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**Drug-Free Communities**  
*Local Problems Require Local Solutions*



Maine Center for Disease Control & Prevention  
Department of Health and Human Services



15 Hospital Dr.  
York, ME 03909



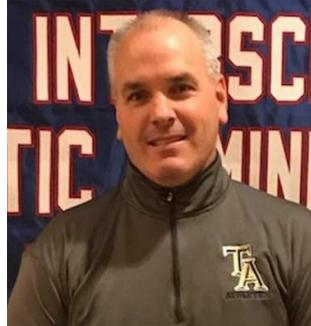
*Creating a healthier Southern York County*

# Annual Report 2019

## Choose To Be Healthy Apple Awards to coalition members who go above & beyond to improve community health



**Officer Jonathan Koelker**, the Noble High School Resource Officer in North Berwick, is an outstanding officer and member of CTBH. This year, Jonny coordinated a vaping training for all school staff and worked tirelessly with two coalitions and the Court system to help youth in trouble get the intervention and help they need. He enthusiastically greets the students at the door every day and handles some of the most difficult students with great respect and dignity. And, after school, Jonny stays to supervise students exercising in the Wellness Center. Jonny has become a highly respected member of the Noble community. And CTBH loves working with him!



**Mike Roberge**, the Assistant Principal of Traip Academy has been a youth health and CTBH champion for many years! This year, Mike collaborated with CTBH to host Student Intervention and Reintegration classes. In the words of his principal and superintendent, "Mike seeks to find solutions and consequences for negative behavior that encourage students to learn from their mistakes and move forward. His concern reaches into mental health. Mike works with the whole child." And, "Mike flies under the radar nearly all the time when it comes to recognition but soars high when working and advocating for the children of Kittery." Thank you, Mike!



**Margaret Norbert**, the Clinical Supervisor from Sweetser is our North Star when it comes to teaching and reminding us of the importance of good mental health. She is also a relentless advocate for understanding the true harms of adolescent marijuana use on mental health. This past year, Maggie helped the York Hospital community through the sudden loss of a dear friend and coworker. Maggie is helping change our local culture by providing Mental Health First Aid to schools and hospital staff. She serves on our Advisory Board and the Opioid Round Table. Above all, Maggie role models that relationships matter and we all need to take time for each other.

## CTBH BY THE NUMBERS

- Over 100,000 views on CTBH social media pages! Notable campaigns included: Resiliency during the Month of the Military Child, 3,000 views; Family Protective Factors at the Holidays with over 3,000 views; and 1,500 for Safe Prom.
- 7,300 homes in our region received a 'Be Their Hero' Parent Resource via mail and schools.
- Drug Take Back Day collections by police in our towns totalled 2,400 pounds for October 2018 and April 2019!



**PROM. Help your teen have a safe, fun night they won't regret.**

Be involved in the whole planning process. Stay tuned for our PROM tips series on how to keep your teen safe this season.



## Empowering Youth and Spreading Positive Norms



**9th Annual CTBH Regional Youth Leadership Training: Learning Peer Support**

At CTBH's 9th Annual Regional Youth Leadership Day, high school youth from all five school districts learned how to help their friends who use alcohol and drugs. York County Tobacco Prevention and Youth Coordinators trained the youth in the "Sidekicks" model of motivational interviewing and helped the youth feel more comfortable talking about difficult subjects.

York High School's TIDALWAVSE and Sober Friends Youth groups partnered with CTBH to attend the Maine Youth Action Network Conference where

they learned advocacy skills with over 300 youth from Maine. In York and other area schools the youth helped educate their peers through monthly bathroom flyer campaigns on topics ranging from stress reduction, to how to quit vaping. And, TIDALWAVSE helped peers and younger youth understand that MOST youth do NOT use alcohol or drugs by sharing data and reinforcing positive norms with their own stories of resilience and sober and chem free living.

**TIDALWAVSE spread their message to 500 students in York and Kittery!**



**Members of TIDALWAVSE and Sober Friends at State-wide Conference**

## Collaborating with the Business Community

Take Flight is a local ropes course/adventure park, Night Terrors is a long standing popular Halloween event, and Yummies is a must-see old fashioned candy store. The three collaborated with CTBH in a unique way to reach hundreds of area families and promote natural highs and healthy fun. Take Flight and Night Terrors made their event alcohol, drug, tobacco and vape free; Yummies provided over 150 pounds of candy with a positive message; students who volunteered to help each night received hundreds of dollars from ticket sales to pay for their school events; and, CTBH got to be a sponsor and share in all the fun!

Local area restaurants and hotels contacted CTBH for its annual Responsible Beverage Service Training, and the Anchorage Inn on Long Sands Beach in York offered to host and provide the lunch for free! When Pig's Fly in Kittery, Anthony's in York and For the Love of Food and Drink in Wells provided free dinners to parents at our Parent Check in Series this year at the Kittery Community Center!



**CTBH, Take Flight, Yummies Candies and Kittery's Night Terrors Joined Forces for New Vape Free Policy and Healthy Fun!**

# Convening Community to Address the Opioid Crisis



**CTBH helped York Hospital coordinate a community forum on addressing the opioid problem**

others came together at the York Hospital Opioid Round Table to share updates and hear from Gordon Smith, Maine’s new Opioid Response Director. The York Hospital Recovery Center received funding from the Maine Health Access Foundation, Kennebunk Savings Bank and local donors like the Kittery Block Party and the York Rotary to provide medication assisted treatment, naran packs for families, suboxone for those without insurance and to improve and expand wrap around services and include on staff Recovery Coaches. CTBH also helped convene communities for a recovery ally training, speaking engagements for communities to learn about the treatment services, and how to prevent an overdose with naloxone.

In April, treatment providers, law enforcement, healthcare, rotary, CTBH members, affected families and

CTBH supports the full continuum from education and primary prevention to intervention, treatment and recovery support!

# Community Education on Adolescent Mental Health

CTBH was approached by two local mental health counselors, Kyle Ganson and Christine Rogerson, wanting to get involved and provide education and support on mental health and other topics that today’s parents care about. With the co-sponsorship of the Kittery Youth Committee and help from its members, including Steve Workman, we developed a series of “Parent Check In’s.”

Topics in the 10 sessions included adolescent development, anxiety and depression, substance use prevention, and social media, one with the youth participating. Dinner and day care was provided at the Kittery Community Center where 154 parents gathered on Monday nights.



**Parent Check In: Understanding Adolescent Anxiety and Depression**

Evaluations were overwhelmingly positive. Books on parenting were awarded as raffle prizes at each session and for the first time, CTBH put a jar out for donations. Over \$300 was generously donated and

went towards the meals that were *not* donated by local restaurants.

In York, CTBH sponsored a Mental Health First Aid Training through NAMI and the York Adult Community Education and one for York High School staff, reaching over 100 people in all.

CTBH and York Hospital helped host and sponsor a local NAMI Family to Family Mental Health Series that saw 10 families “graduate.”

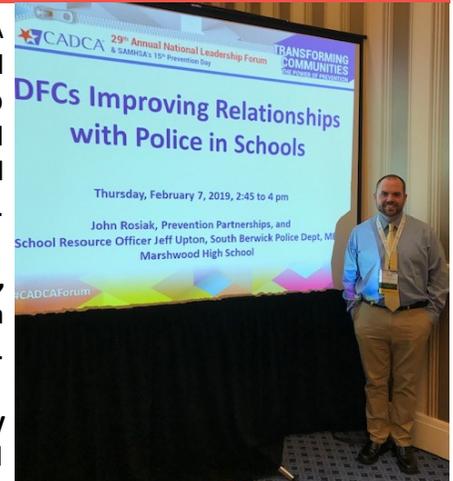
**23% of Maine youth reported trauma, putting them at greater risk for substance use disorder.**

# Building Coalition Capacity and Collaboration

In 2018, Choose To Be Healthy supports was honored to receive a federal CARA Grant to address the opioid crisis through the prevention lens. The coalition hired **Gina Brodsky**, former school counselor and Advisory Board member to help empower youth, provide guidance on interventions, and educate parents and community that “opioid use prevention” means promoting positive norms and reducing use of the most frequently used drugs: alcohol, marijuana and nicotine.

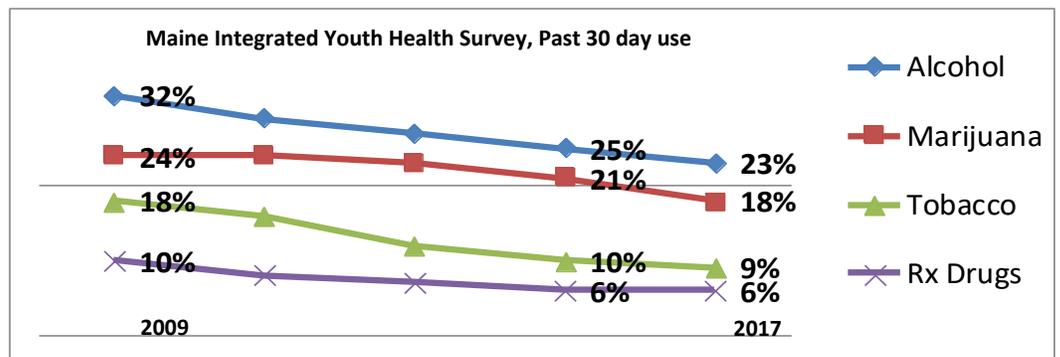
Long-time coalition member, **Officer Jeff Upton of South Berwick Police**, presented at this year’s national Community Anti Drug Coalitions of America Leadership Forum on how coalitions, schools and police can work together.

CTBH collaborated with **Wells School Nurse, Pat Endsley** and **Coastal Healthy Communities Coalition** to provide training to York County school nurses and counselors on implementing Screening, Brief Intervention and Referral to Treatment, **SBIRT**, to youth as part of an evidence based comprehensive effort. CTBH also hosted a county wide training for health teachers to implement **Prime for Life** as a universal substance use prevention curriculum.



**Officer Jeff Upton, South Berwick Police Presented at CADCA**

## PREVENTION WORKS: York County Youth Use Rates Going Down



Thank You, Choose To Be Healthy Advisory Board!

Pat Endsley, Wells High School Nurse; Erin Dickson, Noble Schools Health Coordinator; Jenn Hennessey, Healthcare; Officer Jeff Upton, SRO Marshwood High School; Eric Waddell, Kittery Superintendent; Michelle Surdoval, York Community Services Association; Traci Avery-Pardoe, Faith; Margaret Norbert, Sweetser Mental Health Services; Tanya Pierson, York County Assistant DA; Hilary Leonhard, York Hospital; Josh Holt, Rotary; Steve Workman, Youth Serving Agencies, TIDALWAVSE Youth Reps and Karen Boardman, community volunteer



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