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# MCD Public Health

Insight Innovation Impact

November 2014

## Director's Note

Insight. Innovation. Impact. This month I could not be more proud of our team in our efforts to live up to those three words. That is due to two major events. First, in recognition of MCD Public Health's broad portfolio, substantial expertise, skills, and core competencies, the National Network of Public Health Institutes has accepted MCDPH as a Category B member. Second, we will join two other institutes in December to become trainers in THRIVE, an innovative tool which brings organizations together for collective impact on health and well-being. This newsletter will cover both these in greater detail. For now I would like to congratulate our team in living up to our mission. Those three words follow us whenever we sign our name. We continue to work hard at bringing those words to life here at MCDPH. To our team and our partners-thank you for all you do.



## Project Spotlight

### HRSA Rural Automated External Defibrillator (AED) Grant

MCD Public Health with the Maine Cardiovascular Health Council received a federal grant to place 300 AEDs in rural locations in Maine. We convened a work group of experienced healthcare professionals who have assisted us in building the infrastructure of the program to include the application process. We have received more than 70 applications thus far and are in the process of rolling-out AEDs to the approved sites. Utilizing local Emergency Response Services (EMS) personnel belonging to HeartSafe Communities, AED recipients will receive training in the use of the AED as well as on how to perform "hands only" Cardiopulmonary Resuscitation (CPR).

Recently, a state-wide stakeholders meeting was held at the Senator Inn in Augusta, where there were more than 50 attendees comprised of EMS, community, business, and health care professionals.

The attendees learned about the prevalence of sudden cardiac arrest and the importance of immediate AED use.



Stakeholders at a meeting, Senator Inn, Augusta.

Additionally, there were presentations about the AED application process, HeartSafe Communities and personal stories. Presenters included Rita Zanichkowsky, Joanne Lebrun, Laurieann Milligan, Robert Schriever and Randi Clatchey.

For more information visit:  
[www.maine cardiohealth.org/](http://www.maine cardiohealth.org/)

## Kudos Corner



### **MCDPH becomes a member of National Network of Public Health Institutes**

The [National Network of Public Health Institutes](#) (NNPHI) has accepted MCDPH as a Category B member. This category is utilized for emerging institutes and for institutes that are based in states that already have an identified institute. The Maine Public Health Institute (formerly the Maine Center for Public Health) is housed at the Muskie School of Public Service under the leadership of Andy Coburn and Brenda Joly. We anticipate that in one to two years MCDPH will join MPHI as a Category A institute. The benefits to Maine and our region are substantial, as the two organizations have different portfolios, with an emphasis on research while we are primarily a program development and implementation organization.

### **MCDPH becomes a THRIVE Training Institute**



Less than a month after joining NNPHI, we are pleased to announce that we will join two other institutes in December to become trainers in [THRIVE](#). As described by NNPHI:

*THRIVE, the Tool for Health and Resilience in Vulnerable Environments[1], was developed by the [Prevention Institute](#). THRIVE is a methodology that assists communities to improve health and health equity through the selection and prioritization of local determinants of health and to develop effective strategies to achieve equity and improve health and safety and reduce illness and injury. THRIVE has been used as an assessment, planning, and strategy development tool in communities across the country. In the original pilot program, the tool showed promise in urban, suburban and rural settings with diverse populations.*

*The NNPHI collaboration the Prevention Institute provides a mechanism for public health institutes to integrate the THRIVE framework and approach into the institute's efforts to achieve health equity and to facilitate local community led efforts to address the social determinants of health. This initiative's objectives include:*



- *Integration of THRIVE as a resource to support health equity and work to address the social determinants of health within participating institutes,*
- *Use of the updated THRIVE tool to facilitate a community-led process to advance health equity,*
- *Provide feedback to NNPHI and PI on how the THRIVE tool can be improved,*
- *Increase the capacity of the NNPHI members and to use THRIVE in low-income communities and in communities of color,*
- *Disseminate the THRIVE methodology and results to a broad audience that builds upon the successes of the PHI implementations, training curriculum, and evaluation outcomes*

[1] <http://www.healthyworks.org/>

We are very excited about the opportunities to bring THRIVE to our region and to make this tool available to our partners and collaborators.

## Noteable Events

**MCD Public Health provides 2-day Blood Pressure Train-the-Trainer Course**



Nine communities in the [Massachusetts' Prevention and Wellness Trust Fund Program](#) participated in a Blood Pressure (BP) Train-the-Trainer Course offered by staff from MCD PH. This training is provided across several communities in Massachusetts from Cape Cod, Boston, North and South Shores, and the Worcester area to the Berkshires.

MCD PH also provides an online Blood Pressure Training that the State of New York has purchased for 190 practices throughout the state. For more information, click <http://bponline.mcdph.org/>

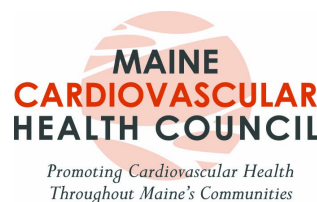
### Telehealth Annual Conference Highlights

MCD PH's collaboration with Fletcher Allen Healthcare (FAHC) at the University of Vermont was recently highlighted in APHA's Medical Section newsletter. The article covered Northeast Telehealth Resource Center's (NETRC) Annual Regional Conference held in Burlington, VT on October 1st. For a look at the APHA's Medical Care section newsletter and the article on the NETRC conference, click [HERE](#).

The NETRC is made possible by grant number G22RH22699 from the Office for the Advancement of Telehealth within HRSA/DHHS. For more information or to become involved with the NETRC, contact [netrc@mcdph.org](mailto:netrc@mcdph.org).

### Maine Cardiovascular Health Council's Annual Health Summit

On November 13 the Maine Cardiovascular Health Council held its annual Cardiovascular Health Summit, "Evolving Science of Cardiac Care" at the Samoset Resort in Rockport, Maine.



To view the agenda and presentations, visit:  
<http://www.maineheartiohealth.org/summit.html>

### American Public Health Association (APHA) 142nd Annual Meeting & Exposition



More than 12,000 Public Health professionals gathered in New Orleans November 15-19 for the APHA annual meeting, "Healthography: How Where You Live Affects Your Health & Well Being".

This conference offers over 1,000 educational sessions, exhibitors, and networking opportunities.

For more information about this conference, click <http://www.apha.org/events-and-meetings/annual/about-the-annual-meeting>

### The Great American Smokeout

The American Cancer Society marks the [Great American Smokeout](#) on the third Thursday of November each year by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day.

For resources and information, visit [www.cancer.org](http://www.cancer.org)

## Mark Your Calendars!

**November - American Diabetes Month** - <http://www.diabetes.org/>

**November 22** - International Survivors of Suicide Day: <https://www.afsp.org>

**November 27** - National Family Health History Day: <http://www.cdc.gov>

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