



**HEALTHY  
COMMUNITY  
COALITION**

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An affiliate of Franklin  
Community Health Network

**Every two years health leaders in Greater Franklin County sponsor a Community Health Visioning process to build widespread consensus on priorities for improving community health.**

**This process engages the community to talk about issues impacting health as well as the resources available to address concerns and opportunities.**

**This *Visioning Update* keeps the community informed and engaged about specific projects in Greater Franklin County that are addressing community health priorities.**

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Visioning visit:  
[http://www.fchn.org/HCC/  
healthvisioning](http://www.fchn.org/HCC/healthvisioning).

*Visioning sponsors:*

United Way of the Tri-Valley  
Area, HealthReach Community  
Health Centers, Health Leaders  
Forum, University of Maine at  
Farmington, and the Franklin  
Community Health Network.

# Visioning Update

A Quarterly Review of Community Health Visioning Priorities & Projects

The full Community Health Visioning Report is available at [www.fchn.org/HCC/healthvisioning/](http://www.fchn.org/HCC/healthvisioning/)

**W**elcome to the second edition of *Visioning Update*, a quarterly newsletter designed to keep the community up-to-date on the numerous community initiatives underway in Greater Franklin County. This newsletter features projects and programs that address community health priorities that were established through the most recent biennial Community Health Visioning process conducted in late 2004.

*Visioning Update* features:

- Broad community initiatives that relate to a Visioning priority
  - Specific projects that the Healthy Community Coalition (HCC) coordinates.
- The initiatives coordinated by HCC are indicated with an asterisk and NEED YOUR SUPPORT!**

Task forces are chartered by the HCC Board of Directors, have support from Healthy Community Coalition staff, develop specific goals and have a realistic timeframe for accomplishing goals.

If you would like to be part of a task force to contribute your ideas and talents, contact Lisa Laflin at [lflaflin@fchn.org](mailto:lflaflin@fchn.org) or 645-3136 x5103.

**Here are the seven Community Health Visioning priorities, and current activities related to them:**

## 1 Access to Health Care

**Broad Visioning Action Plan:** Increase community understanding of health care resources and improve access to care.

**Specific task force project:** Expand Franklin Health Access.

### Flu Hotline established

Franklin Community Health Network has established an influenza (flu) hotline for the Greater Franklin County community. The recorded hotline offers information about influenza prevention, local flu vaccine availability, public flu shot clinics, and recipient priorities as outlined by the Centers for Disease Control (CDC).

**FLU HOTLINE: 207-779-3147**

The Healthy Community Coalition also provided flu shots throughout Greater Franklin County visiting communities with its mobile health unit.

### \*FCHN awarded \$1.7 million grant to expand access to prescription medications

This fall, Franklin Community Health Network was awarded \$1.7 million over two years by the US Department of Health and Human Services to support *Franklin Health Access- RX*. The Franklin Health Access-RX Consortium consists of Healthy Community Coalition, Franklin Memorial Hospital, Pine Tree Medical Associates, Franklin Health Access, Evergreen Behavioral Services and HealthReach Community Health Centers. This grant will allow the collaborative to expand access to prescription medications to all residents of Greater Franklin County.

The project will link medical providers to pharmacies through electronic-prescribing, or e-prescribing. This will be

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done from hand-held devices, and can significantly reduce administrative barriers and errors. Providers will also have electronic access to cost information about pharmaceuticals, and new and more efficient systems to get free drugs from pharmaceutical companies for low income and/or uninsured patients. The project also includes a campaign to educate the public on safe and effective use of prescriptions, including a social marketing campaign, a patient safety initiative at the hospital for discharged patients, and nurse care support for patients who do not pick up prescriptions. A specialized education and support program for persons diagnosed with diabetes will also be implemented. In the future, this project may also expand to local nursing homes, home health agencies and other local providers.

## 2 Youth Opportunities

### Broad Visioning Action Plan:

Improve access to constructive activities for youth after school and on weekends.

Specific task force project: Help develop a comprehensive directory of youth opportunities in Greater Franklin County and expand after school opportunities for youth.

### \* Fire Camp builds skills and relationships for youth

Fourteen Foster Regional Applied Technology Center students who attended a three-day weekend Fire Camp in July, coordinated by Foster Tech, are putting into practice - after school - the various skills they learned. Several students were involved in controlling a large woods fire caused by a lightning strike in Livermore recently, students helped local fire departments during fire prevention week in October; and students are conducting school drills and station tours.

The skills learned in Fire Camp are practiced all year long. As part of the experience, they cleaned, inspected and waxed 10 ground ladders and learned how to properly climb each one. They



### **2005 Fire Camp participants:**

Front Row: Charles Lake, Matt Covert, Ben Guild, Wes (Kevin) Merritt, Karlton Jones, Helaina Jo Lake, Cassandra Jo Purington, Kurtis Barnett  
Back Row: Jack Berry, Corey Tibbetts, Ray Jordan, Jennings Pinkham, Adam Wright, Justin Lowe, Jordan Senecal, Briann Blanchette, Letitia Fall, John Churchill-Coordinator.

tested and marked 84 lengths of hose and spread 50 bales of hay across a field and set them on fire to learn how to properly extinguish the fire. Students participated in a rope class where they learned proper rope tying techniques in order to rescue people in a stretcher.

All the activities reinforce the need for teamwork. The weekend concluded with brainstorming needs for the coming year and looking at what students think are the ideal qualities found in a leader and a follower. During the school year youth are paired up with a local fire fighter mentor who helps them understand the fire fighting equipment, how to get along with others and generally fosters their learning experience.

Healthy Community Coalition supports this mentoring program through the Youth to Youth initiative.

### \* Zone Coalition begins Boys and Girls Club programming in Phillips



Nichole Brochu has been hired as the Unit Director for the Zone Coalition's Phillips area Boys and Girls Club, which is a partnership with the Healthy Community

Coalition and an affiliate of the Waterville Area Boys and Girls Club at the Alford Youth Center. With seed funding from the National Boys and Girls Club, Nichole is developing programs, that align with the mission and philosophy of the National Boys and Girls Club of America, while meeting the needs of area youth with available

resources. She will perform outreach to area schools, coordinate fundraising efforts, and recruit volunteers. Nichole will also coordinate use of the Alumni Gymnasium in Phillips, offer after school opportunities for youth at other area sites, and coordinate a substance abuse prevention program called SmartMoves. Nichole brings a wealth of experience and enthusiasm to this position. She is a senior community health education major at UMF and lives in New Vineyard.

## 3 Tobacco and Substance Abuse

### Broad Visioning Action Plan:

Support individuals in the community who reduce their tobacco/substance use and efforts that address tobacco and substance abuse prevention.

Specific task force project: Develop a Youth Speaker's Bureau to support tobacco prevention efforts.

### \$100,000 Drug Free Communities grant award

In October, the Healthy Community Coalition received a \$100,000 Drug-Free Communities grant to support an unprecedented fifth year of the Youth to Youth program in Greater Franklin County. The grant was one of 176 awarded to community anti-drug coalitions across the country in a competitive awards process. The goal of the coalitions is to work together to prevent and reduce drug, alcohol, and tobacco abuse in concert with parents, youth, teachers, religious and fraternal organizations, health care and business

professionals, law enforcement, and the media.

The Healthy Community Coalition listened to the needs of youth in Greater Franklin County and will work with area professionals to implement “Mentoring for Success,” a program for high school students that brings local professionals into schools to introduce them to their field of work. They will continue a partnership with Foster Regional Applied Technology Center to increase mentoring opportunities in such areas as Firefighting, and patient care. Another program called “You’re Hired” will take students through the stages leading up to gainful employment. This program will culminate in a field trip to the University of Maine at Farmington Job Fair in the spring.

Middle school students in the five area school districts will participate in a Social Marketing Campaign designed to engage students in a fun and exciting process to boost participation in after-school activities. Student teams begin their campaigns by attending a training as part of the 6<sup>th</sup> Annual Youth Summit held this fall at Franklin Memorial Hospital.

Efforts will be made to expand a collaborative program called Smokeless SchoolDays, through which area police departments partner to provide an alternative to fines and school suspension for tobacco-related infractions. Providing educational alternatives to first-time offenders of the tobacco possession law has been a positive option for students faced with a fine or school suspension. The program is open to students grades 6-12 and is currently held at Mt. Blue High School.

The following outcomes regarding smoking, alcohol and marijuana use have been tracked since the inception of Youth to Youth.

- In 2004, 27.8% of 11<sup>th</sup> graders reported smoking in the past 30 days, which is an 8.2% decrease from 36% in 2000.
- In 2004, 16.6% of students in grades 6-12 reported smoking in the past 30 days, which is a 5.6% decrease from 22.2% in 2000.

- In 2004, 34.5% of students in grades 6-12 reported using alcohol in the past 30 days, which is a 2.1% decrease from 32.4% in 2000.
- In 2004, 13.7% of students in grades 6-12 reported using marijuana in the past 30 days which is a 4.7% decrease from 18.4% in 2000. Source: Maine Youth Drug & Alcohol Use Survey

## 4 Physical Activity

**Broad Visioning Action Steps:** Increase affordable indoor recreational opportunities and outdoor opportunities that are family oriented, and increase awareness of that which already exists.

**Specific task force project:** Increase availability and awareness of existing walking maps.

### \* Smart Steps pedometer program launched at UMF

Under the direction of the UMF Wellness Committee, Healthy Community Coalition Program Associate Nate Morse is coordinating an exciting new program called Smart Steps. This exercise program just began, as thoughts turn away from physical activity and toward staying inside and preparing for the busy holiday season. It is being offered to the entire staff and faculty of the University of Maine at Farmington who receive insurance benefits through Anthem Blue Cross and Blue Shield. More than half of the 200 staff and faculty have taken advantage of the program in the early stage, and are moving their muscles in this personal exercise incentive program. Smart Steps encourages participants to walk or be active regularly over the course of eight weeks by setting personal goals for exercise. This is an effort to get participants to start forming healthy habits around exercise that they can continue throughout the year.

Participants are given a free pedometer, a simple tracking form to log their activity, and community walking maps that have been created by Healthy Community Coalition (HCC) Program Associate Nate Morse. During the first week,

participants establish a baseline number by wearing the pedometer to track their steps during a normal day of the work week to find out how many steps they are taking. From that baseline number, participants are encouraged to set a personal goal of increasing the number of steps starting the second, and with each succeeding week, ultimately increasing their level of activity over the course program.

Smart Steps is a program owned and offered through Anthem Blue Cross and Blue Shield. Organizations carrying Anthem as an insurance provider have the opportunity to use this program. Currently this Smart Steps program is occurring at all University of Maine System Campuses.

## 5 Nutrition

**Broad Visioning Action Steps:** Develop more affordable and easier options for healthy eating choices and provide more education about healthy eating options that already exist.

**Specific task force project:** Improve access to local healthy eating choices.

### Healthy Living Initiative developing strategies to reduce overweight/obesity

The Healthy Community Coalition (HCC) is administering the Healthy Living Initiative (HLI), a rural health outreach grant funded by the United States Department of Health and Human Services, under the Health Resources and Services Administration. \$600,000 in funding was awarded in May, 2005 for this three-year project (\$200,000 per year). The Healthy Living Initiative (HLI) mission is to integrate and expand clinical and community-based strategies for promoting proper nutrition and increasing physical activity to reduce the prevalence of overweight and obesity in Greater Franklin County which has experienced an escalating rate of obesity and overweight. In 2000, 60% of adults and 15% of children were clinically obese or overweight.

HCC, in partnership with Franklin Community Health Network, HealthReach Community Health Centers, and the University of Maine, Farmington will form a consortium to meet the objectives set forth through this initiative.

Through its first strategy, the Initiative will address the need for a clinical approach to the causes of obesity and overweight-sedentary lifestyle and poor nutritional choices by expanding the range of clinical interventions available locally for individuals screened. For its second strategy, the Initiative will educate the community on making healthy choices. HLI will develop a social marketing campaign targeted at overcoming economic and transportation barriers that discourage an active life, by offering feasible, incremental alternatives for residents.

*Advisory Board members for the Healthy Living Initiative include physicians, mid level practitioners, physical therapists, administrators, nutritionists, and program support staff.*

## 6 Environmental Issues

### Broad Visioning Action Steps:

Cherish our region's beauty: Develop ways to sustain and improve our air and water quality.

Specific task force project: Engage area schools in improving environmental education.

### \*Students make an impact

HCC staff are making connections with Foster Regional Applied Technology Center and Jobs for Maine Graduates. The intent is to explore ways to incorporate lessons learned in the field into the academic curriculum. Initial

discussions center around Foster Tech's successful electric car program and recycling efforts.

## 7 Economic Stability

### Broad Visioning Action Steps:

Create a more stable economic environment by developing and supporting better paying jobs with benefits.

Specific task force projects: Develop a catalogue of local products and investigate warehousing options of raw material to promote local bulk purchasing; and Expand adult education courses on money management, cooking and other life skills.

### Fairbanks School Meeting House: Rebuilding a Community Resource

Imagine... a place where families can come together for special events, community meetings, and church suppers. A place where people can learn about how to start a small food business, about nutrition, about cooking. A place where hungry families can get groceries and learn together.



Committed to the future of rural communities.

With a tremendous amount of work from local community members, and now with the support of USDA, this dream is becoming a reality. The Fairbanks School Neighborhood Association, Inc. has received USDA Rural Development funds to complete the interior and exterior work

of the community building near Jack's Trading Post in Fairbanks. The funds are in the form of a \$50,000 grant, and a \$250,000 loan, that requires \$105,000 in local matching money to be raised.

The future picture looks like this:

- An incubator kitchen - a commercially licensed facility for local entrepreneurs to start or expand food-related businesses.
- Franklin Public Market - Using the basement during winter months and the outdoors during summer months to offer a year-round market for selling local goods.
- Partnering with Western Maine Community Action, Healthy Community Coalition, Cooperative Extension, and Adult Basic Education to provide education and training in food preparation, preserving, nutrition and business start-up.
- A function room for meetings, suppers, and fellowship.
- An archives/memorabilia area to view artifacts from Fairbanks and learn the history of the area.

## Did you know? Wilton CareerCenter offers a variety of courses each month, such as...

### APPLICATIONS / WORK HISTORY / REFERENCES

Do it right! You have only one shot. Learn the basic elements. Resume packet included to practice getting your skills.

### INTERVIEWING SKILLS

What to say and what to do... helpful hints for a great interview. How to talk about yourself and your skills. Selling yourself is the key. What do you have to offer an employer?

### CAREER DECISION MAKING

Discover career interest areas and how to convert this into several different occupations.

The Wilton CareerCenter is located at 865 US Route 2 in Wilton. Call 645-5800 or toll free 1-800-982-4311 or TDD 888-697-2895 for a complete list of workshops. These classes are at NO charge.

## Improving community health is a community-wide effort.

If you or your organization are working to improve the health of Greater Franklin County residents, we want to hear from you. E-mail information for future newsletters to Lisa Laflin, Community Building Coordinator, Healthy Community Coalition (HCC) at [llaflin@fchn](mailto:llaflin@fchn) or call at 645-3136 x 5103.

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