011)
- Funding from Drug Free Communities and Maine Dept. of Public Safety
- Maine Dept. Of Public Safety Grant
 - 3 York County HMPs collaborated
 - Develop and distribute information
 - Provide training for health care providers and schools
 - Provide communities and schools with resources
 - Support law enforcement strategies and drug disposal



Prescription Drug Abuse Prevention - Outcomes

- **Presentation on drug abuse and responsible prescribing**
 - 200 health care providers

- **Drug Identification Training**
 - 65 school staff

- **School and Community Education**
 - 25 schools received Prescription Drug Abuse Prevention Units
 - Youth Leaders in York, Wells, Kennebunk, OOB, Saco presented proclamations to town government; Sanford, Kennebunk, OOB held school wide events, posters and PSA's
 - Created parent brochure



Drug Take Back Day Initiative - Outcomes

- US and Maine DEA, local law enforcement, community partners and Healthy Maine Partnerships
- Evaluation results
 - 771 respondents for 3 days
 - 49% would have kept meds
 - 29% had children in home
 - In future, 70% would use Drug Take Back Day, 26% would use MedReturn boxes
- Eight MedReturn Drop Boxes purchased in York County:
 - York, Wells, South Berwick Police Departments (with Drug Free Communities and York Hospital funding)
 - OOB, Saco, Kennebunk and Sherriff's Office (with Dept of Public Safety, Huntington Commons and police funds)
 - Sanford Police Dept. (with Drug Free Communities funding)



Drug Take Back Day - Outcomes



- 4888 pounds of unused unwanted drugs disposed not available for potential abuse (3 days in York County alone)
- New partnerships created
- Planning for collection and disposal system
- New opportunities to fund prevention

Youth Advocacy

- Search Institute's 40 Developmental Assets
 - Funded 5 local youth groups based on Developmental Asset model
- Youth led community store assessment project
- Youth Advocacy video
- Recognition Awards



Green Apple Awards

- Recognizing outstanding coalition members!
 - Lt. Ruth Farnsworth, Wells Police Department
 - Anne Masury, Horace Mitchell Primary School garden in Kittery

 - CTBH donated \$100 each to a sustainable wellness initiative of our awardees' choosing: Wells EMS and the Horace Mitchell School garden