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### **Existing Resources and Initiatives to Implement the Maine PAN Plan**

The following examples represent current resources and initiatives in Maine that are essential in implementing the Plan strategies. The Maine State Government Web site ([www.maine.gov](http://www.maine.gov)) and the Healthy Maine Partnerships Web site at [www.healthymainepartnerships.org](http://www.healthymainepartnerships.org) provide links to the resources and initiatives outlined in this section of the Plan.

#### **Maine State Government**

##### ***Maine Department of Agriculture, Food and Rural Resources (DAFRR)***

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###### *Maine Senior FarmShare Program*

The Maine Senior FarmShare Program supports Maine farmers who provide fresh, unprocessed, locally grown produce free of charge to low-income seniors throughout the State. The program is based on \$100 share arrangements between farms and individual seniors and between farms and agencies that distribute food to seniors via food pantries, meal sites, and housing sites. Farms are prepaid in the spring for the produce they commit to provide for seniors and agencies later in the season. The Maine Senior FarmShare Program is administered by the Maine Department of Agriculture in partnership with other State agencies and organizations, including the Maine Department of Health and Human Services, Office of Elder Services; the Maine Nutrition Network; University of Maine Cooperative Extension; Maine State Housing Authority; and Maine State Planning Office.

##### ***Maine Department of Conservation***

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###### *Maine Trails Funding Program*

The Maine Trails Funding Program ([www.state.me.us/doc/parks](http://www.state.me.us/doc/parks)) provides technical assistance as well as funding for recreational trails and other recreation facilities for Maine communities. Information is available on organization and structure of municipal parks and recreation boards, recreation programming, and facility development. The Transportation Efficiency Act for the 21st Century (TEA21) transfers a percentage of gasoline taxes paid on non-highway recreational use in off-highway vehicles from the Highway Trust Fund into the Recreational Trails Program for trail development, improvement, and maintenance.

##### ***Maine Department of Education (DOE)***

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###### *Comprehensive School Health Education*

Comprehensive School Health Education (CSHE) includes curriculum, instruction, and assessment that are sequential from kindergarten through high school and that meet the health education standards outlined in the Maine *Learning Results*.

### **Existing Resources and Initiatives** *(continued)*

CSHE addresses physical, mental, emotional, and social aspects of health and provides knowledge and skills that promote and enhance lifelong healthy behaviors. CSHE includes ten mandated content areas:

1. Community health
2. Consumer health
3. Environmental health
4. Family life education
5. Growth and development
6. Personal health, including mental and emotional health
7. Nutritional health
8. Prevention and control of disease and disorders
9. Safety and accident prevention
10. Substance use and abuse prevention

#### *Coordinated School Health Program*

The Coordinated School Health Program (CSHP) is a joint program of the Maine Department of Education and the Maine Health and Human Services' Public Health. The CSHP has a second five-year cooperative agreement from the CDC Division of Adolescent and School Health. The eight components of Coordinated School Health are coordinated school health education; health promotion and wellness; physical environment; physical education and physical activity; school climate; nutrition services; school counseling, physical and behavioral health services; and youth, parent, family and community involvement. The CSHP includes an interdepartmental committee of program managers from seven different State agencies, a CSHP Key Advisory Committee of over 30 non-governmental organizations, and representation on the Governor's Children's Cabinet. The CSHP also supports a Web site, guidelines, training, and evaluation resources for school health programs.

#### *Maine Guide*

The Maine Guide showcases the process that the State of Maine developed for improving nutrition and physical activity environments in schools. Maine used the U.S. Department of Agriculture TEAM Nutrition's *Changing the Scene* tool kit to develop its own approach to combating the obesity epidemic and enhancing school performance. The Maine Guide includes a detailed description of Maine's *Changing the Scene* summits and the successes and challenges encountered, as well as Maine's plan for training school teams.

#### *Restriction on Sale of Foods in Competition with The Total Food Service Program*

The DOE rule, chapter 51—Child Nutrition Programs in Public Schools and Institutions—specifies that any food or beverage sold at any time on school property of a school participating in the National School Lunch or School Breakfast programs

shall be a planned part of the total food service program of the school and shall include only those items which contribute both to the nutritional needs of children and the development of desirable food habits, and shall not include foods of minimal nutritional value. However, the local school board or the Career and Technical Education Region cooperative board may permit, by policy, the sale of food and beverages outside the total food service program to school staff or to the public at community events sponsored by the school or held on school property. "Foods of minimal nutritional value" means: (a) in the case of artificially sweetened foods, a food which provides less than 5% of the Reference Daily Intake (RDI) for each of the eight specified nutrients per serving; (b) in the case of all other foods, a food which provides less than 5% of the RDI for each of eight specified nutrients per 100 calories and less than 5% of the RDI for each of eight specified nutrients per serving. The eight nutrients to be assessed for this purpose are protein, Vitamin A, Vitamin C, niacin, riboflavin, thiamin, calcium, and iron. This definition is applicable to the foods that are part of the total food service program of the school, and foods and beverages sold at food sales, school stores, and in vending machines.

### ***Maine Health and Human Services' Public Health***

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#### *Coordinated Approach to Child Health (CATCH)*

CATCH is a research-based, multidimensional program designed to stimulate children in Maine's elementary schools to adopt healthier behaviors by changing organizational environments and policies that will

- provide students with opportunities to engage in healthy eating and physical activity behaviors;
- help students develop knowledge, skills, and attitudes necessary to adopt and maintain these behaviors;
- integrate physical activity and nutrition programs with family and community life.

CATCH provides an integrated set of physical activity and nutrition-related activities, programs, and messages delivered in the classroom, gymnasium, cafeteria, students' homes, and the community. It supports the CSHP and CSHE programs, and is aligned with the Maine *Learning Results*.

#### *Good Work! Linking health to the bottom line: Cost-effective strategies for a healthier workplace* Resource Kit

In September 2004, the Maine Cardiovascular Health Program, in collaboration with the Partnership For A Tobacco-Free Maine, developed the *Good Work! Linking health to the bottom line: Cost-effective strategies for a healthier workplace* Resource Kit. The kit was created to provide tools for Maine employers to improve employee health. It describes the link between healthy work environments and the bottom line, and identifies key elements of successful worksite wellness programs. The *Good Work!* kit offers a wide variety of strategies to support physical activity, nutrition, and tobacco-free lifestyles, as well as prevention and control of health

### **Existing Resources and Initiatives** *(continued)*

risks related to cardiovascular disease and stroke. Most importantly, the kit provides successful strategies used by a variety of Maine employers. Statewide meetings were held with Healthy Maine Partnership directors, employers, and public health professionals to discuss uses of the *Good Work!* kit within their communities.

#### *Healthy Maine Partnerships*

The Healthy Maine Partnerships (HMPs) facilitate the coordination of the State and local intervention activities funded by the tobacco settlement and assure linkages with related program activities. Thirty-one local community/school partnerships were established as local intervention sites for the State-level tobacco-use reduction and tobacco-related chronic disease prevention and control programs. State-level support is provided to the local partnerships through collaboration between the Maine Health and Human Services' Public Health and the Maine Department of Education. The local partnerships program design is based on a community health promotion model with each partnership nurturing a broad coalition of community and school members, including a youth advocacy program, working together to implement policy and environmental change to support healthy lifestyles.

#### *Healthy Maine Walks Coalition*

The Healthy Maine Walks Coalition helps Maine citizens and visitors of all ages develop, find, and use walking routes in all Maine communities in order to help achieve the benefits of physical activity. Coalition membership consists of trails and health advocacy organizations from State departments as well as nonprofits. The coalition provides a Web site ([www.healthymainewalks.org](http://www.healthymainewalks.org)) that lists both outdoor and indoor walking routes throughout Maine and continues to encourage all communities in Maine to register a walk.

#### *Healthy Weight Awareness Campaign*

The Healthy Weight Awareness Campaign (HWAC) is a social marketing campaign developed by the Maine Health and Human Services' Public Health in collaboration with the Maine Nutrition Network and CD&M Communications. The Campaign was launched in October 2002 and is designed to provide Maine parents with information and simple steps to help keep their children and families healthy and active. The target audience is primarily families with limited income, with a secondary focus of the general public. Members of the target audience, including youth, participated in focus groups that formed the development and messages of the Campaign. Campaign components include messages about soda consumption, television and screen time, lifestyle physical activity, walking indoors and outdoors, portion size, and fruits and vegetables. Media includes a mix of newspaper, radio, television, posters, and direct mail.

### *Loving Support Campaign*

The Loving Support Campaign is a social marketing campaign sponsored by the Women, Infants, and Children Nutrition Program (WIC). Initiated in 2003, the Campaign targets Somerset and Kennebec counties to increase the rate of breastfeeding by reinforcing breastfeeding as a normal way to feed a baby, employing a social norms marketing approach in physicians' offices, libraries, media outlets, and retail stores, as well as training in an 18-hour, hospital-based education program. Evaluation will be conducted by data analysis of breastfeeding rates and attitudinal surveys. The Campaign has provided books on breastfeeding to libraries, breastfeeding books to business waiting rooms all over the State, and a book on medications and breast milk to pharmacies.

### *Maine Child and Youth Weight Status Report*

In 2004, the Maine Health and Human Services' Public Health disseminated the first Maine Child and Youth Weight Status Report. This report includes at risk for overweight and overweight surveillance data from the Maine Youth Risk Behavior Surveillance System (YRBSS) for middle and high school students. Maine HHS Public Health also conducts the Maine Child Health Survey (MCHS) in public schools at the kindergarten, third, and fifth grade levels every other year. Schools are randomly sampled within six geographic regions in Maine on a probability proportional to the enrollment in the school. The 2004 report includes at risk for overweight and overweight data from the Maine Child Health Survey conducted in the fall of 2002 with kindergarten students.

### *Maine Nutrition Network*

The Maine Nutrition Network (MNN) is a Maine Health and Human Services program housed at the Muskie School at the University of Southern Maine. MNN ([www.maine-nutrition.org](http://www.maine-nutrition.org)) is a collaborative of public and private partners that coordinate and conduct nutrition activities to create an environment that supports health for Maine people. Nutrition and physical activity initiatives are developed to reach participants in the Food Stamp Program. These initiatives include:

- Maine-ly Nutrition, which provides elementary and middle school teachers with training, technical assistance, funding, and resources to incorporate nutrition education and physical activity into regular classroom teaching. The Department of Education and University of Maine Cooperative Extension are partners that work with MNN staff to provide training and technical assistance for this project.
- MNN collaborates with the Maine Health and Human Services' Public Health to implement the Healthy Weight Awareness Campaign to reach populations with low income, specifically those who participate in the Food Stamp Program.

### **Existing Resources and Initiatives** *(continued)*

- MNN partners with the Department of Agriculture to provide nutrition education at farmers' markets. This partnership also results in the promotion of fresh local food to populations in Maine with limited incomes.
- The MNN mini-grant program supports local interventions. Mini-grants are awarded based on the quality of the proposal to improve nutrition and increase physical activity and to reach at-risk populations.

#### *Physical Activity and Nutrition (PAN) Action Packets*

The PAN Action Packets outline strategies, methods, tools, and resources that will lead to changes in policies and environments to support improved nutrition and increased physical activity. Best practices and evidence-based strategies are detailed in the packets. The PAN Action Packets are intended for use in local settings.

Where evidence does not exist, strategies are suggested and monitoring of program implementation and outcomes will determine the intervention effect. PAN Action Packets developed to date include the following:

- *Promoting Trail Development and Use of Safe Community Routes for Walking and Biking*
- *Develop Policies That Support Healthy Eating at Group Events*
- *Enhanced Access to Places for Physical Activity*
- *Develop Policies That Support Healthy Options in Vending Machines*
- *Create Environments That Increase Vegetable and Fruit Consumption*

#### *Physical Activity and Nutrition Program*

In June 2003, the Maine Health and Human Services' Public Health was awarded a five-year Cooperative Agreement from the Centers for Disease Control and Prevention for a State physical activity and nutrition program to prevent obesity and other chronic diseases. The Physical Activity and Nutrition Program provides needed resources to coordinate program efforts concerning cardiovascular health, cancer, diabetes, oral health, maternal and child health, and coordinated school health. Key activities for the first two years of this capacity-building grant include completion of a strategic plan for physical activity and nutrition for Maine and a pilot intervention: the A la Carte and Vending Policy in High Schools. The purpose of this intervention is to improve the competitive food and beverage venue environment in high schools and thus enhance the health of Maine youth.

***Maine Health and Human Services, Office of Elder Services***

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*Take Charge of Your Health: Eat Right and Keep Moving*

This program is a collaboration between Maine's Area Agencies on Aging, the Maine Nutrition Network, and the Office of Elder Services. Registered Dietitians and other nutrition professionals are available to present nutrition education to groups of older people. Nutrition topics are varied and include the following:

- Eating for a healthy heart
- Eating five servings of fruits and vegetables daily
- Reducing fat
- Fiber for better health
- Calcium and osteoporosis
- Nutrition and cancer prevention
- Managing diabetes
- Nutrition and dental health
- Food safety

***Maine State Legislature***

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*The Commission to Study Public Health*

The Commission to Study Public Health was created by Resolve 2003, chapter 95, and was by law given the task of studying obesity and recommending ways to reduce obesity, decrease the cost of health care, and better the public health. The Commission's 31 members represented a broad range of stakeholders concerned with public health, including health care and nutrition providers and professionals, educators, advocacy groups, food and beverage industry representatives, insurers, legislators, and executive agency representatives. The Final Report of the Commission to Study Public Health, including 27 recommendations, was presented to Maine's 122nd Legislature in January 2005. Enactment of Public Law 2005, chapter 435 includes the following:

1. A directive to the Department of Education to encourage nutrition education in public schools.
2. A requirement that calorie information on prepackaged a la carte items be posted.
3. A directive to the Department of Education to establish standards for food and beverages sold outside of the school meal programs. These standards are to be adopted through rulemaking. The rules are designated major substantive rules.
4. A directive to the Department of Education to implement a pilot program to install milk vending machines.
5. A directive to the Department of Education to collaborate with the Department of Agriculture, Food, and Rural Resources to implement the National Farm to School Program.

## **Existing Resources and Initiatives** *(continued)*

### ***Maine Department of Transportation***

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The Maine Department of Transportation (DOT) supports several programs to increase physical activity levels of Maine people by promoting walking and biking as part of routine daily transportation. The Bicycle/Pedestrian Coordinator at DOT is responsible for implementing these goals through advocating for sidewalks and paved shoulders as part of DOT highway projects, constructing separate improvements such as shared-use paths and sidewalks, and providing bicycle safety education to Maine schools. The DOT has also begun a Safe Routes to School Program that specifically constructs improvements near schools to increase bicycling and walking to school.

### ***University of Maine Cooperative Extension***

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#### *Eat Well Nutrition Education Program*

Eat Well is a major Statewide outreach effort of the University of Maine Cooperative Extension. This program brings nutrition education to low-income individuals and families who live in urban and rural areas in Maine. Eat Well is made up of two nutrition education programs: Expanded Food and Nutrition Education Program (EFNEP), which targets low-income families with children, and Maine Family Nutrition Program (MFNP), which works with Food Stamp recipients regardless of age or family composition.

## **Allied Statewide Programs**

### ***Bicycle Coalition of Maine***

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The Bicycle Coalition of Maine (BCM) advocates bicycling safety, education, and access in Maine. This membership-based nonprofit organization also advocates for better walking facilities. The BCM focuses on developing safe routes to school, bicycle-friendly communities, and better roadways and trails Statewide. Their vision is that, as a result of the Bicycle Coalition of Maine's work, people living in and visiting Maine will have accessible and safe conditions where they may comfortably and responsibly bicycle and walk. Numerous resources, tips, events, and a bicycling trails database can all be found on their Web site ([www.bikemaine.org](http://www.bikemaine.org)).

### ***Maine Dairy and Nutrition Council***

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The Maine Dairy and Nutrition Council ([www.drinkmainemilk.org](http://www.drinkmainemilk.org)), an affiliate of the National Dairy Council, emphasizes scientific research, educational outreach to schools and health professionals, and nutrition education-based public relations to promote dairy foods consumption. The Council offers community nutrition education in a variety of settings promoting the DASH (Dietary Approaches to Stop Hypertension) eating plan, which includes increasing consumption of fruits

and vegetables and low fat dairy products.<sup>131</sup> The Maine Dairy and Nutrition Council also awards mini-grants to local community intervention sites to help promote nutrition education.

### ***Maine Governor's Council on Physical Fitness, Sports, Health, and Wellness***

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The Maine Governor's Council on Physical Fitness, Sports, Health, and Wellness ([www.mainephysicalactivity.org](http://www.mainephysicalactivity.org)) works to improve the quality of life for all individuals in Maine by promoting healthy lifestyles through increased levels of physical activity, sports, and leisure activities and by supporting the cooperative efforts of schools, communities, businesses, and health institutions. The Council sponsors ACES (All Children Exercising Simultaneously), an international event to promote physical fitness in schools that takes place on the first Wednesday in May each year; Contest for Communities, a celebration recognizing Maine people who are involved in promoting physical activity; and Legislative Fitness Day, an event providing health screening stations and materials on health and physical activity specifically for legislators. Through these programs, the Council has been successful in raising the awareness of the importance of health and physical activity for the people of Maine.

### ***Maine Center for Public Health***

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#### *Maine-Harvard Prevention Research Center*

The Maine-Harvard Prevention Research Center (M-HPRC) is a collaboration of the Harvard School of Public Health Prevention Research Center, with funding from the Centers for Disease Control and Prevention, Maine Center for Public Health ([www.mcph.org](http://www.mcph.org)), Maine Health and Human Services' Public Health, and Maine Department of Education.

- Workshops have been held annually since 2001 on nutrition and physical activity topics related to overweight. These workshops have become vehicles for collaboration among State and local partners to address the problem of overweight youth in Maine.
- Maine Youth Overweight Collaborative—the Maine-Harvard Prevention Research Center, in partnership with the Maine Center for Public Health, received funding from the Maine Health Access Foundation (MeHAF) to establish the Maine Youth Overweight Collaborative. The goal of the collaborative is to improve care and outcomes for youth who are at risk for overweight or overweight. Using the “Breakthrough Series Collaborative” model developed by the Institute for Health Care Improvement, clinical experts, primary care practices, and community partners are working together to develop local expertise and shared goals among clinical practice teams in order to improve management of and decrease youth overweight within the State.

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131 U.S. Department of Health and Human Services. Facts about the DASH eating plan. National Institutes for Health. Publication No. 03-4082, May 2003.

## **Existing Resources and Initiatives** *(continued)*

### *Take Time! A Physical Activity in Schools Initiative*

In September 2004, fourteen Maine schools began participation in a pilot program called Take Time! Each school has agreed to provide opportunities every day during school for every student to be physically active for 10–20 minutes. The project was developed by a collaborative workgroup led by the staff of the Maine Center for Public Health, the University of Southern Maine Muskie School, as well as a number of other advocates from State and local agencies, including HMP School Health Coordinators. Each school that agreed to participate received resource materials developed by the Take Time! workgroup for schools to use to increase physical activity among all students beyond activities provided in physical education (PE) classes. Preliminary data from an evaluation of Take Time! indicate that the pilot program was successful and will continue in additional schools during the 2005–2006 school year. Furthermore, the Physical Activity and Nutrition Program plans to implement the high school version of Take Time! in at least one high school.

### **Maine Dietetic Association and Maine School Food Service Association**

#### *Joint Position of the Maine Dietetic Association and the Maine School Food Service Association—Nutrition Services in Maine Schools*

This position paper, adopted in 2003, provides the rationale and recommendations for nutrition education and the reinforcement of that education by the foods available in the school environment. Specific recommendations for foods allowed in schools with recommended portion limits are included. The position paper is available at [www.eatrightmaine.org](http://www.eatrightmaine.org).

### **Maine Recreation and Park Association**

The Maine Recreation and Park Association (MRPA) is an organization comprised of professionals, students, commercial businesses, and citizen volunteers who are dedicated to the promotion of quality parks, recreation, therapeutic, and open space services for the people of Maine. MRPA ([www.merpa.org](http://www.merpa.org)) is dedicated to extending the value and benefits of parks and therapeutic services and agencies at the local, State, and national levels.

## **Coordination with Other Chronic Disease Prevention Efforts**

The PAN Coordinating Council will enhance coordination and integration among State-level programs that address nutrition and physical activity. The Council was expanded from a Maine Health and Human Services' Public Health PAN workgroup, which included representatives from the Maine HHS Public Health nutrition and physical activity programs as well as the chronic disease programs, including Maine Cardiovascular Health, Diabetes Prevention and Control, Comprehensive Cancer Control, and Breast and Cervical Health. These State programs recognize

that improving nutrition and physical activity are integral to prevention of chronic diseases. The PAN Coordinating Council added representation from other State Government programs with an interest in nutrition and physical activity, including the Office of Elder Services, the Department of Education, the Department of Transportation, and the Department of Agriculture. The Maine HHS Public Health expects the synergy of coordination among these programs to enhance available and accessible services, group learning about what works in specific settings, and availability of nutrition and physical activity data.

The Maine PANP works closely with the Maine-Harvard Prevention Research Center (M-HPRC). The primary role of the M-HPRC is to promote evidence-based practice and measure outcomes. Efforts focus on addressing disparities and working to improve and develop collaborations that will lead to systems and policy changes in the areas of physical activity and nutrition. The PAN Coordinator and other PAN Coordinating Council members participate on the Maine-Harvard Prevention Research Center Steering Committee and participate in other M-HPRC projects.

The Coordinated School Health Program (CSHP) is a joint program of the DOE and Maine HHS Public Health. The CSHP has a second five-year cooperative agreement from the CDC Division of Adolescent and School Health. The eight components of Coordinated School Health are coordinated school health education; health promotion and wellness; physical environment; physical education and physical activity; school climate; nutrition services; school counseling, physical and behavioral health services; and youth, parent, family, and community involvement. The CSHP includes an interdepartmental committee of program managers from seven different State agencies, a CSHP Key Advisory Committee of over 30 non-governmental organizations, and representation on the Governor's Children's Cabinet. The CSHP also supports a Web site, guidelines, training, and evaluation resources for school health programs.

The DOE and Maine HHS Public Health have had a long history of working together to support comprehensive school health education (CSHE), one component of the CSHP. Local CSHE programs provide all students K-12 with the knowledge and skills to prevent HIV, chronic diseases, and other youth risk behaviors. The DOE is responsible for the leadership, regulation, and technical assistance for Local Education Agencies (LEA). CSHP and CSHE staff work with HMP and through other community partnerships to implement CDC guidelines on physical activity, obesity, nutrition, and tobacco use. The Maine HHS Public Health has provided the funding for two DOE health education positions since 1983 and, with the advent of the Fund for a Healthy Maine, provides funds for a school nurse consultant. The DOE provides funds for the Maine HHS Public Health CSHP manager.