



## **Bucksport Bay Healthy Communities Coalition Community Health Improvement Plan MAPP Key Recommendation Areas**

### **1. Cardiovascular Health**

**Goal: Reduce the rate of hospitalization for Myocardial Infarction by 10%**

**Findings:** Elevated rate of hospitalization for Myocardial Infarctions in Hancock County by comparison to state average. Ambulatory Care Sensitive (ACS) conditions within the two regions (Hancock & Waldo) are generally worse (higher) than in the state as a whole, and in particular, cardiovascular conditions in Hancock County are over one quarter higher than the state.

**Measurement Tool:** Rate of Hospitalization for Myocardial Infarctions, Data from NHIQM/HCCAOS initiatives, Tracking Data from Maine Tobacco HelpLine, Keep Me Well Contact Data, Get Fit – Let’s Go Tracking Data, Tracking Data from the Bucksport Recreation Department, Working on Wellness Tracking Data, Fitness Program Data from Bucksport Recreation Department, Living Well & Matter of Balance Tracking Data, and Senior Meal Program Tracking Data

#### **Strategies**

Conduct Community Campaign of Get Fit – Let’s Go to improve community cardiovascular health practices in the following areas:

Increase the number of calls to the Maine Tobacco HelpLine by 15%

Incorporate HelpLine information in all aspects of the coalition’s health promotion programs including Get Fit – Let’s Go, Working on Wellness, Wellness Guide Program and monthly electronic newsletter.

Increase the number of community members who use the Keep Me Well Assessment tool by 20%. Promote consumer self-care wellness practices through Working on Wellness and Wellness Guide Programs that include use of Keep Me Well assessment tool and knowing blood cholesterol levels, blood pressure, and blood sugar levels.

Increase the number of participants in the annual Get Fit – Let’s Go Program by 15% through a targeted media campaign mobilizing members of the Bucksport Bay Area Chamber of Commerce, community organizations, churches, and community residents to develop Get Fit- Let’s Go teams.

Increase the number of older adults who attend the Growing Stronger Program by 20%. Assist the Bucksport Recreation Department in developing a marketing strategy and program promotion materials that can be circulated to participants in the Get Fit – Let’s Go, Working on Wellness, Wellness Guide Program, and the general public. Re-market program annually. The coalition will assist in recruiting additional group leaders to sustain the program in the future.

Increase by 15 % the number of businesses participating in Working on Wellness Program, a workplace wellness program. Develop marketing plan with Bucksport Area Chamber of Commerce to target two new businesses yearly to participate in the program (This strategy is contingent on funding the Program Coordinator at the appropriate level of service time).

Increase by 20% the number of individuals using the Bucksport Fitness Center. Assist the Bucksport Recreation Department in developing a marketing Strategy and program promotion materials that can be circulated to participants in the Get Fit – Let’s Go, Working on Wellness, Wellness Guide Program, and the general Public. Re-market program annually.

Increase by 15% the number of participants in the Living Well Program and Matter of Balance Programs. Build on existing pilot program between the coalition and primary care practices to promote chronic care support programs as part of the patient treatment recommendations. Develop prescription for physical activity programs.

Increase by 15% the number of older adults attending the Bucksport Senior Meal Program. Develop food security plan in partnership with local churches, civic organizations and pantry programs for older adults that includes both on-site and off site meal services in addition to providing food staples from the local pantry program. Expand marketing plan efforts with RSU 25 to promote Bucksport Area Senior Meal Program.

## 2. **Childhood Obesity**

**Goal: Decrease by 15% the number of students who are overweight or Obese.**

**Finding:** Elevated rates of childhood obesity as noted in RSU 25’s Maine Youth Risk Behavior Survey results, which indicates a rate of obesity at 24.3%. Sixty -eight percent of students who participated in the survey reported they tried to lose weight with exercise.

**Measurement Tool:** RSU 25 School Tracking Data

## **Strategies**

Develop a marketing campaign for students and parents that emphasizes the importance of maintaining a healthy balanced diet.

Increase by 25% the participation rate in the free and reduced lunch program at RSU 25 schools.

Provide professional development training for food service workers to learn more ways to produce healthy and satisfying meals at schools.

Provide ongoing marketing of Let's Go! 5-2-1-0 throughout school and community.

Evaluate breakfast and lunch food choices through food tasting and food surveys.

Create a Student Wellness Team at the Middle School and High School.

Implement a weight loss program at Middle School and High School for students and staff.

Increase by 20% the number of students who purchase salads from the cafeteria at lunch.

Increase by 30% the number of classrooms participating in Mainely Nutrition's Take Time!

Continue school and community partnership to research feasibility of establishing a health clinic at Bucksport High School. If feasible, secure resource to implement the program.

### **3. Substance Abuse**

**Goal : Reduce by 10% Levels of student (grades 7-12) 30-Day Use of Alcohol, Marijuana, Tobacco, and Prescription Drugs**

**Findings:** The rates for alcohol use in the past 30 days reported in the State Health Plan for Hancock County (43.9%) is considerably higher than in the MYDAUS data set (28.6%) for the same year. The rate of 30 day past use of marijuana by students in RSU 25 exceeded county average. Elevated rate of smokers (both youth and adults) in Hancock County cited in Maine State Health Plan.

**Measurement Tool:** MIYHS, YAP Meeting Minutes, Coordinated School Health Program Minutes & RSU 25 policies, BARR Evaluation Data, Challenging Choices Participation Data, Diversion Program Participation Data, Behavioral Risk Factor Surveillance Survey, Bucksport Police Department OUI Complaints and Charges

### **Strategies**

Expand membership of the youth advocacy program (YAP), Make a Difference Team, at Bucksport High School by 25%.

RSU 25 Coordinated School Health Program will implement school campaign to reduce and prevent use of tobacco products with emphasis on smokeless tobacco by students in RSU 25.

YAP members will engage other high school clubs and organizations to co-sponsor a substance abuse peer education program annually.

Support full implementation of the BARR Program for freshmen at Bucksport High School.

Expand participation rate in Challenging Choices Program by 25%.

Increase the number of referrals from school officials to the Bucksport Youth Diversion Program by 20% .

Increase by 20% the number of businesses that serve or sell alcohol to participate in Responsible Beverage Server Training.

Measurement Tool: Coalition Program Tracking Data

Reduce by 10% Young Adult Binge Drinking Rates through work place wellness Program.

## **4. Mental Health**

**Goal: Reduce by 15% the rate of Acute Mental Health Admissions for Psychosis.**

**Finding:** Based on data from Eastern Maine Medical Center on hospital admission diagnostic categories for the period between 2005 through 2007 by patients in the coalition service area nearly 30% of all admissions for this period were for psychoses.

**Measurement Tool:** Hospitalization data from Eastern Maine Health Systems Community Education Program Attendance, and Lifelines Lessons Participation Data

### **Strategies**

Initiate community wide education program on the signs and symptoms of depression, stress, anxiety through the Working on Wellness, Wellness Guide, and Coordinated School Health Programs.

Initiate community wide training on the fundamentals of healthy relationships and options to resolve conflicts through the Working on Wellness,

Wellness Guide, and Coordinated School Health Programs

Increase the number of students who are receiving Lifeline Lessons Training (Suicide Awareness ) by 90%.

**5. Personal Violence**

**Goal: Reduce by 20% the number of incidents of school bullying in RSU 25 schools.**

**Finding:** 2010 Youth Summit Focus Group data from Bucksport High School indicated that prevalence of bullying was among top three health priorities identified by students. Students report of involvement in a physical fight at 49.4% in YRBS survey.

**Measurement Tool:** School Tracking Data and Domestic Violence Tracking Data

**Strategies**

Coordinated School Health Program will organize training of school staff in developmental asset approach to youth development and promotion of 40 development assets.

Through coordination by the Coordinated School Health Program design comprehensive education and intervention program to reduce incidents of disrespect, fighting and bullying at Bucksport High School and Middle School.

Increase the number of victims who access domestic violence services by 20%.

**6. Childhood Lead Screening**

**Goal: Increase the rate of lead screenings of children under 3 years of age by 20%**

**Finding:** According to the Maine CDC only 29% of 1 and 2 year olds were screened for lead poisoning in 2006

**Measurement Tool:** Me CDC screening data, Provider Meeting Minutes, Bucksport Bay Early Childhood Meeting Minutes

**Strategies**

Research with Maine CDC Lead Poisoning Prevention Program options to perform lead screening within primary care practices.

Review options with primary care providers to perform lead screenings at local primary care practices.

Conduct community education campaign through the Bucksport Bay Early Childhood Network that highlights the need to get children screened for lead poisoning

## 7. **Early Childhood Literacy**

**Goal: Increase by 20% the literacy rate of four-year-olds entering RSU 25 Kindergarten Programs.**

**Finding:** 24% of the students who are entering kindergarten did not meet the literacy standards as determined by the kindergarten screening.

**Measurement Tool:** RSU 25 Screening Data, Pre-K Admission Data, Head Start Admission Data, Children Fair Evaluation Data, and First Book Participation Data

### **Strategies**

Develop recruitment plan with the Bucksport Bay Early Childhood Network to increase by 20% the number of children, who are eligible, to enroll in the Head Start program.

Develop recruitment plan with the Bucksport Bay Early Childhood Network to increase by 25% the number of children, who are eligible, to enroll in RSU 25's Pre-K Program.

Bucksport Bay Early Childhood Network will enhance marketing efforts to increase by 20 % the number of families that attend the annual School Readiness Children's Fair.

Bucksport Bay Early Childhood Network will increase fundraising efforts to increase the number of books distributed through the First Book Program by 25%.

## 8. **Home Environmental Threats**

**Goal: Increase by 15% the number of community residents who test their well water for bacteria, arsenic and radon including radon home air test**

**Finding:** According to the Maine CDC less than 5% of the households in the coalition's service area had their wells tested for radon between 2001 and 2006. The Maine CDC also reports that 65% of homes with private wells are tested in the Downeast District. 45% of statewide private wells are tested for arsenic.

**Measurement Tool:** Maine CDC testing data

### **Strategies**

Form school and community partnership to raise awareness of the need to test well water for bacteria, arsenic and radon.

Through community/school partnership identify parent education opportunities to convey information on need to test water.

Hold at least two education meetings annually to educate parents and community members on the need to test private wells.

9. **Housing & Service Needs of Older Adults**

**Goal:** Increase by 50% the number of rental housing units with support services for older adults.

**Finding:** Based on housing assessments there is insufficient housing units with support services for older adults in the coalition service area

**Measurement Tool:** Town of Bucksport Housing Data, Successful Aging Program Participation Rate, Senior Resource Committee Minutes

**Strategies**

Increase by 15% the number of older adults who participate in the Successful Aging Planning Program.

Senior Resource Committee will continue work with the Town of Bucksport in exploring program options to establish assisted living program in the Bucksport Bay area.

Senior Resource Committee will research the feasibility of establishing a boarding home for older adults in the Bucksport Bay area.

Senior Resource Committee will research the feasibility of establishing case management services for older adults in supportive housing and private residences.

10. **Transportation**

**Goal:** Increase by 15% the number of residents who use public transportation on the weekly shuttle/taxi and monthly bus to Bangor.

**Finding:** Community survey results and CARE requests demonstrate need for transportation services for older adults to medical providers outside Bucksport Bay area.

**Measurement Tool:** Downeast Transportation Service Monthly Tracking Data and Transportation Committee Meeting Minutes

**Strategies**

Transportation Committee will reassess funding commitments to support local and regional public transportation programs.

Develop community education campaign through the Wellness Guide Program to raise community awareness of available transportation resources.

Monitor Department of Transportation and Eastern Maine Development plans to expand public transportation in the Bucksport Bay area.

Develop partnership with local businesses in the Bucksport business district to offer shoppers special coupons who take the shuttle bus to shop.

The Transportation Committee will support local efforts to research the feasibility

of developing an Independent Transportation Network model program in the Bucksport Bay area

**For more information contact:**  
**Bucksport Bay Healthy Communities Coalition**  
**P.O. Drawer X**  
**Bucksport, Maine 04416**  
**[www.bucksportbayhealth.org](http://www.bucksportbayhealth.org)**  
**Tel. 207-469-6682**  
**Fax 207-469-7369**