



MCD Public Health

Insight Innovation Impact

October 2013



Healthy people fuel economic growth, build downtown vitality, and strengthen our quality of place for future generations. [Healthy Maine Streets](#) is making this vision a reality through local initiatives to boost downtown development through worksite wellness and community leadership. An innovative collaboration between MCD Public Health and Maine Downtown Center, this project has been gaining statewide attention for its success. Read on to learn more!

- Kate Perkins, Director

Project Spotlight: Healthy Maine Streets



HEALTHY MAINE STREETS

Where wellness works

Nineteen communities in Maine are combining downtown revitalization and worksite wellness through [Healthy Maine Streets](#), a collaboration between MCD Public Health and the Maine Development Foundation's [Maine Downtown Center](#). Healthy Maine Streets builds on the MDC's well-established downtown revitalization framework, leveraging community and worksite wellness to strengthen the bottom line of an estimated 200 small downtown businesses in Maine.

On October 16, nearly 50 community representatives attended our first Annual Healthy Maine Streets Workshop & Charrette at Frontier Café in the historic Fort Andross Mill in Brunswick. We kicked off the day with a presentation by adventure philanthropist [Zoe Romano](#), who spoke about her heroic journey running the 2,000-mile course of the Tour de France to raise funds for the World Pediatric Project. The day included presentations on worksite wellness in small businesses and informational sessions about three program objectives: increased physical activity, increased access to healthy food and beverages, and tobacco-free environments. We wrapped up the day with a session on evaluation and sustainability.

Healthy Maine Streets is funded by the U.S. Department of Health and Human Services' Community Transformation Grants (CTG). For more details, visit: www.healthymainestreets.org

Healthy Maine Streets In the News:

[Gardiner Small Businesses Benefit from Wellness Program](#)
[Machias Chamber of Commerce Promotes Walking Wednesdays](#)
[New Biddeford Program Aims to Boost Employee Health](#)



Workshop attendees walk across the Swinging Bridge during a physical activity break.

Kudos Corner



Manager, 21 Reasons.

[21 Reasons](#), our youth substance abuse prevention coalition in Portland, Maine, received widespread news coverage for speaking out against marijuana advertising on local METRO buses. Click [here](#) for a WCH6 news interview with Kate Perkins, Director of MCD Public Health, and [here](#) for a Portland Press Herald interview with Jo Morrissey, Project

[The Maine Oral Health Coalition](#), formerly known as the Maine Dental Access Coalition, held its third annual conference in Augusta on October 18, "All One Body: Creating Optimal Health Outcomes, A Symposium for Medical and Dental Health Providers." The conference addressed the importance of better integration of oral health into overall health in theory and practice, and included a keynote address by John Luther, DDS, Chief Dental Officer at DentaQuest.



Our Northeast Telehealth Resource Center has a new website! Check it out at <http://netrc.org/> and learn more about NETRC's technical assistance and support to health care providers across New England and New York State.

MCD Public Health at MPHA



Several MCD Public Health staff members will be presenting at the [Maine Public Health Association 29th fall conference on October 22nd!](#) We invite all who are interested to hear us speak and show support for public health initiatives in Maine. The theme of this conference is [Health in All Policy: The Value of Public Health in Maine](#), with a focus on prevention strategies, model policies and collaboration, and latest research. Approximately 300 public health professionals from around the state will be gathering for this event.

- [Creating a Public Health Campaign as a Collaborative](#): Jo Morrissey and Carol Swicker of [21Reasons](#) will be speak about the '[Back Each Other Up](#)' campaign, a collaboration among several youth substance abuse prevention coalitions in Southern Maine.
- [Community Transformation Grant: Making the Healthy Choice the Easy Choice in Maine](#): Dawn Littlefield Gordon, our [Community Transformation Grant](#) (CTG) manager for the Maine CDC, will speak about the state level CTG grant. Phil DiRusso and Robin Hetzler will speak about [Healthy Maine Streets](#), an innovative CTG project that weaves together worksite wellness and downtown development in partnership with the Maine Downtown Center.

Countdown to APHA!



MCD Public Health will be at the [American Public Health Association 141st Annual Meeting and Exposition](#) in Boston this November 2-6. We are presenting [five oral presentations and a poster](#); the subjects include worksite wellness for small employers, telehealth technology, public health accreditation, culturally relevant substance abuse prevention interventions, and population health collaboration with the state. We look forward to seeing you there!

MCD Public Health also encourages you to attend two sessions organized by Dr. Wayne Myers through the Medical Care Section:

- The Rural & Frontier Health Committee meeting is Sunday from 2:00 - 3:30 p.m.
- There are two sessions of particular interest, "[Rural and Frontier Health: Rural - Urban Health Disparities](#)." The first panel is #5062 from 8:30 a.m. to 10:00 a.m. on Wednesday, 11/6/2013. The second panel is the same day, from 10:30 a.m. - 12:00 p.m.

Mark Your Calendars!

October 22nd: [Health in All Policies: The Value of Public Health in Maine](#), hosted by the Maine Public Health Association

October 23rd - 25th: 2013 Annual Conference, [Health Care Reform: Putting the Promise into Practice](#), hosted by the Maine Primary Care Association

October 24th - 25th: [Blazing New Trails: Innovative Health Care Strategies from Rural New England](#), hosted by the New England Rural Health RoundTable

November 2nd - 6th: [APHA 141st Annual Meeting and Exposition: Think Global Act Local](#)

November 7th: [Stroke - The First 3 Hours: Bridging the Health System and the Community](#), hosted by the Maine Cardiovascular Health Council, a project of MCD Public Health. Learn about the newest information in stroke care and the resources in Maine at the local and state levels. The introductory scenario, 'The First 3 Hours', will detail the patient and family experience from the onset of symptoms to hospital admission.

November 13th: [Division of Infectious Disease Annual Conference](#), sponsored by the Maine CDC

STAY CONNECTED

