

Please join us in making Maine a healthier place to live, learn, and work! To find out how you can get involved with the Partnership near you, visit our Web site, www.healthymainepartnerships.org.



John Elias Baldacci, Governor
Printed under appropriation #: 014-10A-0953-022
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(Winter 2003)

Healthy Maine Partnerships

The people dedicated
to helping us live longer
and healthier.



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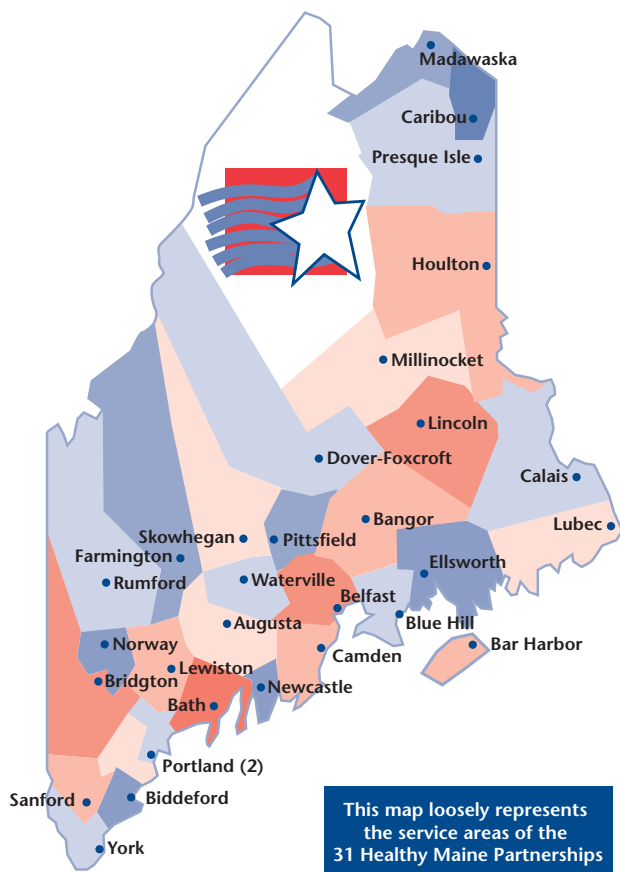
Bureau of Health, Department of Human Services

***Tobacco settlement funds
at work across Maine***

The Healthy Maine Partnerships are working to reduce tobacco use, poor nutrition, and physical inactivity...

... the major underlying causes of the diseases that kill nearly 75% of Maine people.

Cardiovascular disease, cancer, chronic lung disease, and diabetes cost our State an estimated \$2.47 billion in direct and indirect health care costs each year. The Healthy Maine Partnerships work at the State and local levels to help all Maine residents live longer and healthier.



Who are the Healthy Maine Partnerships?

Throughout Maine, 31 Healthy Maine Partnerships are at work. All are initiatives of important existing organizations in the community, such as hospitals. They work closely with schools, community organizations, businesses, and everyday people. They are dedicated to making their own communities healthier places to live, learn, and work.

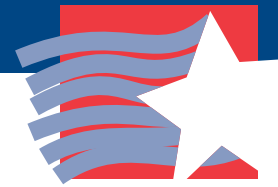
At the State level the Healthy Maine Partnerships (HMPs) are programs and organizations dedicated to promoting health all over Maine. These State agency partners support the 31 local HMPs with training, technical assistance, evaluation, program development, and media help. These partners are:

Bureau of Health (BOH), Maine Department of Human Services:

- Partnership For A Tobacco-Free Maine
- Maine Cardiovascular Health Program
- Community Health Promotion Program
- BOH Coordinated School Health Program

Maine Department of Education (DOE):

- DOE Coordinated School Health Program
- DOE Comprehensive School Health Education



What do the Healthy Maine Partnerships do?

- HMPs work to reduce tobacco use, poor nutrition, and physical inactivity. These are some of the causes of diseases that kill nearly 75% of Maine people.
- HMPs work to help people either detect diseases early or to know what risky behavior can lead to diseases. Risk factors include tobacco addiction, physical inactivity, poor nutrition, obesity, high blood pressure, and high cholesterol.
- HMPs work to guide children to make healthy choices and help schools maintain healthy and caring environments for students and employees through a Coordinated School Health Program. This program uses national guidelines for best practices from the Centers for Disease Control and Prevention.

What have the Healthy Maine Partnerships achieved?

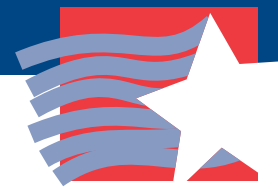
- **Tobacco Sales Decline:** Since 1997, the year of the tobacco tax increase and the introduction of Maine's comprehensive approach to address tobacco addiction, cigarette consumption has decreased by 28% from 133 packs per adult per year to 96 packs per adult per year in 2003. The 4.6% annual rate of decline for the six-year period is more than double the 2% annual average rate of decline from 1988

to 1997, the years prior to the program and the tax. Other data indicate that Maine smokers are smoking less, including substantial increases in the proportion of adult smokers who say they smoke only some days as opposed to everyday.

- **Youth Smoking Rate Decline:** The current smoking rate among Maine high school students declined 48% between 1997 and 2003 and declined 59% among Maine middle school students in the same time period.

In the same time period there was a 35% decline in the number of high school students who smoked a whole cigarette before age 13 and a 56% decline in the number of middle school students who smoked a whole cigarette before age 11.

- **Policy and Environmental Changes:** Healthy Maine Partnerships communities and School Administration Units (SAUs) are working on 470 policy and environmental changes, with 163 that have been completed. The majority of policy changes are related to (1) tobacco; such as making schools and community playing fields 100% tobacco-free and (2) nutrition; especially vending machines and menu changes. The primary environmental changes have been in the area of (3) physical activity; including walking programs for staff, students, and/or families. Many schools have opened their buildings for after-hours use by the community.
- **Increased funding for SAUs:** School Health Coordinators and their teams have been successful in obtaining \$2.5 million additional grant funding for physical education/physical activity equipment and training, as well as grants for nutrition, suicide prevention programs, and health education.



- **Working to help people live healthier lives:**

In the past year alone the local Partnerships have engaged in approximately 800 initiatives and strategies aimed at changing local norms about using tobacco, increasing physical activity, and increasing healthy eating.

- **Engaging communities throughout Maine:**

The local Partnerships have enlisted 2,300 volunteer coalition members throughout Maine. Fifty-two percent of those volunteers have integrated their volunteer work into their regular jobs helping to sustain this work.

- **Increased use of evidence-based instruction and programs:**

54 SAUs have implemented Life Skills Training, a program that builds skills to prevent tobacco and substance abuse. 51 schools are implementing CATCH, an educational program that works to help increase physical activity and help improve nutrition.

- **Improved instruction and services:**

HMP SAUs have added health teachers and increased time for nursing and guidance services to improve instruction and services for students.

- **168 Maine school personnel trained as facilitators:**

They work with the Lung Association Not On Tobacco (NOT) teen cessation groups. Through funding from the PTM, NOT facilitators cover 77 Maine cities/towns in 27 Healthy Maine Partnerships, including the Micmac Tribe.

- **School-Based Health Centers (SBHCs):**

In 2002-2003, over 8,000 students were served in the 15 SBHCs receiving State grants, including over 1,800 with no insurance.

Over 2,700 preventive care visits occurred during the school year, and over 477 immunizations were provided.

Our network of supporters provide the following vital services:

- Community Programs
- School Programs
- Youth Programs
- Enforcement Activities
- Tobacco Treatment Services
- Surveillance and Evaluation
- Counter-Marketing, Media, and Public Awareness Messages

A brief list of key statewide partners includes:

- Maine Department of Education
- Maine Nutrition Network
- American Lung Association of Maine
- Maine Center for Public Health
- Medical Care Development
- Maine Department of Transportation
- American Cancer Society, New England Division
- American Heart Association, Maine Chapter
- Maine Cardiovascular Health Council
- Governor's Council on Physical Fitness, Sports, Health, and Wellness
- Maine Coalition on Smoking OR Health
- Consumers for Affordable Health Care
- Maine Network of Healthy Communities
- Maine Tobacco HelpLine
- Maine Youth Action Network