



BUILDING A HEALTHIER COMMUNITY, TOGETHER

2018 ANNUAL REPORT

HealthyAndroscoggin.org

FROM THE EXECUTIVE DIRECTOR

Dear Friends of Healthy Androscoggin,

When is the last time you read some good news about the status of our health? It seems as though headlines are nearly always negative and crises abound. As we do every 3 years, we are taking a hard look at our public health vital signs – those indicators of our population’s health – to get a sense of where we’ve made progress and where new threats are emerging. As I wrote in last year’s report, there is reason for a lot of hope here in Androscoggin County.

The good news revealed in our health reports have only been noted briefly in rooms full of data wonks, but hasn’t been communicated to the community at large. Here’s a brief look at some of the positive changes we are seeing:

- High school students in our community are moving away from tobacco products. We’ve seen significant decreases in tobacco use across our county and including in our two largest cities. We now see even lower high school tobacco use rates in Androscoggin County when compared to the state. To learn about one of Healthy Androscoggin’s programs implemented to keep kids off of tobacco products, see page 6 about the Tar Wars program offered in local 4th and 5th grade classrooms. We are also adding vaping education to the Tar Wars program, and to our other tobacco prevention activities as well, to address the dramatic increase in electronic nicotine delivery products, like the Juul.
- Middle school students are choosing healthier drinks daily (another significant change). While obesity rates continue to climb, soda and sports drink consumption is one of the major drivers of weight gain. Healthy Androscoggin works closely with daycares across the county to help them create healthier places for kids and remind parents about healthy choices. We’ve added 20 new daycare sites, increasing our total to 40 sites who have joined the effort to give kids a healthy start. Curious about how the strategies daycares use support healthy families? Check out page 3.

“High school students in our community are moving away from tobacco products. We’ve seen significant decreases in tobacco use across our county and including in our two largest cities.”

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ERIN GUAY

Executive Director

- In environmental health we've increased lead testing rates and decreased poisoning rates significantly. This is in part a result of the community-based education Healthy Androscoggin has been championing since 2009 and has culminated in a peer education model that spreads health messages among trusted friends and neighbors and builds skills and work readiness within our community. Check out more detail on page 9.

These changes above have huge impacts on not only the health of our youth but also impact our community's economy. Healthier children are better prepared to learn and eventually work. Healthier kids reduce healthcare and special education costs. Let us celebrate these examples of how Healthy Androscoggin, our funders, and our partners are building a healthier community, together.

To learn more about our work, please visit our new website full of easy-to-understand information and beautiful images of our community. Below is a sneak peak of one of our webpages, which is also the place to make a donation to support these meaningful and impactful programs. Thank you!

Erin Guay, MPH

Executive Director

Healthy Androscoggin

Data sources:

Androscoggin County Health Profile 2018: Maine Shared Community Health Needs Assessment. <https://www.maine.gov/dhhs/mecdc/phdata/MaineCHNA/health-profiles.shtml>

Lewiston Auburn Health Profile 2018: Maine Shared Community Health Assessment. <https://www.maine.gov/dhhs/mecdc/phdata/MaineCHNA/health-profiles.shtml>

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HEALTHY START FOR KIDS
as we build a
HEALTHIER COMMUNITY FOR ALL!

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HEALTHYANDROSCOGGIN.ORG
and click on the “Donate” button.

LET'S GO! CHILDCARE: SUPPORTING HEALTHY BEHAVIORS

To do their best in life, kids need healthy bodies and to learn how to make healthy choices right from the start. **Let's Go!** is an obesity prevention initiative that promotes healthy eating and active living.

Let's Go! works with communities to create environments that support healthy choices. Bringing evidence-based strategies for healthy living into child care settings, **Let's Go!** reaches children and adults where they live, learn, work, and play. We work with 85 **Let's Go!** schools, childcares and after-school sites in Androscoggin County.

Each year **Let's Go!** increases in size. Over the course of 2017-2018, **Let's Go!** Androscoggin registered an additional 20 child care programs bringing us to a total of 40 child care programs. The program also trained a total of 65 child care providers and their staff on healthy living best practices they can implement in their own program.



At Let's Go! we help our child care providers increase healthy behaviors in the children they serve by teaching and helping them implement our 5 Priority Strategies.

Here's how the 5 priority strategies and the changes are being implemented in Androscoggin County:

- **65%** of enrolled child care providers **limit unhealthy food choices**
- **75%** of enrolled child care providers **limit sugary beverages, more water**
- **73%** of enrolled child care providers **prohibit the use of food as a reward**
- **75%** of enrolled child care providers **provide opportunities to be active every day**
- **70%** of enrolled child care providers **limit recreational screen time**

LET'S GO!

- 5** or more **FRUITS & VEGETABLES**
- 2** hours or less of **RECREATIONAL SCREEN TIME**
- 1** hour or more of **PHYSICAL ACTIVITY**
- 0** sugary drinks, **MORE WATER**

“Our 5210 coordinator has provided us with consultation, recipes that coincide with themes (making things super easy), on site activities and so much more! We have participated in this program for many years and our programs have continued to improve in regards to policies, engagement and family cooperation.”

.....

Tina Jennings
Auburn-Lewiston YMCA Child Care Director





TRAINED SIX NEW TAR WARS VOLUNTEERS IN 2018



Volunteers included:

- **Members of the Army Reserve**
- **A Director of Acute Care**
- **A Nursing student**
- **A Veterans Affairs employee**
- **A Medical resident**

YOUTH TOBACCO PREVENTION: TAR WARS

We all want our young people to live happy, healthy and productive lives. For many, tobacco use starts during adolescence with nearly 9 out of 10 cigarette smokers first trying smoking by age 18. Healthy Androscoggin provides tools to youth in grades 4 and 5 to help them learn the facts about tobacco and how to avoid addiction and exposure.

The **Tar Wars** program is implemented in classrooms by volunteers and is designed to teach youth to live tobacco-free lives. Healthy Androscoggin has provided the **Tar Wars** program in Androscoggin County since 2001.

You can help reduce youth tobacco use in your community by becoming a trained volunteer or encouraging the school in your area to participate in the **Tar Wars** program (Androscoggin County only).



Tar Wars®

A tobacco-free education program for kids from the American Academy of Family Physicians

DURING THE 2017/2018 SCHOOL YEAR HEALTHY ANDROSCOGGIN STAFF AND TAR WARS VOLUNTEERS PRESENTED TO:

17 4th and 5th grade classrooms

15 classrooms were located in rural communities

340 students received tobacco education

ANDROSCOGGIN COUNTY HIGH SCHOOL CIGARETTE USE RATES

| 2011 | VS. | 2017 |
|--------------|-----|-------------|
| 14.9% | | 7.7% |

Maine Integrated Youth Health Survey, 2017

You can bolster our efforts by supporting the youth in your lives and talking with them about substance use; this could mean listening to, engaging with, or being a positive role model to your kids, nieces, nephews, athletes, students, mentees, or any other adolescent that you care about.

CONSIDER THIS: SUBSTANCE USE PREVENTION CURRICULUM

We all want happy, healthy kids, but adolescent use of alcohol, marijuana, tobacco and other drugs can have unintended consequences – both to their health and their futures. We can take steps to prevent youth substance use with educational, skill, and resiliency-building programs like **Consider This**.

Consider This is a substance use prevention curriculum that Healthy Androscoggin staff developed in response to a request from Edward Little High School (ELHS). The curriculum encourages students to think about the things they value, gives them a decision-making framework, builds resiliency, and includes critical information for adolescents about tobacco, alcohol, and marijuana.

Current ELHS students provided input and support in the development of **Consider This** to ensure the information would be relevant to them.

All ELHS students participating in extra-curricular activities were required to complete the course.





Russ Dillingham/Sun Journal



245 students have completed the course so far.



81%

OF STUDENTS RESPONDED, AFTER COMPLETING THE COURSE, THAT THEY COULD IDENTIFY "VERY WELL" THE STEPS THEY SHOULD TAKE TO MAKE DECISIONS THAT PROTECT WHAT THEY VALUE.



NEIGHBOR TO NEIGHBOR (N2N) AMBASSADOR PROGRAM

A healthy home allows all members of our community and their families to thrive. Giving people the best tools to create a healthy environment depends on providing culturally and linguistically appropriate education and resources.

The **N2N Ambassador Program** uses a peer-to-peer approach based on traditional public health education in African countries. The program works with “Ambassadors” who educate their neighbors about how to create a safe home environment. This is achieved through a unique collaboration between Healthy Androscoggin and New Mainer community leaders trained to deliver a healthy home curriculum to their friends and neighbors.

16 
Ambassadors
Trained

81 Neighbors
Educated
   

278 
Family Members Impacted

2018 Statistics



“Now I know how I can get the fresh air to enter in my own home so that I and all my family should have good health. I know how to prevent my child from being lead poisoned.”

- N2N Ambassador



N2N Participant Impressions

“It was very helpful for me. I now know how I can protect myself against asthma and its triggers.”

“[I am] in process to move to another apartment due to the diagnostic with lead poisoning.”

“I did not know before that heating the home with the stove was not healthy. Since the visit with the Ambassador I have stopped.”

100%

of neighbors made changes to their home environment to make it healthier.

Top changes made:

- Installing carbon monoxide detectors
- Proper food storage
- Increased ventilation
- Not heating home with stove

33%

of neighbors filled out a smoke-free home pledge, a written commitment to not allow smoking in their home.



Top home health issues neighbors were concerned about included:

- Asthma
- Lead poisoning
- Mold

2018 Statistics

HEALTHY ANDROSCOGGIN WELLNESS TEAM

Worksite Wellness on a Budget



“The Wellness Team’s efforts help our staff to practice what we preach.

The wellness team activities also create the kind of work environment that people love to work in. It is an environment where we spend time building connections with one another while being mindful about exercise, healthy eating and mental health. This allows us to build a stronger, more engaged team that is committed to our organization.”

.....

Erin Guay
Executive Director

Healthy Androscoggin’s vision is that Androscoggin County will be the healthiest county in Maine. In addition to educating and encouraging the community to create healthier lifestyles, we understand the importance of creating a culture of wellness within our own organization.

Healthy Androscoggin has created a Wellness Team which consists of staff volunteers who organize wellness initiatives based on input from all staff members. The Wellness Team approaches health holistically and includes activities that not only focus on physical health but also on psychological, social, spiritual, and environmental health. We have created fun and engaging activities for little or no cost.

.....

“Five minute exercise spots are a great way to break up the day and come together as an organization. We all bring our own abilities and take advantage of a moment to get moving, clear our heads and even have a laugh.” - Staff Member

.....

Some of our Activities:

- 30-day plank and push-up challenges
- CPR and Heimlich maneuver training
- Monthly walking group
- Self-guided meditation training
- Office composting/recycling program
- Staff social outings—snowshoe day, bowling, and yoga class
- Healthy snack program funded by a silent auction with staff donations
- Quarterly staff themed lunches
- Homemade natural cleaning sprays for the office

SPIRITUAL



ENVIRONMENTAL



PHYSICAL



**A HOLISTIC
APPROACH
TO HEALTH**

COMMUNITY



SOCIAL



PSYCHOLOGICAL



OUR TEAM

INNOVATIVE, COMMITTED, COLLABORATIVE, FUN



Erin Guay, MPH
Executive Director



Corrie Brown, LMSW
Substance Misuse
Prevention Manager



Katie Boss, MPH
Physical Activity, Nutrition & Healthy
Homes Manager



Holly Lasagna, MS
Health Equity Manager



Mary Caron, MPH
Substance Misuse
Prevention Coordinator



Emily Dooling Hamilton, MS
Tobacco Prevention Specialist



Mary Lou Hofmann, M.Ed.
Administrative Assistant



Hillary Jean
5-2-1-0 Let's Go! Coordinator



Fowsia Musse
Healthy Homes & Health
Equity Coordinator



Missy North-Drain

Nutrition Coordinator



Héritier Nossou

Health Promotion
Coordinator



Becca Schoen

Nutrition Coordinator



Emily Smith

Nutrition Coordinator



Shelemiah Baiei-Makinen

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Lowell Lumber | Rainbow Federal Credit Union | Representative Bruce Poliquin's Office | Rinck Advertising | River Valley Healthy Communities Coalition | River Working Group | Ronnie Paradis | RSU 16 | RSU 4 | RSU 52 | Sabattus Police Department | Sabattus Primary School | Safe Voices | Sandcastle Clinical and Education Services | SeniorsPlus | Sherwin-Williams | Somali Bantu Community Association | Springworks Farm | Spurwink | St. Mary's Health System | St. Mary's Nutrition Center | St. Mary's Regional Medical Center | Sublime House Media | Take 2 YouthBuild | Tender Soles Farm | The Bicycle Coalition of Maine | The Hive | The Root Cellar | TOPS Club, Inc. | Totally Kidz Childcare | Town of Greene | Town of Poland | Town of Turner | Tractor Supply | Tree Street Youth Center | Tri-County EMS | Tri-County Mental Health Services | Trinity Jubilee Center | United Ambulance | United Way of Androscoggin County | United Way of Franklin County | University of Maine | University of New England | University of New England AHEC | University of Southern Maine | Valley View Farm | Veterans Inc. | Western Maine Community Action | Whiting Farm | YMCA of Auburn-Lewiston | YWCA of Central Maine | Auntie's Daycare | Big Backyard Daycare | Bouyea Bear's Childcare | Boyd's Learning Daycare | Busy As A Bee | Clover Preschool | Coady's Family Childcare, LLC | Daisy Garden | Early Explorers Child Care, LLC | Fairview Elementary Before & After School Child Care | Just Precious Daycare | Learn ' N Moore Daycare | Lollipop Land Daycare | Mammie's Child Care | Margaret Murphy Center for Children | Michelle's Smiling Daycare | Park Avenue Before & After School Child Care | Peace of Mind Childcare | Pettengill Academy | Promise Birch Street | Promise Coburn School | Promise Family Development Center | Promise Hillview | Promise Livermore Falls | Promise Montello School Pre-K | Promise Pre-K Longley School | Promise Webster EHS | Promise Webster School | Rachel Dymkoski Daycare | Sandcastle Clinical and Educational Services | Sandollarz Daycare | Sherwood Heights Elementary Before & After School Childcare | Shining Faces Childcare | Sugar N Spice | Toddle Inn | Totally Kidz Early Learning & Childcare Center | Whatever Is Clever | YWCA Child Care Program | Giggles & Wiggle Child Care | Drug Enforcement Agency | Androscoggin Valley Council of Governments

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Healthy Neighborhood Planning Council

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Let's Go at Barbara Bush Children's Hospital

Maine Cancer Foundation

Maine Center for Disease Control and Prevention

Maine Department of Health and Human Services

MaineHealth

Maine Health Access Foundation

Sadie and Harry Davis Foundation

United Way of Androscoggin County

University of New England

U.S. Centers for Disease Control and Prevention

U.S. Department of Agriculture

U.S. Housing and Urban Development

U.S. Office of Refugee Resettlement

Healthy Androscoggin would like to extend

A SPECIAL THANK YOU TO

our fiscal agent who provides support so we can create a healthier community



OUR DONORS

Thank you to our donors who gave \$100 or more in 2018. Their generosity allows us to continue to provide services and programs that make Androscoggin County a healthier place to live, work and play.

Heidi L. McCarthy and Adam Lee

Deb Burd

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Stephanie Doucette

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Phil & Marcia Nadeau

William Richan

Phil Doucette

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