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January 2015

Happy New Year from Choose To Be Healthy Coalition!



CTBH staff and partners have completed a productive 2014 and there are many plans in place to make 2015 even better. We appreciate your interest and participation in our efforts to improve health through tobacco, obesity and substance abuse prevention.

Youth involvement is a key component and our new CTBH [YOU]th group is working with us on several strategies. We will be applying for the continuation of our major grants, Healthy Maine Partnership and Drug Free Communities, in 2015. If you would like more information or would like to join us in our work in any capacity, please contact [Sue Patterson](#) at 351-2658.

Good news! The Maine State Substance Abuse and Mental Health Services team has announced continued funding to support our marijuana education and prescription drug abuse prevention.

More good news! The York Hospital Community Health Team organized the annual Adopt a Family program that matches agency-referred families with York Hospital work teams. This year we were able to help over fifty families and seniors in our community.

Join us for our Coalition Meeting!

CTBH [YOU]th Store Assessments: Marijuana Products
Thursday, January 15, 2015
3:30 - 5:00 PM
YCCC

[Click Here To RSVP](#)

CTBH [YOU]th Advisory Board began a new project this winter to assess stores in our area for products sold for tobacco use, but used for marijuana as well. Many of the products we found were vaporizing products, similar to an e-cigarette, which result in no odor or smoke.

CTBH [YOU]th felt the need to implement this project after noticing how prevalent these products were becoming with their peers and in their community.

Come hear the youth present their findings!

FMI contact [Devin Rowe](#) at 207-351-2654

CTBH Meets With Local Legislators



Choose To Be Healthy (CTBH) Coalition hosted a breakfast on Dec. 17 to welcome new and returning legislators and to educate them on the role of this community health coalition in southern Maine. The following were in attendance: Patty Hymanson, Bobbi Beavers, Bob Foley, Lydia Blume and Deane Rykerson. Also attending were Bonita

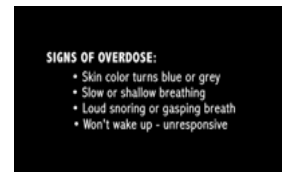
Be Prepared to Stay Safe & Healthy in Winter

Winter storms and cold temperatures can be hazardous, but if you plan ahead, you can stay safe and healthy. [more...](#)



Overdose Prevention

Award winning video helps people prevent overdose deaths.



[FMI: Heroin](#)

Regional Youth Training

Friday, January 30th
Spring Hill, South Berwick
8am-1pm

If you are interested in attending or would like more info, contact [Devin](#)



Pothier, representing Senator Angus King, and Cathy Goodwin and Alex Wajer representing Senator Susan Collins.

Coalition Director, Sue Patterson, presented recent state health rankings from the [United Health Foundation](#). Maine is currently ranked 20th while Vermont, Massachusetts, Connecticut and New Hampshire are all in the top seven. Core measures include adult smoking rate, obesity rate and binge drinking rate. The good news is that Choose To Be Healthy Coalition works on prevention with community partners to reduce smoking rates and exposure to secondhand smoke, reduce substance abuse and increase physical activity and healthy eating. Ultimately the goal is to reduce chronic disease to improve quality of life and decrease health care costs.

Community partners and staff were able to share examples of collaborating to achieve improvements in health. Partners included representatives from York Hospital, local police departments, Partners for a Hunger Free York County, school substance abuse counselors, York Community Services Association and Choose To Be Healthy Coalition Advisory Board.

"Hospitals treat people who are already sick and it is harder to make them healthy. Prevention is the key to our future. It would cost an average of only \$83 per person in Maine for good prevention care, less than a single doctor's appointment. Continued funding from the State's Fund for a Healthy Maine is essential to maintain the efforts of community health coalitions such as Choose To Be Healthy" said Jud Knox, President of York Hospital.

Pine Tree Country Store Becomes a Star Store

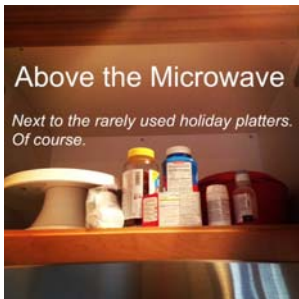


Congratulations to Pine Tree Country Store in Kittery, our most recent Star Store!

The objective of the Star Store program is to reduce the amount of minors' exposure to tobacco promotional messaging in retail stores, such as special price and discount signage, free branded promotional items, and general tobacco company in-store posters, signs, and other visible logos. The Star Store program works in combination with NO BUTS! (Blocking Underage Tobacco Sales), the Maine CDC program to stop the illegal sale of tobacco to minors.

Pine Tree Country Store has significantly reduced the amount of advertisement of tobacco products by removing 37% of their tobacco signs. For more info on the No BUTS! and Star Store programs, contact [Natalie Gould](#) at 207-351-2662.

Safe Medicine Storage



Over 60,000 children every year end up in hospital ERs because they have ingested medicine that was not properly stored. Most of these incidents happen in the home. Here are a few tips to keep children safe and healthy, and medicines out of reach.

1. Never store vitamins or medicine where children can reach them. Find a safe spot and return your bottles to that same spot after every use. Children love to explore, climb, and put objects in their mouths. It only takes a few seconds when your back is turned for something to happen. Find an area in your home that is out of reach and out of sight. After every use, make sure you return bottles to the same safe spot.

2. Talk to your children about medicine safety. Never call it "candy" or any other term that may appeal to children. Have a basic, age-appropriate conversation about what medicine is, what it does, and that you must be the one to administer it.

3. Make sure guests know about placing medicine "up and away." Guests may forget that they have medicine in purses, coats, and other places which could be easy for children to access. Remind them and offer to store bottles in your safe spot during their visit.

4. Despite safety measures, sometimes accidents happen. Make sure you have the Poison Control Helpline (1-800-222-1222) programmed into your cell phone and leave the number with any babysitters or family members who will be caring for your children. They are available to help 24 hours a day, 7 days a week. For more information about safe medicine storage, please contact [Michelle Mason](#) at 351-2669.

Public Health Harms of Recreational Marijuana: Hall of Flags in Augusta

Cold & Flu Season is Upon Us!

[Study: Hand 'quicker than the sneeze in the spread of disease'](#)



Don't forget to get your flu shot!

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Save the date for Monday **January 12, 2014 at 11:00 am** to stand and be part of a **press conference to be held at the Hall of Flags in Augusta** by the Maine Alliance to Prevent Substance Abuse (MAPSA). The purpose of this event is to educate the public on the detrimental effects recreational marijuana would have on the public health system and our youth. The Choose To Be Healthy coalition is a member of MAPSA and will be sending representatives to this event. Please join us!

MAPSA is asking for concerned citizens to show up, stand up and hold a sign as representatives for public health's interests. A panel will talk about the value of investing in prevention and addressing the unintended consequences of recreational marijuana. MAPSA will supply the signs, you as a member or concerned party can be a part of the unified voice for substance abuse prevention as you stand on the Hall of Flags steps.

This will be a great opportunity for our legislators see who and how many people care about supporting youth and adults to live lives free from the effects of substance abuse and mental health issues. FMI, contact [Raya Kouletis](#), MAPSA Coordinator or [Sally Manninen](#), Substance Abuse Prevention Coordinator, CTBH.

The Choose To Be Healthy Coalition is a local Healthy Maine Partnership and Drug Free Communities Coalition serving Berwick, Eliot, Kittery, Lebanon, North Berwick, Ogunquit, South Berwick, Wells and York.

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Choose To Be Healthy Coalition | www.ctbh.org | 2 Hospital Drive, Suite 2B | York | ME | 03909