



# HEALTHY ANDROSCOGGIN



# ANNUAL REPORT 2016

# HOW TO CREATE A CULTURE OF HEALTH

## INVEST IN YOUR COMMUNITY

4 Considerations to Improve Health & Well-Being *for All*

**WHAT** Know What Affects Health

www.countyhealthrankings.org

**WHERE** Focus on Areas of Greatest Need

Your zip code can be more important than your genetic code. Profound health disparities exist depending on where you live.

**WHO** Collaborate with Others to Maximize Efforts

**HOW** Use a Balanced Portfolio of Interventions for Greatest Impact

- Action in one area may produce positive outcomes in another.
- Start by using interventions that work across all four action areas.
- Over time, increase investment in socioeconomic factors for the greatest impact on health and well-being for all.

Four  
ACTION  
Areas

SOCIOECONOMIC  
FACTORS

PHYSICAL  
ENVIRONMENT

HEALTH  
BEHAVIORS

CLINICAL  
CARE

VISIT [www.cdc.gov/CHInav](http://www.cdc.gov/CHInav) FOR TOOLS AND RESOURCES TO IMPROVE YOUR COMMUNITY'S HEALTH AND WELL-BEING

*“Improving the health of a whole community is a tall order. To ensure we are using our resources most efficiently to make the biggest health improvements, Healthy Androscoggin uses best practices from the US Centers for Disease Control and Prevention and others to guide our work. We also know we can make a bigger impact by partnering with diverse individuals and organizations. We combine our collective knowledge, talents, and other resources to encourage healthier behaviors, change policies and create healthier spaces for everyone to benefit from.”*

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends of Healthy Androscoggin,

There are times in our lives when we stop and ask ourselves who we are and where we are going. The same reflection has been true for Healthy Androscoggin over the past year. We've seen big changes in Healthy Androscoggin's physical space (come see us at 124 Lisbon St, 2<sup>nd</sup> floor in Lewiston), and changes to the public health landscape. While we no longer call ourselves a Healthy Maine Partnership and struggled with what that would mean for us, we are realizing that being a HMP wasn't really who we were all along. Across Maine being an HMP helped connect our work to those of the local health group -- but here in Androscoggin County we have had - and continue to have - a solid identity as Healthy Androscoggin.



Erin Guay

### 2016 ADVISORY BOARD

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So what does it mean to be HA? Healthy Androscoggin continues sticking to our mission – to empower people to live healthy lifestyles and improve the public health of the communities we serve. We continue to provide direct education as well as work toward changing our community to create “a culture of health.” That is, we are changing our towns, homes, schools, play spaces and other venues to thoughtfully incorporate health into daily practice. Being Healthy Androscoggin also means we continue to do quality work that is getting recognition by organizations like Maine's Breathe Easy Coalition and federal partners like Robert Wood Johnson Foundation and US Centers for Disease Control and Prevention.

Flip through our annual report for examples of how we mix together these essential building blocks for improving public health. You'll notice that our work is in line with nationwide best practices as outlined in this infographic (on page 2). We are investing in our community's health through these four considerations of what, where, who and how.

What's next for Healthy Androscoggin? Given the complexity of the health issues we face, we are evolving our approaches to include more collective impact thinking, including better aligned strategies and evaluation with our many partner organizations. We are beefing up the evaluation of our work so we can identify more quickly when we need to change course. We are continuing to diversify our funding and improve how to better tell our organization's story.

What is most exciting to me is how Healthy Androscoggin is once again facing change by asking ourselves the tough questions of who we are and who we want to be to inform where we are going. We are getting back to our core mission, our values and proven approaches. We again are using times of change to evolve, so we can be stronger moving forward. I hope you are intrigued to read more and continue to partner with your local health coalition, Healthy Androscoggin.

Yours in Health,

Erin

# A SAMPLE OF SUCCESSES 2015-2016

## NUTRITION EDUCATION:

- Provided nutrition education to 2,997 low-income children, adults, and seniors (un-duplicated individuals).
- Held a total of 648 classes to teach how to shop, cook and eat healthy on a budget.

## LEAD POISONING PREVENTION:

- Educated 1,678 community members on childhood lead poisoning prevention through trainings, workshops, classes, and events.
- Actively participated in three local coalitions directly engaged in lead poisoning prevention, for greater community-level impact.
- *Long Term Change:* The percentage of children 3 years and younger lead poisoned in Lewiston-Auburn dropped from 9.3 to 6.7% between 2010 and 2014.

## TOBACCO PREVENTION:

- 1,020 4th and 5th grade students in Androscoggin County received Tar Wars (an interactive presentation to educate kids about tobacco) for the 2015-2016 school year. Tar Wars was presented 40 times at 12 different schools throughout Androscoggin County.
- Since 2013, HA has worked with 12 Androscoggin-based worksites that have adopted a smoke and tobacco free policy. We provided education, policy development, and implementation assistance at these worksites. These policies protect over 16,500 employees and countless clients and visitors from secondhand smoke exposure. Of the 12 worksites, 3 were behavioral health agencies.
- Worked with both local hospitals to implement a comprehensive process for primary care practices to identify and refer tobacco users to tobacco treatment and other community resources for quitting. Between 2014 and 2015 CMHC practices increased their referrals to the Maine Tobacco Helpline by more than 2,000%.

## 2016 WORK HEALTHY AWARD WINNERS

Recognized for supporting the health of their employees and those they serve.

### Gold

- Androscoggin Head Start & Child Care
- Austin Associates P.A.
- Central Maine Community College
- Central Maine Healthcare
- City of Lewiston
- Community Concepts Inc.
- Geiger
- Norway Savings Bank
- P&G - Tambrands
- St. Mary's Health System
- Sun Journal
- Thayer Corp

### Silver

- Advocates for Children
- Androscoggin Bank
- Androscoggin Home Care & Hospice
- Bangor Savings Bank
- Mechanics Savings Bank
- The Dingley Press
- Tri County Mental Health Services



City of Lewiston representatives recognized for the city's health policies and programs include Lewiston Mayor Robert MacDonald, Joyce Sarchi and City Councilor Jim Lysen.

## A SAMPLE OF SUCCESSES 2015-2016

### SUBSTANCE USE PREVENTION:

- ➔ In April 2016, removed 1,045 pounds of unwanted and expired medicines from homes in Androscoggin County, significantly reducing a source of drugs for abuse. Since 2010, more than 7 tons have been collected by Healthy Androscoggin and our partners.
- ➔ *Long Term Change:* Androscoggin County has seen a 45.7% decrease in high school students who have taken a prescription drug without a doctor's order within the past 30 days from 2009-2015.
- ➔ 2 town hall forums were held on opioid addiction, combined over 120 community members present.
- ➔ The Alcohol Enforcement Team completed over 30 details since April 2016, only 4 details had a violation(s). One detail was a combined Compliance check by 2 police departments. They checked 24 stores with no store selling to the minor.
- ➔ Provided 3 permanent disposal boxes to the Androscoggin County Sheriff department.
- ➔ The 2015 Maine Integrated Youth Health Survey indicated a significantly lower rate of high school students in Androscoggin County who felt it would be "sort of easy" or "very easy" to obtain alcohol versus State level data.

### OBESITY PREVENTION - 5-2-1-0 LET'S GO! ANDROSCOGGIN:

- ➔ Provided healthy messaging and changes that supported healthy eating and exercise decisions in childcares, schools, and after school programs – through 45 sites impacting 8,579 youth.

### CULTURAL COMPETENCY:

- ➔ 113 local health and wellness providers have participated in intensive cultural competency training provided by Healthy Androscoggin to ensure their services – from pharmacy to fitness – are available to all, including African New Mainers.
- ➔ United Ambulance's Home Visitor Program provides individual home health programming to help participants manage chronic diseases in their own homes and reduce emergency room visits. Healthy Androscoggin provided best practices to United Ambulance to develop and implement a data collection system that allows them to determine the race, ethnicity and preferred language of program participants. This will allow United Ambulance to provide culturally competent home healthcare to a more diverse population of New Mainers and better capture the health needs of our New Mainer community.

### PHYSICAL ACTIVITY PROMOTION:

- ➔ Assessed exercise opportunities available to the public in 8 Androscoggin County towns and Healthy Androscoggin provided a report to each town. This provides information to help identify areas where municipalities can create new exercise opportunities for residents, such as sidewalks and playgrounds.
- ➔ Helped to create a best practice manual for Lewiston Auburn city staff to implement street design components that make biking and walking easier and safer. The end goal is to make active transportation the easy choice.



## HELPING NEW MAINERS IN L/A GET HEALTHY AND STAY HEALTHY!

REACH (Racial and Ethnic Approaches to Community Health) is a national program funded by the Centers for Disease Control and Prevention (CDC) to reduce racial and ethnic health disparities.

Healthy Androscoggin supports the REACH program. The goal of REACH is to help local health and wellness providers plan and carry out culturally appropriate programs to address chronic diseases in adult African New Mainers.

The REACH program works in partnership with a number of local organizations including:



...and several ECBOs (Ethnic Community-Based Organizations).

### Our work so far includes:

- Providing cultural competency training for over 150 local healthcare providers
- Developing numerous culturally appropriate materials and resources for providers and New Mainers
- Supporting creation of a single-gender swim class appealing to Muslim women
- Helping develop picture-based medication compliance information for non-native English speakers

...and we're working on other unique health programs all the time!



### CONTACT

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# HEALTHY ANDROSCOGGIN PARTNERS WITH BEDARD PHARMACY & MEDICAL SUPPLIES

## SAYING “YES” TO BETTER HEALTHCARE FOR OUR CUSTOMERS

At Bedard Pharmacy, we know that medication can be a vital element in our customers’ health. So we strive to serve everyone’s prescription needs efficiently and respectfully.



Bedard Pharmacy is a three-generation family-run, community pharmacy.

We combine old-fashioned customer service with leading-edge skills and state-of-the-art technology.

Our pharmacists hold top credentials and we have two nationally-certified technicians.

## CHALLENGE

We found a unique challenge to our usual approach, however, in a key difference between our culture and that of the African New Mainers—a significant segment of our customer base—around the practice of saying “no”. When New Mainers came in to have a prescription filled, we used to ask them, as we do everyone else, “Do you want to wait for your prescription?” Like most others, the New Mainers would usually say “yes.” But unlike most customers, when the prescription was filled, the person requesting it was often not there. This confused and frustrated our staff.

[HEALTHYANDROSCOGGIN.ORG/REACH](https://HEALTHYANDROSCOGGIN.ORG/REACH)

## SOLUTION

Cultural competency training with Maine Intercultural Communications Consultants led us to understand the issue and come up with a simple solution. Our staff learned that for New Mainers, saying “no” to our request to wait would have been disrespectful. Instead, they said “yes,” but then left. We learned that asking “Do you want to come back?” was more likely to get a true response about the customer’s intentions: they could answer positively while informing us that they couldn’t wait for the prescription, but would come for it later. As Gaetane Pleau, our Front Counter Clerk noted, “A little bit of cultural understanding went a long way to serving everyone’s healthcare needs better. And that’s the most important thing we can do.”

by: Holly Lasagna

# HEALTHY ANDROSCOGGIN AND LAW ENFORCEMENT TEAM UP AND REDUCE UNDERAGE DRINKING

## SUMMARY

To address the relatively high rates of youth alcohol use and how easy it was for minors to access to alcohol, Healthy Androscoggin and community partners developed the Alcohol Enforcement Team (AET). Tasked with decreasing youth's access to alcohol, the AET coordinated and executed evidence-based interventions such as Party Patrols, Compliance Checks, and Sticker Shock. Their efforts lead to a decrease in youth alcohol use and access; an increase in youth feeling they would be caught if they drink; and an increase in awareness about the consequences of providing alcohol and a place to consume alcohol to youth.



Photo shows a sticker used during Sticker Shock to warn adults about the potential penalties for providing alcohol to a minor

## CHALLENGE

Androscoggin County, population 107,702, holds the 2nd and 5th most populated cities in the state, as well as very rural towns. The county has one of the highest poverty rates, 15.4%, with pockets of extreme poverty—living on less than \$1.25 per day. The mix of urban and rural, as well as ethnic differences, health disparities, and small or nonexistent police forces made prevention efforts towards underage drinking difficult to coordinate. The 2009 MIYHS showed some alarming trends that concerned community members. These included high rates of: past 30 day use of alcohol; students who felt it would be “very easy” or “somewhat easy” to get alcohol, especially from someone they know; and students who did not think they would get caught drinking. The community was concerned that teenagers were drinking alcohol, able to obtain it easily, and were not concerned about getting caught.

## The Alcohol Enforcement Team

- > Androscoggin County Sheriff's Department
- > Auburn Police Department
- > Lewiston Police Department
- > Lisbon Police Department

*"I felt very proud to be a part of a great project which brought so many organizations together under the coordination of Healthy Androscoggin. All community stake holders seemed to be part of this great collaborative. This project addressed the problem of underage drinking by attacking it at all levels. Through law enforcement addressing the issue as it happened all the way to helping educate area youth on the risk factors associated with underage drinking and substance abuse."*

*-Moe Drouin, Androscoggin County Sheriff's Department*

*"I was surprised that we were no longer finding youth drinking while doing our enforcement details. Then I was told by a fellow officer that meant we were being successful in their efforts."*

*-Local Police Officer*



## SOLUTION

Project Unite, an existing community network that addresses youth substance use, proposed starting an Alcohol Enforcement Team. The AET consists of local police departments, Sheriff's department, and Healthy Androscoggin to coordinate their efforts using evidence-based practices to reduce underage access to alcohol. By participating on the AET, the police departments were able to increase their capacity, diversify their funding and develop relationships leading to a bigger impact within their communities. The AET planned details around times of high drinking such as prom, graduation, and homecoming. The goal of the AET is to show that the community cares about the safety of its members.

## RESULTS

The AET was a multi-year project that aimed to reduce youth access to alcohol. When comparing data from the 2015 MIYHS to 2009, it appears that they were successful. All measures related to youth use and access dropped between 2009 and 2015. These included past 30 day use, ability to obtain alcohol, and likelihood of being caught. In particular, the percentage of students who felt it was at least "somewhat easy" to obtain alcohol was statistically lower than the State average. Additionally, the percentage of middle school students who felt they would be caught by their parents was statistically higher than previous years. From April 2016 to September 2016, the AET completed over 30 details, 4 of which resulted in violations. Recently, a Compliance Check with two departments on the AET checked 24 stores; none sold to the minor involved.

## SUSTAINING SUCCESS

Project Unite and the Alcohol Enforcement Team are continuing to work together to decrease youth access to and use of alcohol. Through existing partnerships with local hospitals and new partnerships with community organizations, youth substance use will continue to be addressed through community action plans. Some ideas to sustaining accomplishments made are to seek sponsorships from stakeholders and community businesses that have yet to be outreached; re-evaluating existing funding streams to support enforcement activities; and creating partnerships with like-minded projects to increase capacity and reach.

by: Corrie Brown

# PROVIDING NUTRITION EDUCATION CLASSES TO LOWER EMERGENCY ROOM VISITS

## SUMMARY

Healthy Androscoggin's SNAP-Ed Team works collaboratively with Community Care Teams (CCT) in Androscoggin County to help lower the frequency of emergency room visits by high need patients. **We do this through nutrition education and advocacy.** In addition to teaching healthy eating, our educators have worked with CCT patients on eating healthy on a budget by providing shopping tips and tours of the grocery store to demonstrate smart shopping. This partnership and collaboration has led to **almost 200 high needs patients reached** through continued nutrition education so far.



## CHALLENGE

Often times people utilize the emergency room as a result of lacking knowledge and resources in regards to their health. Patients involved in the Community Care Team (CCT) program often struggle with self-confidence, limited financial resources, and limited knowledge of community programs that can help prevent illness. Transportation is also a barrier for these patients in accessing community support and resources. These challenges make it

difficult to sustain a healthy lifestyle and result in more frequent emergency room visits. Healthy Androscoggin's goals for these CCT patients include:

- learning new cooking skills
- learning to create healthy, balanced meals
- practicing new skills
- becoming more confident in their food choices and cooking ability
- becoming self advocates for their health through knowledge and practice



Our Community Care Team partnerships are made possible by:

- Androscoggin Home Care and Hospice
- Tri-County Mental Health Services
- Leeds Food Pantry
- DFD Russell
- St. Mary's Nutrition Center

*"The classes have assisted me with ways to cook easier, cook healthier, and has given me more information about fruits & vegetables." - Anonymous .*

*"I look forward to each class, it is a nice social time and I have made new friends" - Anonymous .*

*"Since coming to this class I have been trying and eating many new healthy foods because we do that when were are in class."*

*-CCT Patient in Emily Coye's 10 Tips Nutrition Class*

## SOLUTION

Healthy Androscoggin's SNAP-Ed team, in collaboration with the University of New England, is able to provide nutrition education classes to those frequently using the health care system. We have been working with our partners to provide:

- **free transportation to some classes**
- venues for these classes to be held
- **new strategies for outreach to CCT patients**
- time in class to discuss healthy eating, cook, utilize learning activities, and ask questions
- **time to eat together**
- time to reflect on what was learned and how it can be used

## RESULTS

Healthy Androscoggin first began working with CCT patients in 2015 teaching 17 classes and reaching 64 new patients in Androscoggin County. Since then, we have gained new partners and **grown tremendously** in our efforts to teach these patients who are high users of the health care system.

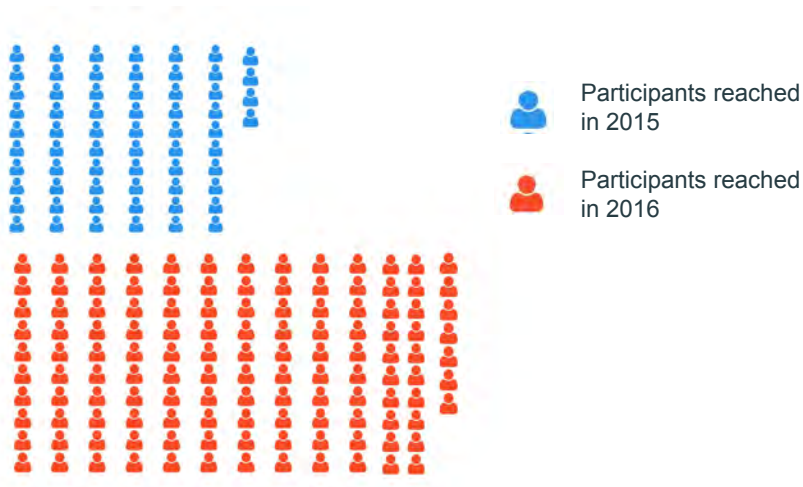
**In 2016 we have taught 42 classes reaching 127 new CCT patients.** With positive feedback and experiences from these patients, these numbers will only continue to grow. Participants are learning valuable skills for shopping, cooking, and eating healthy on a budget. Many are now trying new foods, stepping outside of their cooking and eating comfort zones, and learning ways to take care of their bodies through nutrition.

## SUSTAINING SUCCESS

Healthy Androscoggin's SNAP-ED team will continue to work with existing partners and develop new partnerships within our community. Our partners consistently find new ways to bring these classes to their patients. We all work together to find venues for classes, break the transportation barrier, and draw more patients to these valuable classes. Future tracking of body mass index and emergency room visits will also help us evaluate our efforts and continue our successes.



by: Emily Coye



## LEAD POISONING PREVENTION

Healthy Androscoggin provides the following lead poisoning prevention programming in Lewiston-Auburn:



### 1. EDUCATION

Healthy Androscoggin provides lead poisoning prevention education to Lewiston-Auburn residents, and made the following impact in 2016:

- 2,164 community members educated
- 78 landlords educated
- 40 events and 5,109 educational materials shared
- 12 media activities (press releases, articles, ads, etc.)



### 2. DIRECT SUPPORT

In 2016, Healthy Androscoggin staff provide the following direct services to prevent childhood lead poisoning in our community's most vulnerable populations:

- In-home resident education in 80 downtown rental units
- Lead cleaning kits and demo provided to 80 families
- Lead dust test kits completed in 16 downtown rental units
- 12 health assessments completed for downtown residents



### 3. COLLABORATION

Understanding that lead poisoning can't be solved by any one agency alone, Healthy Androscoggin prioritizes collaboration with local partners, and the following groups:

- Lewiston Area Public Health Committee
- Stakeholder Committee
- Green & Healthy Homes Initiative Learning Network
- Maine CDC Lead Poisoning Prevention Fund grantees

## HEALTHY ANDROSCOGGIN AWARDED SMOKE-FREE ENVIRONMENTS CHAMPION AWARD

The Breathe Easy Coalition of Maine is a statewide organization dedicated to reducing exposure to secondhand smoke, the reduction of tobacco use and increased tobacco free living. The Breathe Easy Coalition advocates for and provides technical support to develop strong voluntary tobacco policies. At the 2016 Annual Meeting of the Breathe Easy Coalition, Healthy Androscoggin was

presented the Smoke-Free Environments Champion Award, which is has been given annually since 2009 to an organization, committee/work group, or individual who has been a leader in adopting smoke-free policies in hospitals, colleges, multi-unit housing or behavioral health settings.



L to R: Vicky Wiegman, Emily Dooling Hamilton, Erin Guay, Sarah Mayberry

### Some examples of policies that Healthy Androscoggin has helped to develop or support include:

Tobacco free policies for Tri-County Mental Health, Health Affiliates Maine, Poland Spring, Turner Town Beach, Central Maine Community College, Central Maine Healthcare, St. Francis Recovery Center, USM Lewiston-Auburn, Lewiston and Auburn School properties.

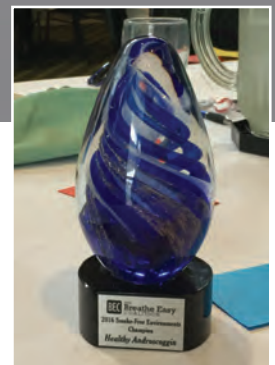
*“Both recently and over the years, Healthy Androscoggin has gone above and beyond to champion smoke-free environments and to encourage tobacco-free lifestyles for those who live, work and play in Androscoggin County. This commitment to addressing tobacco use and exposure to secondhand smoke has resulted in numerous policy and environmental changes in housing, health care, behavioral health and institutions of higher education. The Breathe Easy Coalition applauds these ongoing efforts by Healthy Androscoggin to stay vigilant on addressing tobacco, often coming up with creative partners and solutions, to reach evidence-based public health goals.”*

–Sarah Mayberry, Breathe Easy Coalition of Maine

### Former recipients of this prestigious award include:

MaineHealth, Representative Linda Sanborn,

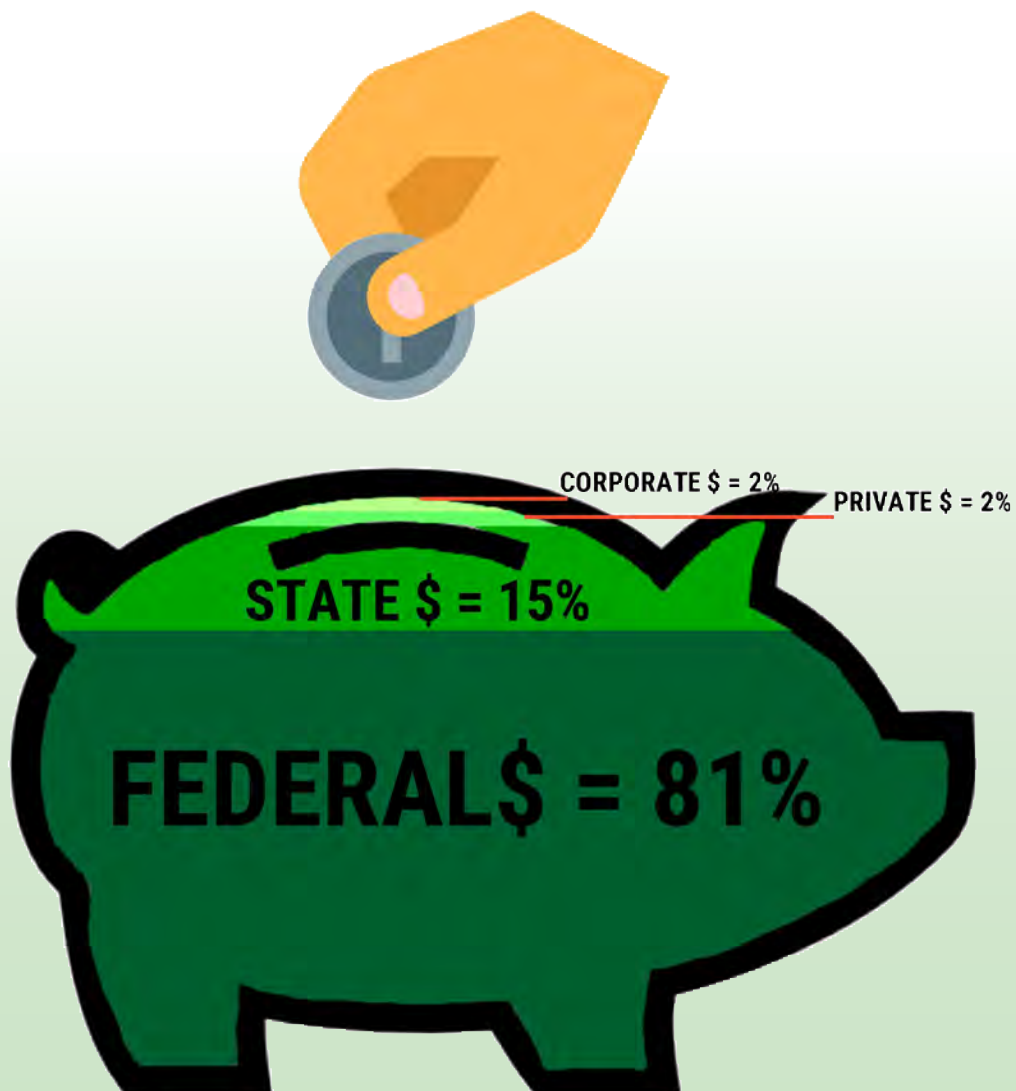
Rick Whiting of the Auburn Housing Authority, University of Maine Tobacco Committee.



## FINANCIAL REPORT

Healthy Androscoggin's initiatives are primarily supported by state and federal grants, as well as some corporate and private donations. We would also like to thank Central Maine Healthcare for supporting some of Healthy Androscoggin's operating costs so we may continue to benefit the whole community.

Please see our website, [www.healthyandroscoggin.org](http://www.healthyandroscoggin.org) for a full list of our donors and supporters.



# OUR PARTNERS



*“Our successes would not be possible without our partners who lend their knowledge and passion to improve the health of their friends and neighbors. In Androscoggin County everywhere you turn there is someone willing to roll up their sleeves and help out if they know there is an issue to tackle.”*



***Healthy Androscoggin is a coalition of local people who work locally to improve the health and quality of life in our communities.***

***Our Vision ...*** Is that the communities of Healthy Androscoggin are the healthiest in Maine

***Our Mission ...*** Is to empower people to live healthy lifestyles and to improve the public health of the communities we serve through ongoing planning, community action, education, and advocacy.

***Our Strategic Focus ...*** Is to create a healthier community by promoting and encouraging positive choices that include:

- Tobacco free lifestyles
- Prevention of substance use
- Physical activity • Healthy eating
- Prevention of childhood lead poisoning



### **Healthy Androscoggin**

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