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Annual Report 2020

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Community
Health
15 Hospital Dr.
York, ME 03909



Choose To Be Healthy Apple Awards Coalition members who go above and beyond

A year like no other, 2020 was the year of a global pandemic and our 20th anniversary as a community health coalition. With many successes, came historic challenges. Through it all, our community partners sustained their passion and collaboration to promote youth health and prevent substance use. CTBH has a record number of people to recognize and the brief descriptions of each awardee do not do them or their efforts justice. We thank them all!



Brianna Baker, President of TIDALWAVSE Youth Group, served as the CTBH Youth Representative in 2019/2020. She helped create a video for Middle School graduates. Brianna also spoke on a panel for an underage substance use forum in York. She helped with CTBH activities and gave her valued feedback and insight all while being Valedictorian!

Guy Pollino, Traip Academy Health Teacher and Youth Advisor, has been an active partner of CTBH for 12 years. He started and leads a youth group that he brings to every CTBH Regional Youth Training. Guy supported and promoted CTBH's Parent Check-In Series including recruiting youth volunteer babysitters. Guy provides prevention resources to Traip monthly including speakers, trainings, materials, streaming CTBH videos and grants to support the students.

Lisa Robertson and Lynn Sheehan, York Adult and Community Education, brought substance use prevention to the life skills curriculum and sustained a regular teen support group. They helped bring extra funding to CTBH and represent the primary source of resources, classes, and information for the young adult population throughout southern York County.

Penny Remick, Mental Health Counselor, was vital in helping get a grant to help prevent substance use among 18 –25 year olds. She led an effort to provide alcohol and marijuana screenings to nearly 200 students at York County Community College and provided support to nearly 100 youth remotely during the pandemic.

Stephonne Young, Juvenile Corrections Officer, is a true advocate for youth and a long standing member of CTBH's Regional Law Enforcement Team. Stephonne has been instrumental in supporting restorative justice principles in our schools and developed a referral system for the Student Intervention and Reintegration Program (SIRP). CTBH recently awarded Stephonne a scholarship to become an official SIRP trainer!

Lt. Chris Burbank, South Berwick Police, has been a leader in his community and with CTBH for many years. He coordinates law enforcement trainings and works to bring prevention to officers across York County. This past year Chris helped host and coordinate an important training on marijuana. Lt. Burbank helps families get the support they need, whether ensuring a teen attends a SIRP class or someone receives substance use treatment.



Erin Dickson, School Health Coordinator NOBLE Schools, helped write the original Healthy Maine Partnership grant in 2000 to fund prevention through CTBH and is a member of our Advisory Board. Erin is responsible for creating and supporting youth leadership groups including the state's only school based Alateen group. Erin ensures that substance use prevention programming like Prime for Life, Search Institute, All Stars, and SIRP are sustained in the Noble School District.

Maryann Minard, Volunteer, provided tireless and often lone advocacy to educate the people and decision makers of South Berwick about the harm of marijuana use and the risks of increasing retail access. Maryann researched the complicated issues of medical and non-medical marijuana sales in Maine to help educate her neighbors. Maryann called and emailed, knocked on doors, collected signatures and attended every town meeting on behalf of youth health!



Steve Workman, Kittery Volunteer, has been a valued member of CTBH since its inception and with Community Wellness Coalition before that. Steve serves on the boards of CTBH, the Kittery Community Center, and the Kittery Youth Council. Steve helped develop, coordinate and host our successful Parent Check In series with nearly 100 parent and professional attendees. Steve also supports youth through his Halloween Night Terrors Event and recently collaborated with CTBH to make it alcohol, tobacco, and vape free!

Mary Nason, Mental Health Advocate, has a wealth of knowledge and conviction around the importance of mental health for veterans and families. Mary is an official trainer in several NAMI Maine programs including the Family to Family Program (F2F). As a volunteer, she started the first F2F group in southern Maine. Mary held three series of sessions, filled to capacity – even during the pandemic. The class has helped over 40 families understand and cope with mental health issues! FMLI, www.namimaine.org/familytofamily.

Dr. Christine Munroe, York Hospital Recovery Center, helped form the Opioid Round Table Group and was one of the first doctors at YH to get her waiver to provide medication treatment and remains a champion. She continues to serve as medical director of the hospital's medication assisted addiction treatment program. Dr. Munroe has helped over 100 people with opioid addiction and helped the hospital reduce stigma. But Christine also cares about the whole person, their mental and emotional health. She uses the arts to help patients in their recovery journey, including coordinating a wildly successful Open Mic Night and a virtual talent contest with over 100 remote attendees!

Our 10th Annual Regional Youth Summit: Mindfully, ME



Over 65 Teens and Adults Attended the Summit

In March, high school youth from all five of our school districts (York, Wells, Noble, Traip and Marshwood), as well as Old Orchard Beach, learned about the importance of mindfulness to stay healthy and drug free. The day was packed with sharing natural highs and coping skills, presentations and activities about brain development and mindfulness from Chuck Nguyen, motivational speaker, and Kellie Bailey of Maine Department of Education. Participants took home goodie bags that included journals, mental health resources, and a free subscription to Headspace, a popular meditation app. Right after the event, the pandemic led to the stay at home order and all students learning

remotely. CTBH staff checked in with the students via Zoom to see how they were doing and if they used any tools from the Summit. Each shared how the event helped through this tough time and the coping skills they'll use going forward. Special thanks to the presenters, and our sponsors Kennebunk Savings Bank and Mia Kyricos for helping this youth event be one of the biggest and best CTBH has ever held!



Chuck Nguyen sharing The Story of Water



CTBH Supports Youth Led Initiatives



Traip Academy Students Provide Positive Holiday Messages with Hot Cocoa

This year, with financial help from Kennebunk Savings Bank's Spotlight Fund, CTBH helped empower youth to prevent drug use with mini

grants for youth led projects. Seven area youth groups applied and were awarded \$750 for their groups to make a difference in their community or school. Awardees came from York High School, Traip Academy, Noble High School, Shapleigh School and the York Public Library. Projects included the Soul Models Program for girls in Kittery; the Yellow Tulips Project to encourage conversations about mental health; York Public Library's "brain breaks", service puppies and refreshments in the new Young Adult Reading Room; new exercise equipment at Traip; and, positive messages on hot cocoa cups. Although the pandemic put a temporary pause to some projects, we are happy to say these youth will continue their efforts in the upcoming school year. CTBH also sent 23 youth from our schools to the Annual Maine Youth Action Network Youth Leadership Conference. Youth from all over Maine connected with their peers and learned skills to be healthy and prevent substance use. Thanks to all of the youth and adult advisors for their hard work and enthusiasm!

InformME: A New Website for Teens and Parents

WE KNOW YOU DON'T WANT TO HEAR ABOUT WEED FROM YOUR PARENTS



SO HERE IS A MESSAGE FROM YOUR PEERS...

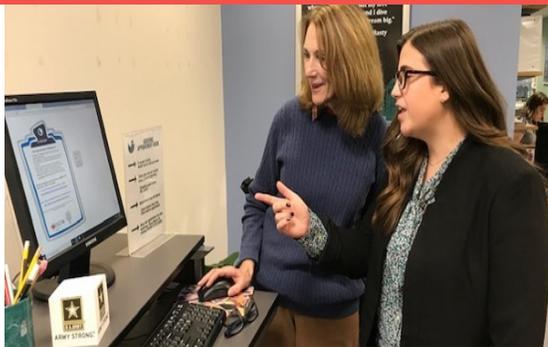
CTBH received a special Innovation Grant from Maine Prevention Services to reach teens and parents with a media campaign to educate them on marijuana's harmful effects. Prior to the project launch, we gathered feedback from over 200 students and parents on which aspects of

marijuana harm to focus on and how to word the messages to capture both youth and parent attention. We then worked with a media company that helped create the ads and use a sophisticated system, usually used by for-profit businesses, to target people with pop up ads on their mobile devices based on demographics and internet usage patterns. A series of ads were developed and sent out monthly using GPS locations of our five schools and nine towns as well as specific locations where people tend to congregate like popular restaurants, hang outs, and grocery stores. After the state stay at home orders, we switched to using zip codes. The ads then led people to our newly created website (InformME.squarespace.com) with information and resources including how to talk to your kids and peers, knowing the signs of use, and local youth videos. Over a 6 month period, the website received 2,764 visits and the ads received over 300,000 impressions!



One of the Parent Messages Seen Thousands of Times!

Community Collaboration for New Emerging Adult Initiative



Penny Remick, formerly of YCCC, and CTBH Staff Stephanie Masters-Plamondon Launch E Check Up for Students

In collaboration with the former Wellness Counselor at York County Community College, CTBH implemented ECHECKUP, an anonymous and confidential assessment for students giving them information and resources on their alcohol and marijuana use. ECHECKUP and local resources were promoted at YCCC through the student portal, email communication and table events at the school. Nearly 200 students completed the alcohol and marijuana assessments helping them to examine their drug use and its potential harm to school, finances and life in general. They were given access to community resources on life skills, support groups, and treatment options.

CTBH also collaborated with York Adult and Community Education to promote new resources while encouraging good health and social distancing. The social media campaign asked participants to show how they were being social while remaining physically distant during the pandemic. Young adults shared their photos and helped to promote a new CTBH web portal at www.ctbh.org/healthy-young-adults/.

Also, as part of the collaborative efforts, the York County Assistant District Attorney, a local Juvenile Justice Officer, and York Adult and Community Education are working to bring a substance use prevention curriculum to young students and young people in the court system. York Adult Education also provides further guidance with an online skills and career assessment tool.



CTBH Provides Education and Skills to Parents

For the second year, CTBH provided the popular “Parent Check-In” series of six sessions (one online) in collaboration with two mental health counselors, Kyle Ganson and Christine Rogerson, and Steve Workman of the Kittery Youth Committee. On average, 25-30 parents and professionals came out each time for free dinner and babysitting to learn about adolescent anxiety and depression, raising healthy young men, keeping teens safe online and sharing the latest youth data for 2019. Activities encouraged parents to use new tools, share with each other and ask questions of the professionals. Each parent received a free parenting book, materials and info on local resources. CTBH also collaborated with York High School for an underage substance use forum for parents featuring panelists from CTBH, YHS, law enforcement and student leaders.



One of Six Parent Check-In Sessions, Kittery Community Center

CTBH Brings Schools Together



Regional School Work Group with Gina Brodsky

With the leadership of CTBH staff and former school wellness counselor, Gina Brodsky, we coordinated a new Regional School Workgroup made up of counselors, nurses, teachers and administrators from our five local school districts. They met several times, once remotely, to hear presentations on our local Maine Integrated Youth Health Survey results, and discuss prevention strategies including restorative practices, addressing mental health issues, implementing screening, and using SIRP for policy violations. These fruitful discussions led to school board presentations, advocacy for mental health staff, and exploring ways to help students who violate drug policies. CTBH is fortunate to have close relationships with our schools and enjoy collaborating on how to address problems, fill gaps and share ideas and resources.



Thank You, Choose To Be Healthy Advisory Board!
Pat Endsley, Wells High School Nurse; Erin Dickson, Noble Schools Health Coordinator; Jenn Hennessey, York Hospital; Officer Jeff Upton, SRO Marshwood High School; Eric Waddell, Kittery Superintendent; Michelle Surdoval, York Community Services Association; Traci Avery-Pardoe, Faith Rep.; Margaret Norbert, Mental Health Counselor; Tanya Pierson, York County Assistant DA; Hilary Leonhard, York Hospital; Josh Holt, Parent/Businessman; Steve Workman, Kittery Volunteer; TIDALWAVSE Youth Reps.; Karen Boardman, Volunteer; Penny Remick, Mental Health Counselor; and, Lisa Robertson, York Adult and Community Education

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