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MCD Public Health

Insight Innovation Impact

October 2014

Director's Note

There are many themes which seem to evolve and gel at certain points in time. One of those themes this year has been the notion of "making the healthy choice the easy choice." We didn't create this concept but it kept popping up. Perhaps this is the result of clever marketing by others, perhaps a coincidence, perhaps a conspiracy. Some successful public health interventions achieve impact by creating a path of least resistance to the healthy choice, frequently through policy or community level changes. This e-newsletter features many examples of our impact and we are eager to hear from you about how we are doing.



Meet the New Staff



We are pleased to announce the addition of our new NETRC Project Manager, Andrew Solomon. Andrew brings unique experiences in project management, education, and public health to our team. With a Master of Public Health from the Boston University School of Public Health, Andrew served as the Director of Education for Science from Scientists (a science, technology, engineering, and math enrichment program for 4th-12th grade students) and as a Project Manager for the Boston Public Health Commission's Infectious Disease Bureau. During his time at BPHC, Andrew led the development of educational resources and social marketing campaigns for the City of Boston while working with health care providers, community organizations, government agencies, and consumers. Andrew is excited to transition to the NETRC to support the development

and implementation of telehealth services as a critical tool for improving health care and public health.

Project Spotlight

While in [Maine last week](#), acting Director of the [Office of National Drug Control Policy](#) Michael Botticelli



announced that communities across Maine will receive \$7.5 million from the Drug Free Communities (DFC) grants program. Here at MCD we are proud to say that River Valley Drug Free Youth, which 21 Reasons mentored last year, is one of the new grantees. This year, 21 Reasons will mentor Healthy Lincoln County in hopes they too become funded.



We are also proud of Healthy Communities of the Capitol Area who were awarded a DFC grant after a competitive renewal grant application.

It should be noted 21 Reasons DFC funding was also continued in a non-competitive renewal for their 10th and final year of DFC program eligibility.

Drug Free Communities grants provide \$125,000 a year in two 5-year increments to conduct evidence based environmental prevention strategies to reduce youth drug use in their communities using a multi-sector coalition model. These coalitions address the risk and protective factors found to contribute to underage drinking through a community assessment process.

As stated on the [Drug Free Communities website](#), "The

philosophy behind the DFC Program is that local drug problems require local solutions. With a small Federal investment, the DFC Program doubles the amount of funding through the DFC Program's match requirement, to address youth substance use. Recent evaluation data indicate that where DFC dollars are invested, youth substance use is lower. Over the life of the DFC Program, youth living in DFC communities have experienced reductions in alcohol, tobacco, and marijuana use."



21 Reasons staff participate in a meeting with Acting Director Michael Botticelli of the ONDCP. Left to Right: Robin Hetzler, Jo Morrissey, and acting Director Michael Botticelli.

Kudos Corner

Healthy Maine Streets is Finishing Up in a Flurry of Recognition

We are so proud at MCD Public Health to have had a hand in developing this amazing proposal that has gone on to impact so many lives. The Healthy Maine Streets (HMS) team concluded its work which was funded by the CDC Community Transformation Grant - Small Communities program. The focus of this work was to link improved health and wellness to economic development and community vitality. Over the course of the past few weeks, Healthy Maine Streets staff, downtown participants and champions have been recognized at national, state, and local levels!



Filming at Dahlia's Delights in Biddeford, ME

later this year - stay tuned!

National Recognition:

HMS was selected as one of two sites nationally, to be the subject of what will become a three minute-video highlighting Community Transformation Grant success stories. Leadership from U.S. CDC Communications and a production crew spent the week of September 15 with HMS staff, community partners and volunteers, filming specific instances of the symbiotic relationship between wellness and economic development in two HMS communities - Gardiner and Biddeford. The video will be released and shared with national, state and local audiences

State Recognition:

Healthy Maine Streets was awarded the Wellness Council of Maine's 2014 "Empower Award"! This award recognizes Maine leaders who have empowered employee wellness in 2014. The award was received by HMS staff members at the Maine Wellness Leadership Summit and Awards Luncheon that took place at the Green Ladle Culinary Arts Institute in Lewiston on September 24th. HMS was in great company with Cianbro, the Move and



WLCME Empower Awardees 2014: HMS, Waldo County Regional Hospital, Cianbro, and Move and Improve

Improve Program at EMHS, and Waldo County Regional Hospital, who also received awards.



Ahmed Ciangiulli holding the Molina Healthcare Community Champions Award

Local Recognition:

One of our Healthy Maine Streets champions, Ahmed Ciangiulli, Wellness Community Co-Chair for Kennebunk HMS, was awarded the Molina Healthcare Community Champions Award for his role in improving community health and vitality. A small business leader and stroke survivor, Ahmed truly walks the talk, and has been a role model among HMS communities.

MCD Public Health at APHA

MCD Public Health will be at the [American Public Health Association 142nd Annual Meeting and Exposition](#) in New Orleans, LA this November 15-19. We are excited to present [two oral presentations and three posters](#). The subjects include rural community organizing, building evaluation capacity, rural business wellness and the Telephonic diabetes education and support program. We look forward to seeing you there!

MCD Public Health also encourages you to attend the sessions presented this year concerning rural and frontier health. Please check out the [schedule of rural health presentations](#). There are many events throughout the week, including a special appearance by Mary Wakefield!

Mark Your Calendars!

November 6-7 - [Health Impact Assessment Training](#), USM Wishcamper Center, Portland, ME

November 13 - 9:00 am - 4:00 pm - "Evolving Science of Cardiac Care" - Maine Cardiovascular Health Council's 2014 Cardiovascular Health Summit - Samoset Resort, Rockport, Maine. To register and for more information, visit <http://tinyurl.com/CardioSummit-2014>

November 15-19 - APHA's 142nd Annual Meeting & Exposition - "Healthography: How Where You Live Affects Your Health & Well Being" - New Orleans, LA - [Registration](#) is now open.

STAY CONNECTED

