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Choose To Be Healthy
COALITION

Creating a healthier Southern York County

Annual Report, 2015

CTBH Apple Award Winners!

Choose To Be Healthy Apple Award winners are coalition members and partners who have gone above and beyond to improve community health.



Principal Eric Waddell of Traip Academy and others at Traip have implemented many substance abuse prevention activities including: parent and staff data presentations; a regional training and task force to improve substance policies; and, the creation of a youth treatment group. Kudos to our partners from Traip!



Detective Todd Bayha represents Wells Police Department as a member of the CTBH Regional Enforcement Team. He has coordinated alcohol compliance checks, an anonymous tip line and several Drug Take Back Day collections. Detective Bayha brings the valuable police perspective to our work.



Nora Burns is a Senior at York High School who has spent the last three years being an active member of CTBH. With a perfect attendance record at meetings, a positive attitude, and the willingness to work on any project, she really is instrumental in substance abuse and tobacco prevention within the coalition!

CTBH Coalition Members and Partners

- Businesses
- Law Enforcement
- Municipalities
- Faith Community
- Parents
- Youth
- State and Federal Partners
- Schools
- Health Care
- Treatment and Recovery
- Social Services
- Civic Organizations
- Community Members

Tobacco-Free Events and Policies

- York Beach Grocery and Chase's Country Store in Wells became state recognized NO BUTS! Stores for their best practices in not selling tobacco to minors. Spiller's Market in Wells and Pine Tree Country Store in Kittery worked with local youth to complete the Star Store program which recognizes tobacco retailers who limit marketing to youth.
- Businesses and organizations that developed or improved their policies include York Public Library, Berger's Bike Shop, Ogunquit Chamber of Commerce, Cornerstone Pizza, Maine Behavioral Healthcare, Kittery Land Trust, and the SAD 60 school district.
- CTBH is currently working with York County Community College on their tobacco-free campus policy.
- York Hospital received the Silver Level of recognition from the Maine Tobacco-Free Hospital Network.



CTBH [YOU]th members at Cumberland Farms in York on Kick Butts Day

Rural Active Living Assessments

CTBH staff and coalition members conducted a Rural Active Living Assessment (RALA) in York and are currently assessing Wells. South Berwick and Lebanon will be completed within the next year.

RALA tools assess the "friendliness" of the community for walking, biking, swimming, hiking, and other physical activities. The report can identify areas to improve safety and access and help find funding opportunities.



York RALA Team, August 2014

SNAP Education

SNAP Ed has reached nearly 32,000 low income Mainers including children and adults at several schools, community centers, Head Start programs, stores, churches and senior meal



SNAP-Ed Nutrition Educator Caitlin Crane at a Cooking Matters demo at York Hannaford

sites in Southern York County. At Noble Middle School alone, 16 6-week Cooking Matters for Teens series educated students on how to prepare healthy meals on a budget.

Four kindergarten classes in Lebanon and 5 elementary classes in York participated in the Pick A Better Snack program in which students learn about and taste test a new fruit or vegetable each month. Our Head Start programs participated in Eat Well Play Hard which encourages preschoolers to try new foods and learn about keeping their bodies healthy.

Substance Abuse Prevention Highlights

- The CTBH Coalition brought Bob Doyle, Public Health Advocate from Colorado, to York County Community College where he spoke to 50+ coalition members about the problems associated with marijuana legalization. The video of his talk has been viewed 560 times on YouTube as of May, 2015.
- CTBH coalition members including Gina Brodsky, York High School counselor, testified at York town meetings that led to the defeat of a local proposal to legalize recreational marijuana use.
- 257 Facebook posts and links on underage drinking, prescription drug abuse and marijuana prevention were viewed and shared 38,585 times.

marijuana
IT CAN HARM MENTAL HEALTH

Using marijuana weekly or more has been shown to double a teen's risk for depression and anxiety.

(Source: Journal of the American Academy of Child and Adolescent Psychiatry, 2007)

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Marijuana ads ran in local papers for several weeks in the fall of 2014. Posters were also placed in all of our schools.

Instagram



316 likes

MadysonS: I chose my dress, I chose my shoes. Glad I chose you for my prom date!
#danceandpartysobber #positivememories #dramafree
BrianS: and we chose not to drink!
MadysonS: better that way ☺ .

Liked Comment

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• All five high schools and many local businesses helped spread the “Prom is a Time to Remember” campaign.

• CTBH staff worked with schools to help develop sound school substance abuse policies and

- CTBH collaborated with Maine Behavioral Healthcare, NAMI Maine, the Kittery Youth Committee and the York Diversity Forum to hold

several mental health education events in May including two Mental Health First Aid Trainings and an evening for parents on the relationship between mental health and substance abuse.

- CTBH worked with local realtors including Gosselin Realty Group, Coldwell Banker-Yorke Realty, and RE/MAX Realty One to help get the word out to consumers about keeping their prescription medication safe during real estate open houses.
- During Fall 2014 and Spring 2015 Drug Take Back Days, approximately 2,300 pounds of unwanted and expired medications were collected by Southern York County police departments.
- Technical assistance and materials were provided to 215 healthcare professionals on use of the Prescription Monitoring Program (PMP), which helps reduce misuse, abuse, and diversion of Rx medications and improve patient care.
- Over 7,900 parents, students, and community members watched Parents 360Rx, a short film about teen opiate abuse, online and at schools.

CTBH [YOU]th and Youth Empowerment

- Choose To Be Healthy introduced its very own Youth Advisory Board this year: CTBH [YOU]th.
- CTBH [YOU]th conducted many projects including a marijuana opinion poll, sticker shock, store assessments on tobacco and marijuana product sales and marketing, and presentations.
- Youth participated in an e-cigarette and vape products assessment of stores and presented their findings on how these products are marketed to youth at a coalition meeting, at the CTBH open house, and at the Wells Rotary.
- CTBH [YOU]th members attended the Maine Youth Action Network (MYAN), state-wide Youth Leadership Summit.
- Over fifty youth and adult advisors attended our 3rd annual Regional Youth Leadership Training at Spring Hill Farm that included youth trainers from the Dover Youth2Youth



Regional Youth Training attended by youth leaders and adults from Traip Academy, York High School, and Wells-Ogunquit High School.

Coalition, a recovery speaker and a marijuana focus group for a statewide public health ad campaign.

- Youth created a holiday Public Service Announcement about underage drinking that has received over 600 views on YouTube.

Join the Choose To Be Healthy Coalition



Creating a healthier Southern York County

Choose to Be Healthy is always looking for new partners and members. If you would like to learn more about health issues and coalition efforts in our communities and how you can be a part of the coalition, please contact Coalition Director, Sue Patterson at 351-2658 or spatterson@yorkhospital.com

Mail: 15 Hospital Dr, York, ME 03909

Location: 18 Williams Ave, York, ME



Choose To Be Healthy Advisory Board, April 2015
Jack Moran, Ginger Lauritis, Deb Erickson-Irons, Linda White,
Michelle Surdoval, Barb Bourgoine, Alan Bean Burpee
Not shown: Pat Endsley and Erin Dickson