

Addressing Stroke Systems of Care: Physical Activity, Nutrition and Tobacco

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Presenter Disclosure Information

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How is Maine addressing prevention?

- Since 2001 - working across programs to address chronic disease risk factors
- Impetus - Tobacco Settlement funds
 - address tobacco use and tobacco-related chronic disease
- Evolved over time
 - shared strategies, funds, contracts, technical assistance at state program level

Prevention Infrastructure: Healthy Maine Partnerships

State and local level partners dedicated to helping Maine residents live longer and healthier by preventing diseases related to

- Tobacco use
- Lack of physical activity
- Poor nutrition

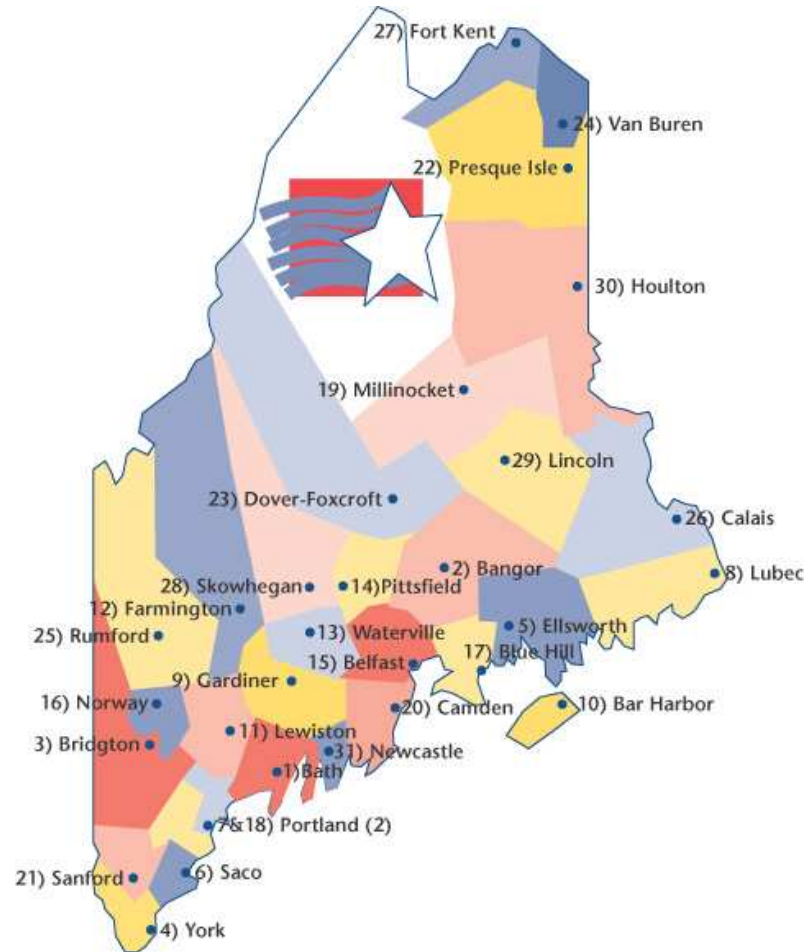
Healthy Maine Partnerships: State Level

- Not a program, but a collaboration
- Mechanism to achieve program goals
 - Shared infrastructure and strategies
- First generation:
 - Cardiovascular, Community Health, Dept of Education/Health Dept Coordinated School Health, Physical Activity and Nutrition, Tobacco
- Second generation, added:
 - Asthma, Cancer, Diabetes, Substance Abuse

Healthy Maine Partnerships: Local Level

- 31 local grantees
- Requires schools and communities to partner
- Integrates multiple risk factors and multiple chronic diseases
- Leverages local resources
- Each partnership works closely with community organizations, businesses, schools and links to health care system

Healthy Maine Partnerships Service Areas



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

What do Healthy Maine Partnerships Do?

- Tobacco-free campus policies – worksite, hospital, municipal, playing fields
- Develop community guides – PA, restaurant
- Organize walking or PA programs - worksites, schools, general community
- Healthy vending policies
- Greenhouse built - students raise fruits &vegs served in school
- Organize healthy foods food drive

HMP achievements

- **Tobacco Sales Decline**

28% reduction from 1997 - 2004

- **Youth Smoking Rate Decline**

Declined 59% among Maine high school students from 1997 - 2005

Declined 64% among Maine middle school students from 1997 - 2005

- **Policy and Environmental Change**

Communities and Schools – in 2005, working on 470 policy and environmental changes

163 completed (tobacco free playing fields, vending, indoor walking)

Achievements Continued

- **Increased Funding for School Districts**
\$2.5 million in grants for PE/PA equipment & training as well as grants for nutrition, suicide prevention programs and health education
- **Engaging Communities**
Local partnerships have enlisted over 2,300 volunteer coalition members throughout Maine
52% of volunteers integrate work into their regular jobs; sustainability
- **Increased use of evidence based programs**

Resources in Place

- Communications & Social Marketing
- Tobacco HelpLine & Treatment trainings
- Healthy Maine Walks
- Good Work!
- Mini grants
- HeartSafe Communities

Communications and Social Marketing

- Focus tested actions to take
 - Messages targeted such as low income, women
 - Quit for your kids, HelpLine
 - Portion size, Walk for Life, Low Fat foods
- Funds:
 - Settlement (Tobacco, Vitamin, Grill), USDA

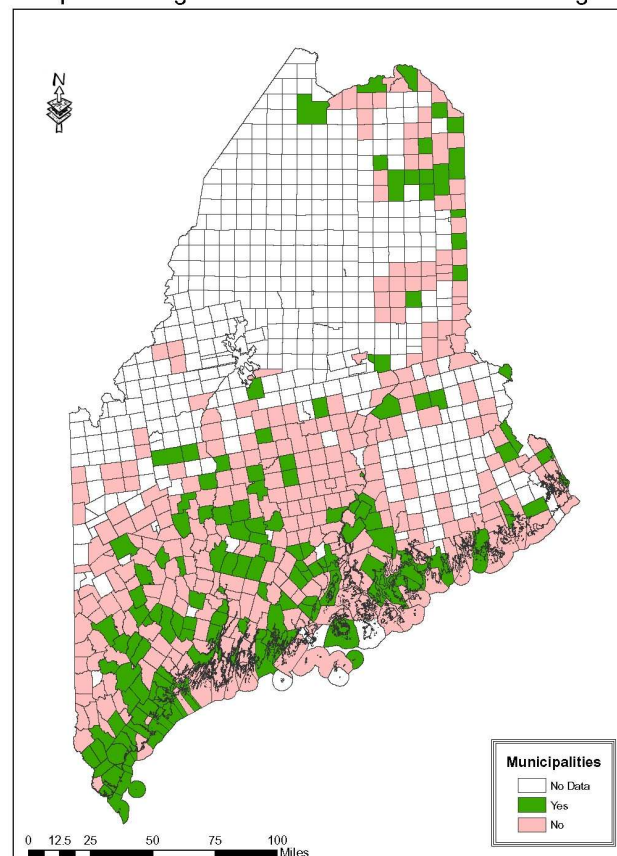
Tobacco Treatment Initiative

- **Maine Tobacco HelpLine - statewide proactive quitline**
- **Medication Voucher Program**
 - **NRT at no cost to tobacco users (if no NRT benefit)**
- **Tobacco Treatment Trainings**
 - **Basic training in brief interventions**
 - **Advanced training in intensive counseling**
- **Clinical Outreach to provider practices**
 - **Implement the PHS tobacco treatment guidelines & refer to HelpLine**

Tobacco policies

- 2001 to 2004 comparisons show an increase in the number of municipalities with tobacco policies that exceed state tobacco laws

Municipal Buildings Tobacco Restrictions Near Buildings 2004



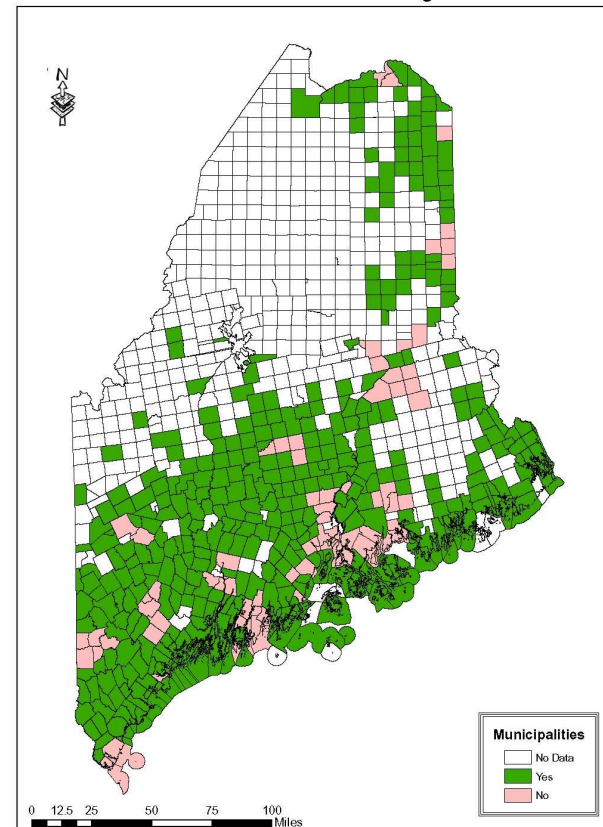
Healthy Maine Walks

- Web-based resource
- Coalition of state partners
 - “A place to walk in every Maine community”
- Launch April 2003 – 17 outdoor routes
- July 2006 - 250 walking routes
 - 194 outdoor and 56 indoor
- 3,000 to 8,000 website hits per month

Indoor physical activity policies

- 2001: 45% of School Districts opened buildings to public
- 2004: 83%

School District Policy Allows Schools to be Open to the Public for Walking 2004



Good Work! Resource kit

- Low or no cost strategies for employers
- Web and hard copy
 - Success stories, Company profiles, Mentor list
 - Steps, PA, N, T, Lifestyle, Disease Prev & Mgt
- Disseminated 1022 since 2004
 - Employer groups, wellness councils, healthcare org., schools, HMPs

HMP Mini grants: Heart Attack & Stroke

- Educate community members:
 - Primary risk factors
 - Warning signs/symptoms
 - Call 9-1-1
- Varied approaches
- Worksites, Curves, Meals on Wheels, Y

HeartSafe Communities

- Recognition program for EMS services
 - based on “chain of survival”
- Enhance partnerships, resources, services
- Promotes outreach to community
 - Risk factors and Signs & Symptoms
- Launch: Nov 2005
 - 60 Maine towns to date



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