



**Maine Public Health Association**  
2012 Annual Meeting Agenda  
Breakout Session Abstracts

**Breakout Session #1: 10:00-11:00 a.m.**

**Chemical Conundrum: A Toxics Primer**

*Lisa Belanger FNP, PMHNP; Karen D'Andrea*

Everyday, more studies are adding to the knowledge about the links and potential links between common chemical exposures (BPA found in food cans, lead in lipstick, synthetic lawn chemicals, or phthalates in almost everything) and infertility, cancer, birth defects, developmental delays, and even obesity. Find out who is at risk and how medical professionals best help patients and clients identify risks and limit exposures.

**Addressing the Health Literacy Challenge for Maine's Older Adults**

*Judith Metcalf, APRN, BC, MS; Sue Stableford, MPH, MSB*

Maine, one of the oldest states in the nation, faces a serious barrier to achieving public health and healthcare improvements - low health literacy. Just 12% of working age adults and only 1% of adults age 75+ have proficient health literacy skills. This is a huge system issue for every health organization and health profession. Learn how the UNE-Maine Geriatric Education Center is using a Learning Collaborative model to address it. Gain knowledge about health literacy and its impact in Maine, how 4 Maine teams are addressing it using 2 evidence-based strategies, and their successes and challenges. You will also learn how these efforts prepare health organizations and academic programs to address national policy goals and meet professional accreditation requirements.

**Increasing Healthier Food Access by Working with New Partners**

*Toho Soma, MPH; Kolawole Bankole, MD, MS, OPIc*

This session will focus on efforts to collaborate with new partners to increase healthier food access for low-income individuals. The Portland Public Health Division's Minority Health Program will present its experience working with ethnic markets to become WIC-certified vendors. Staff will discuss the barriers they faced and how they were overcome. Additional presenters will talk about their work with food pantries, corner stores, and/or farmers' markets to expand access to healthier foods to low-income individuals.

**Using Recognition Programs to Create and Strengthen Tobacco-Free Policies**

*Sarah Mayberry; Alexandra Hughes, MPH*

The Gold Star Standards of Excellence programs of the Maine Tobacco-Free Hospital Network and Maine Tobacco-Free College Network encourage health care systems and institutions of higher learning to implement best practice standards for creating tobacco-free areas and supporting tobacco-free lifestyles. Session participants will learn how to analyze the effectiveness of recognition programs as tools to strengthen public health policies and procedures in health care and educational settings.



## **Breakout Session #2: 11:15 a.m. - 12:15 p.m.**

### **Strengthening Gateways for Care: Using Collective Impact to Reach Underserved Communities**

*Rebecca Matusovich; Kolawole Bankole, MD, MS, OPIc*

This session will draw on the current research about “Collective Impact” to frame the story of a local collaboration to improve access to needed health services and preventive care among refugees and immigrants. Five partners from the Greater Portland Refugee and Immigrant Healthcare Collaborative will use the lens of the Stanford Social Innovation Review’s articles about collective impact to describe their approach to reducing health disparities. Strategies for addressing gaps in Primary Care, Oral Health, Nutrition Education, Mental Health, and Vision services will be discussed, including potential applicability for other underserved populations.

### **Increasing Awareness and Engaging Advocacy, Action and Agency: Maine’s Eating Disorders Learning Collaborative and the Thin Line**

*Cathy Plourde, MA; Emily Dennis; Mary Orear, MA*

This session will start with a deeper understanding of how eating disorders affect the patient, their family, and community. We will then offer a look at the state-wide effort to provide awareness trainings, prevention curricula and resources, and early intervention via a network of trained eating disorders treatment teams (Eating Disorders Learning Collaborative, Mainely Girls) establishing a model of care that heretofore has not existed.

### **Capitalizing on the Social Networks of Tobacco Users: An Integrated Media Approach**

*Becky Pearce; Judith Kelsh*

This presentation will discuss the development and progress of the QuitLink Campaign that the Partnership For A Tobacco-Free Maine began in April of 2011. Research indicates that quitting smoking, as with other health concerns, is directly linked to the social networks that an individual is a part of. The desire to quit using tobacco and the success at which that is accomplished happens in groups, whether it is family, friends, co-workers, or online communities. By creating a virtual support network, this campaign capitalizes on this principle and the relationships of the tobacco user through the power of social networking.



### **Breakout Session #3: 1:15 p.m. - 2:15 p.m.**

#### **Data Driven: Using the County Health Rankings and Roadmaps to Improve Health**

*Tim Cowan, MSPH; Deborah Deatrick, MPH*

The County Health Rankings and Roadmaps is a robust program designed to help communities identify health issues and create solutions for those issues. Annually, counties within each of the 50 United States are ranked on current health outcomes and factors that impact future health status. The data used in the rankings will be reviewed, and examples of how these data can be used to identify needs and opportunities, plan and evaluate programs, and provide valuable feedback to community stakeholders. In addition, tools available in the County Health Roadmaps project, for developing health improvement strategies will be highlighted.

#### **Sound, Camera, Action: Movie Making, Youth Empowerment, and Sexual Health Messages**

*Nancy Audet; Carl Lakari*

Join youth presenters, along with Nancy Audet, Online Communications Specialist at the Family Planning Association of Maine (FPA), and Carl Lakari, Coordinator of Project AWARE, as they discuss their partnership work of the past year - creating movies that address teen sexual health issues. Learn about Project AWARE's youth development model, how the FPA plans to use the movies created from this collaboration, and what the teens involved have to say about the process. Workshop attendees will also view clips of the movies produced through this partnership.

#### **Mobilize Eastern Maine: Integration of Public Health and Economic Development**

*Vicki Rusbult, MPA*

Mobilize Eastern Maine is a partnership committed to identifying gaps in services and opportunities supporting economic growth in Maine. Led by business and community leaders and strengthened by the talents and determination of hundreds of regional residents, the partnership has engaged public health and healthcare providers to better understand the impact of economic development on the health and well-being of people across multiple industries in the State. This session will discuss the work being done and future directions within a public health and economic development framework.