



**Maine Public Health Association**  
2013 Fall Conference  
Breakout Session Abstracts

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

**Why We Need a Sugar Sweetened Beverage Revolution: the Maine Response**

*Michelle Polascek, PhD, MHS; Karen O'Rourke, MPH; Mike Sabo*

This session will identify various initiatives in Maine that are focused on reducing SSB consumption as well as what policy, procedures and programs are needed to further reduce consumption and the achieve positive health outcomes and cost savings.

**Youth Through the Ages: A Panel Discussion**

*Kneka Smith, MPH; Becky Smith; Reegan Brown; John Ohow*

This session will highlight innovative projects in Maine that are focused on investing in the health and wellness of today's youth. Projects being shared include: Wittfitt, SIRP and patient and population benefits of screening newborns for Critical Congenital Heart Disease.

**Partnering with Public Health to Improve Access to Health Care Under the ACA**

*Mitchell Stein, MBA; Robyn Merrill, MSW*

This workshop will provide public health practitioners, officials and advocates with the most up to date information available regarding the new health insurance marketplace under the Affordable Care Act . It will describe navigator and exchange mechanisms for helping consumers understand affordable options under the ACA. Eligibility criteria and enrollment procedures will be described including the single federal application for both Medicaid and private insurance options in Maine. Easy to understand information regarding enrollment for special populations, including people with limited income and lawfully present immigrants will be discussed.

**Hidden Disparities: The Identification and Management of Systematic and Individual Implicit Bias**

*Felicita Alvarado; Rebecca Matusovich, MPH; Ralph Johnson, CHCIO*

The presenters will lead a demonstration of the Implicit Association Test offered by Project Implicit (an international multi-university research collaborative on implicit social cognition) and discuss examples of best practice strategies being applied in Maine to counter the impact of implicit bias. The presenters will also showcase a blue print for strengthening the collection and use of race, ethnicity, and language data to identify and improve systemic health disparities. Participants will then participate in a collaborative learning discussion applying learned concepts to proactively address hidden disparities.



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

### **Health Impact Assessments**

*Doug Beck; Jamie Comstock; Joanne Joy, MA; Rebecca Drewette-Card, MSPH; Michelle Mitchell, MSocSc*

In this session, participants will learn about the basics on HIA; screening, scoping, assessment, reporting, evaluation and what is learned during each phase. Strategies will be discussed for promoting the use of HIA, developing teams to perform HIA, resources available to support these efforts and training opportunities to increase skills in performing HIA. The process and lessons learned from the Androscoggin Greenway HIA will be shared.

### **Finding of the Mothering Through Intimate Partner Violence Research Study**

*Kelly Bentley, MPH, PhD*

The presentation will focus on sharing findings, policy implications and the emergent grounded theory which explains the process undertaken by women mothering child(ren) age 6 or under while being abused by their male partners. Findings have significant implications for policy makers and planners who work with women mothering young child(ren) and challenges policy makers and providers to consider their assumptions of service availability for abused women and their child(ren).

### **Emerging Tobacco Issues: Policy, Products and Pricing**

*Ed Miller, MS; Fred Wolff, MTS, LADC; Sarah Mayberry*

In this session, participants will learn about new and emerging tobacco products and how they are being used among various populations. Implications of new and emerging tobacco products on tobacco free policy and program development will also be discussed.

### **Estimating the Social Cost of Childhood Lead Poisoning in Maine**

*Andy Smith, Sc.D, SM; Eric Frohberg, MA*

Session will include information on the social cost of childhood lead poisoning and the return on investment for federal and state expenditures to reduce childhood lead poisoning in Maine. Current interventions to reduce childhood lead poisoning will be shared.



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

#### **Creating a Public Health Campaign as a Collaborative**

*Joanna Morrissey; Beth Blakeman-Pohl, MS; Carol Swicker, MSW; Liz Blackwell-Moore, MPH; Heidi Tucker*

Five prevention coalitions, one media market, one objective: Collaborate to create a youth substance use prevention campaign. Our coalitions focus on using environmental strategies, including educating adults in our communities on the role they play in prevention. This session will describe our process for creating this campaign and our use of social media to engage our audience in making positive behavioral changes.

#### **Active Community Environment Teams: A Model for Promoting Health In All Policy in Maine**

*Doug Beck*

Attendees will learn about the makeup of the Active Community Environment Workgroup, the vision for Active Community Environment Teams, the current status of the initiative in Maine, and how to support this effort within their service areas.

#### **The Health Effects of Bullying: Creating A Culture of Prevention**

*Caer Hallundbaek, MA*

Thus far, a school's bullying and wellness policy have been treated as separate documents; is it time for them to come together? In this groundbreaking session, attendees will explore the connection between bullying and long-term physical and emotional health implications in children. Caer Hallundbaek will introduce the idea that, like the best approach to health, bullying is best addressed through a culture of prevention. Attendees will learn to differentiate between the response/prevention approaches to bullying through real life examples, and to consider the possibility that aligning bullying with health may help to increase focus and priority on this critical issue

#### **Community Transformation Grant: Making the Healthy Choice the Easy Choice in Maine**

*Andy Finch, LCSW; Dawn Littlefield-Gordon; Pat Hart, MS; Phil DiRusso, MS; Anne Ball, MA; Robin Hetzler, MPH*

In 2011 and 2012, the US CDC awarded five Community Transformation Grants to agencies in Maine to reduce chronic disease through community-based prevention efforts. This unprecedented investment has opened up many new opportunities for the grantee-agencies, including the state and four independent non-profits, to collaborate with new partners and strengthen existing partnerships to transform the health of our communities. This session will share the goals of the US CDCs CTG grants and provide an overview of two of the five projects in Maine, the Maine CDC CTG project and the Maine Development Foundation's Healthy Maine Street project.