

## Maine Develops first-ever Emergency Preparedness Training Plan.



The Maine Center for Public Health, under direction of the Maine Bureau of Health, is coordinating the Public Health Emergency Preparedness training for the state of Maine. A coordinating committee, consisting of key stakeholders from professional health care associations, state agencies, and educational institutions has developed a training plan for the state.

The plan outlines the implementation of training about bioterrorism and public health emergency preparedness for public health staff, health care professionals, and first responders. The plan incorporates recommendations from recent preparedness assessments to include:

- The Maine Homeland Security Strategic Plan,
- The Maine Hospital Emergency Preparedness Assessment,
- The County-Based Health System Emergency Preparedness Assessment, and
- Focused interviews with key partners.

The plan identifies core content and elements for training, key target audiences, and strategies being deployed for implementation.

Coordinating committee members have prioritized their area's training needs. Trainings are being developed in coordination with the Harvard Center for Public Health Preparedness. A training calendar will soon be available, highlighting training opportunities within the state. The primary training modality for this year is utilizing a "train the trainer" concept, in which health care personnel will learn the content and training techniques, and proceed in teaching the material to others. This process serves three functions:

1. To guide training for a larger group at the awareness and understanding level,
2. To begin to develop experts in bioterrorism at the mastery level,
3. To identify potential leaders in these "mastery level" trainers, within their communities, if a public health emergency should occur.

Become prepared and join a class today to help protect our state tomorrow.

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# MAINE CENTER FOR PUBLIC HEALTH

Improving the Health of Maine Communities

Fall-Winter 2003

## Public Health Advocates Tackle Dirigo Health

The Maine Center for Public Health is pleased to announce that it has received funding from the Maine Health Access Foundation to coordinate an initiative that will connect the public health community with the Dirigo Health planning process. Conducted in partnership with the Maine Public Health Association, the project involves the formation of a task force that will include MCPH's nominees to the Dirigo Board and committees, as well as previous members of the BDS/DHS Merger Task Force, which delivered input into the ongoing departmental merger process. MCPH staff and board members wish to express appreciation to the Maine Health Access Foundation, especially Executive Director Dr. Wendy Wolf, for this one-year grant.

MCPH staff Ann Conway will work with Moose Ridge Associates (MRA) of Hallowell in this effort. Well-versed in legislative and policy advocacy, MRA principals Karen Geraghty and Betsy Sweet are known to those who successfully worked to preserve the Fund for Healthy Maine. MCPH will coordinate this project and the task force; MRA will provide education on rule-making and other aspects of the health planning process, which will also be delivered to key stakeholders in the Maine Public Health Association. This will allow participants to get the information they need to work in and influence the Dirigo planning process at the state level.

Dr. Wendy Wolf

The project will further develop a communication plan to disseminate information about Dirigo to the public health community. A corollary aspect of the project is our communication we have with our fellow grantees in this "Consensus Campaign" grant round from MeHAF. We will meet regularly with these organizations, including the Consumers for Affordable Health Care Foundation, Maine Equal Justice and the Maine Primary Care Association, in order to learn more about "access" issues and to communicate the public health message. MCPH President Paul Campbell has written a paper about Governor Baldacci's Dirigo Health initiatives from a public health perspective; it is available on the MCPH website: [www.mcph.org](http://www.mcph.org).

## "Friend-Raiser" Events to Benefit MCPH

A reception for supporters of the Maine Center for Public Health was held September 3<sup>rd</sup> 2003, at the Readfield home of Dr. Dora Anne Mills, State Health Officer, Director of the Maine Bureau of Health, and MCPH Board member. Event Chair Leah Binder labeled the occasion a "friend-raiser," attracting 40-50 participants to this enjoyable evening get-together. Other members of the events committee include Dr. Jane Kirschling, Dr. Lisa Letourneau, and Lisa Miller. Over two thousand dollars in contributions were raised for The Maine Center for Public Health.

Fund-raising is critical for non-profit organizations such as our Maine Center, which does not receive an ongoing source of general purpose financing. The Center is funded exclusively by grants and contracts, all with categorical goals and objectives. Our next "friend-raising" reception will be held in December. Please contact Kim Dube at MCPH (207-629-9272) for additional information.

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### Maine-Harvard Prevention Research Center CME Obesity Workshop

On September 13th 2003, an all-day workshop for clinicians was held at the Augusta Civic Center. The day was designed for primary care providers to learn about practical, evidence-based strategies clinicians can use to prevent and treat overweight children in their offices. The workshop also aimed to develop skills and identify strategies for innovative program implementation in the primary care office setting.

Bill Dietz, Director of the Division of Physical Activity and Nutrition at the Centers for Disease Control and Prevention, presented the historical and epidemiological perspective of this problem and discussed secondary prevention strategies for office-based practices. Medical and surgical management of overweight children, psychosocial approaches to primary and secondary prevention, and evaluation methodology were also included in the program. Finally, practitioners currently implementing evidence-based approaches presented practical interventions and strategies for success. There was also time provided to develop action plans for participants who expressed an interest in using the approaches discussed.

### M-HPRC Funded for the Future

We are pleased that the Harvard Prevention Research Center was awarded funding from the Centers for Disease Control and Prevention to continue its work with Maine on improving nutrition and physical activity and reducing overweight in youth. The funding is for five years beginning in October 2004.

The Maine – Harvard Prevention Research Center is currently developing a strategic plan for the next three years which will focus on clinical and community research projects, improving overweight surveillance and promoting evidence based policies and programs.

### Staff Changes

We are sorry to report that as of October 10, Noreen Mahan will no longer be at the Maine Center for Public Health. Noreen has decided to begin her own consulting work and open a home office in Portland. *Fortunately*, MCPH will be her first client! Noreen will continue to manage the MCPH website, as well work on our newsletter and brochure designs. To contact Noreen at her new office (*Core Consulting - marketing, graphic & web design*), please email: [core@maine.rr.com](mailto:core@maine.rr.com) or call 207.441.6319.

We all wish Noreen the best of luck!

### Third Annual M-HPRC Obesity Workshop

The 3<sup>rd</sup> Annual Maine – Harvard Prevention Research Center Workshop on strategies to impact the obesity epidemic will be held on **December 3, 2003 at the Augusta Civic Center**. This year's title is **Learning To Move & Moving To Learn. Promoting Physical Activity through Schools** and will focus on creative ways to get kids more physically active during the school day.

The keynote speaker will be Dr. Russell Pate from the University of South Carolina, a nationally known expert on youth physical activity. Bill Potts-Datema from the Harvard Prevention Research Center will discuss regionally developed recommendations for schools to address the problem of overweight children by increasing physical activity and Maine's Education Commissioner, Susan Gendron will respond to the recommendations and talk about what is happening in Maine. Other speakers from Maine schools and agencies will present ideas for getting Maine's kids up and moving. For more information and to register for the program, visit the MCPH website: [www.mcph.org](http://www.mcph.org).



Visit the **Maine-Harvard Prevention Research Center** web page at [www.mcph.org/mcph/PRC\\_page.htm](http://www.mcph.org/mcph/PRC_page.htm) to learn about our **Info Monthly** email.

### Rural Health Research

Paul Campbell, was one of New Englanders invited to a **"Rural Public Health Research Agenda-Setting"** meeting, organized by the federal Health Resources and Services Administration (HRSA) and held at the University of Pittsburgh September 22 and 23, 2003.

Because of the Maine Center for Public Health contracts with the Bureau of Health for training and education activities related to emergency preparedness, Dr. Campbell was assigned to the Rural Preparedness group. His group developed a number of research questions related to accountability, organization, training, and strategies that impact rural emergency preparedness.

### Maine Diabetes System Assessment

The Maine Bureau of Health has contracted with the MCPH to conduct a rigorous assessment of the diabetes system in Maine. This assessment is based on the ten essential public health services framework and the national performance standards initiative. For more information about the national initiative please visit the following website: <http://www.phppo.cdc.gov/nphpsp/index.asp>

Maine's diabetes assessment process began in September 2003 and is scheduled to be completed in March 2004. A core group of approximately 35 participants representing the hospital, community, advocacy, and state sectors have committed to participate in a series of meetings to complete the modified assessment tool. Results from this assessment will be used to guide the development of a diabetes improvement plan for Maine. Please contact Brenda Joly or Karen O'Rourke for more information on this assessment or to participate in the stakeholder group.

### Acknowledgements:

Special thanks to Dr. Dora Mills for helping us to launch this initiative and to Dr. Hugh Tilson for his outstanding presentation on the National Public Health Performance Standards Program. We appreciate your support!

### MCPH Staff Conference Presentations:

**Title of Presentation:** *An Evaluation Framework for Comprehensive Cancer Control.*

**Presenter:** Brenda Joly, Ph.D. MPH

**Conference:** CDC Cancer Conference 2003. Atlanta, Georgia. **Date:** September 16, 2003

**Title of Presentation:** *The role of Maine-Harvard Prevention Research Center in integrating across chronic disease programs in Maine.*

**Presenter:** Karen O'Rourke, MPH

**Conference:** "Models of Chronic Disease Program Integration" - New England/New York Regional Workshop, CDC, Portland, Maine.

**Date:** September 9, 2003.

### Integrated Primary Care and Mental Health Project

MCPH recently began its implementation of the "Integrated Primary Care and Mental Health Project," a collaborative effort which has been in development for two years. Also funded by the Maine Health Access Foundation, this planning project will work with both practitioners and organizational stakeholders. Its goal is to develop viable, evidence-based practice models that will enhance children's mental health services in the primary care setting. After completion of the planning process in Year 1, the intent is to obtain funding for a demonstration project during Years 2 and 3. The latter project will test and refine the models selected in the initial phase.

We are very close partners with state agencies, especially the Department of Behavioral and Developmental Services and the Bureau of Medical Services, in this effort. After an initial assessment of practice needs and strengths has been completed, we will work with our Advisory Committee and practitioner groups to determine practice models. BDS staff Dr. Andy Cook and Acting Deputy Commissioner Brenda Harvey and others will help us define a potential reimbursement system for the selected models. Such an effort to create systems change in the way these services are designed and paid for promises to be an extraordinary step forward for our state.

### Comprehensive Cancer Control Evaluation Plan

The Maine Center for Public Health recently presented the newly developed comprehensive evaluation plan at the annual meeting of the Maine Cancer Consortium. This plan provides a framework for tracking progress and determining Maine's success in achieving the goals and objectives identified in Maine's Cancer Plan.

The evaluation will take place over the next several years. For more information on the detailed evaluation process and activities, including a copy of the plan and the presentation, please visit our website at:

<http://www.mcph.org>.

### Maine Center for Public Health

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