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Training and Technical Assistance to Implement the Maine PAN Plan

It is anticipated that training and technical assistance for State- and local-level staff will be needed on the following:

- Evidence-based and promising strategies for nutrition and physical activity
- Community engagement approaches and methods
- Volunteer recruitment and management
- Evaluation and logic model development—to provide assistance to local programs for incorporating PAN strategies into local program plans
- Breastfeeding promotion and support
- Importance of nutrition and physical activity in health promotion efforts
- Use of the social marketing approach to identify populations, strategies, and interventions

The Maine PAN Program has coordinated an Implementation Plan Work Group including members from the PAN Coordinating Council. The Implementation Plan Work Group will develop guidance to facilitate the implementation of Maine PAN Plan strategies for local communities and State programs. Guidance will include priorities of the Maine PAN Plan; resources needed; use of the social-ecological model to identify behaviors and influences of population subgroups, particularly disparate groups; and population data sources. Guidance will also address barriers identified for population groups and proposed solutions to overcome barriers; opportunities to expand interventions in use by related Maine HHS Public Health programs; use of performance measures to guide future planning; and technical assistance resources.

Research is needed on environmental influences on obesity. In addition, there is a need for the development of an effective collaboration among the major societal sectors (government, corporate, community, nonprofit) to identify a cross-sector approach to the obesity problem. Environmental changes, such as modifying how food is marketed and priced or architectural design and urban planning, clearly have far-reaching economic and social implications. Public health agencies, communities, government, health organizations, faith-based organizations, the media, the food and health industries, and advocacy organizations must form alliances and have a sustained commitment to create a more health-promoting social, economic, and physical environment in order to stop the increasing trend of obesity.¹³³

133 French SA, Story M & Jeffery RW. Environmental Influences on Eating and Physical Activity. *Annual Review Public Health*. 2001; 22:309–335.