

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

Organization: Piscataquis Public Health Council

Work Plan Year: 2010 - 2011

Community or School: Community

HMP Organization Name: Mayo Regional Hospital

Contact Person: Robin Mayo (207) 564-4344 rmayo@mayohospital.com

Health Promotion Category: Tobacco

OBJ #	Local Objective	Youth or Youth Involvement	Town/School	Lead Person/ Group	Strategies	Steps	Planning Notes
1.2	Increase the number of workers protected from secondhand smoke through changes in priority worksite policies and environments	No	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec	Cindy Herbest	1.2a Collaborate with employers to implement the HMP framework to assess, plan, implement, and evaluate their worksite health promotion and disease prevention initiatives related to tobacco use and exposure. 1.2b Educate employers and employees on Maine's workplace tobacco use and secondhand smoke exposure laws. 1.2c Assist employers to develop and post written policies that meet and/or exceed state law on tobacco use in the workplace. 1.2d Educate employers and employees of the dangers of secondhand smoke exposure and the benefits of smoke-free policies.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Currently working with three businesses to implement the HMP framework around secondhand smoke. Plan to engage seven additional worksites by end of year.  By utilizing the behavior survey's I can better determine how to implement a policy or practice change.  Work with District Tobacco Coordinator to identify model policies to move forward.  Provide worksites with resources on the dangers of secondhand smoke.  Maintain relationships with worksite Team Leaders to follow through and follow-up.

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1.3	Reduce the number of children under 18 exposed to secondhand smoke in local home-based daycare and child care facilities	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	1.3a Educate staff of daycare centers and/or home based daycare through on-site training, regulatory agencies or training sites about the state statutes restricting secondhand smoke in daycares. 1.3b Educate parents of children in daycare settings about the daycare secondhand smoke state laws, the dangers of secondhand smoke exposure, and resources for quitting.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	   Work with 2 of the larger Daycare programs in collaboration with the ARRA grant.  Implement the NAP SACC curriculum into 2 daycare settings.  Continually monitor and evaluate program. Utilize NAP SACC evaluation tools.
1.4(a)	Increase the number of 100% smoke-free environments in the community established through policy or environment change with priority on colleges; community recreation settings; sports venues such as NASCAR, fairs, etc.	Yes	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	1.4(a)a Work with community members to promote tobacco free recreation policies in the municipal/community recreation programs in the HMP area. 1.4(a)f Promote tobacco policies that completely prohibit smoking on the grounds of all municipal buildings and/or the grounds where municipal business is conducted.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	   Enter into a MOU with Young Entrepreneur Society to conduct a letter writing campaign for all municipalities within local service area to promote tobacco free municipal areas.  Program to begin in September and end in December. Work with MYAN to provide education for youth group.  Monitor process and outcomes.

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1.5	Increase the number of parents with rules prohibiting smoking in homes and vehicles	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	1.5b Collaborate with childcare facilities/daycares to educate parents (especially those who smoke or live with smokers) about the dangers of secondhand smoke and promote rules that prohibit smoking in homes and vehicles. 1.5c Collaborate with primary care practices and organizations to educate parents (especially those who smoke or live with smokers) about the dangers of secondhand smoke and promote rules that prohibit smoking in homes and vehicles.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	   Work with 2 of the largest daycare programs in collaboration with ARRA funding to implement NAP SACC curriculum   Implementation of NAP SACC Curriculum.  Monitor the process and outcomes of the program.
2.1	Increase the proportion of parents who report that they have discussed not smoking with their children through social marketing campaigns	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	2.1a Develop well researched local social marketing campaign that reflects local values and is based on the science used to create US CDC "Got a Minute". 2.1b Promote "Got minute, Give it to your kid" or other relevant PTM campaign messages & materials throughout the service area using a variety of venues.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	   Utilize District media approach - local print media, cumulus radio spots, and What You Do Matters web-site and newsletter to conduct social marketing campaign.   A minimum of 1 radio PSA previously developed promoted on local radio stations. Got A Minute Give It To Your Kids article integrated into What You Do Matters Newsletter and local media.

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2.2	Increase the number of youth-driven tobacco prevention policy and environmental changes as part of a community-based youth empowerment initiative	Yes	Bradford, Corinth, Dexter, Dover-Foxcroft, Greenville, Guilford, Lagrange, Milo	Lisa Kingsbury	2.2a Provide trainings to YAP youth and leaders to increase their knowledge and skills around advocacy and anti-tobacco issues. 2.2c YAP groups will work with communities to promote policies that prohibit tobacco use in outdoor public spaces such as local beaches, playgrounds, concerts, sporting events.	Build Capacity & Mobilize	Assess Needs & Assets	Develop Action Plan	Collaborate with Penquis YES youth group to receive training on tobacco free recreational area and support their letter writing campaign. Work with MYAN to provide training for youth.	Implement	Training provided to youth around tobacco free area letter writing campaign and Star Store Initiative.	Monitor & Evaluate	Monitor process and outcome.
2.4	Reduce the amount of tobacco-related advertising in the community, including by increasing numbers of local tobacco retailers who responsibly manage point of sale marketing materials for tobacco products by supporting the PTM sponsored Star Store initiative.	Yes	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	2.4a Implement the PTM "NO BUTS" retailer outreach and education program as well as support continued participation by existing NO BUTS stores. 2.4b Yap groups will work with local HMP and advisor to promote reduction in point of sale tobacco marketing using the Star Store Program in Mom and Pop convenience stores that participate in No BUTS!	Build Capacity & Mobilize	Assess Needs & Assets	Develop Action Plan	MOU developed with Penquis youth group to promote the Star Store Program with local area retailers, targeting A.E. Robinson Stores that cover entire service area.	Implement	The program will be conducted January 1 through June 30, 2011.	Monitor & Evaluate	Monitor process and outcomes.

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2.6	Increase the number of local healthcare providers, especially in family planning services, community health centers, and mental health systems who use Public Health Services Guidelines for treating tobacco use and dependence	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Robin Mayo	2.6a Promote implementation of the Public Health Service Guidelines (PHS) for treating tobacco use and dependence to local providers and office staff, through office-based training using the PTM clinical outreach protocols and materials provided through CTI tr 2.6b Recruit provider practices to participate in clinical outreach trainings conducted by PTM treatment contractor CTI in order to implement the Public Health Service (PHS) Guidelines. 2.6c Promote participation by providers and staffs of providers in the Basic Skills training, Intensive Tobacco Treatment training, as well as the Tobacco Treatment Specialist certification program.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	This has been a major component of our work over the past 3 years and we will continue to support the CTI program, but it will not be a major focus of our work this year.
2.7	Increase the number of local social service providers who screen, advise, and refer clients to appropriate tobacco treatment opportunities	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Robin Mayo	2.7a Promote participation by social service providers in Basic Skills and Intensive Tobacco Trainings so they can conduct appropriate tobacco interventions with their clients and provide resources for cessation treatment. 2.7b Promote systematic charting of smoking status, discussion of tobacco use and referral to the HelpLine with clients at every visit to the social service provider.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	We will collaborate on a District level to provide Basic Skills and Intensive Tobacco Training to providers. Trainings will be offered and promoted through the Penquis Resource Exchange.  Trainings promoted at Penquis Resource Exchange Meetings and scholarships offered if available.  Monitor outcomes and interest from providers.

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Health Promotion Category: Substance Abuse

OBJ #	Local Objective	Youth or Youth Involvement	Town/School	Lead Person/ Group	Strategies	Steps	Planning Notes
3.1	Increase the effectiveness of the responsible beverage sales system.	No	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	3.1a Plan, coordinate, advertise, and/or host in-person Responsible Beverage Service (RBS) trainings	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Utilize Frank Lyons to conduct a minimum of 2 trainings within the PPHC service area, collaborate with District to coordinate trainings.  Trainings have had great participation and have seller server buy-in.  RBS mailings have been completed and process developed to engage and sign up retailers. Continue collaboration within District to promote RBS trainings.  Hold a minimum of 2 RBS trainings, one seller and one server within local service area. Be aware of other training dates within district.

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3.2	Increase and improve law and community enforcement practices and procedures of underage drinking and other alcohol laws.	No	Brownville, Dexter, Dover-Foxcroft, Greenville, Milo	Lisa Kingsbury	3.2b Work with law enforcement to increase the enforcement of underage drinking laws 3.2c Work with law enforcement to communicate the increased enforcement efforts and community supports	Build Capacity & Mobilize	Strong relationships with all local law enforcement agencies.
						Assess Needs & Assets	
						Develop Action Plan	Continue to collaborate with local law enforcement agencies to promote sticker shock, seek continued grant funding, and provide SA and tobacco resources to law enforcement. Continue to collaborate with PCPs and Law Enforcement on Prescription Drug Misuse.
						Implement	Utilize different communication strategies to stay connected with law enforcement. Collaborate with District planning to continue to engage law enforcement. Promote media campaigns to educate the public on enforcement measures.
						Monitor & Evaluate	Continue to expand and develop relationships with local law enforcement and PCPs.

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3.3	Decrease attitudes and perceptions that make underage drinking acceptable.	No	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	3.3b Disseminate OSA social marketing campaign materials (parent media campaign materials) 3.3c Disseminate Parents Who Host Lose the Most (PWH) campaign materials	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Collaborate on a District level to disseminate OSA social marketing campaign materials through WYDM web-site and newsletter. Promote Parents Who Host Lose the Most Campaign materials through a District Approach.  Collaborate on a District level to disseminate OSA social marketing campaign materials through WYDM web-site and newsletter. Promote Parents Who Host Lose the Most Campaign materials through a District Approach.
3.4	Decrease attitudes and perceptions that make high risk drinking in young adults acceptable.	No	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	3.4b Disseminate OSA social marketing campaign materials to include the Party Smarter Campaign	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Relationships developed with area server businesses.  Disseminate Party Smarter Campaign materials through a District Approach and through RBS trainings.  Disseminate Party Smarter Campaign materials through a District Approach and through RBS trainings.

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3.5	Reduce pricing and promotion strategies that encourage underage drinking and high-risk drinking in young adults.	No	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	3.5a Assess and educate on-premise retail providers on pricing and promotion practices, using the OSA "Environmental Assessment: Pricing and Promotion" and "Alcohol Pricing and Promotions: Protect Your Business" guides. 3.5b Assess and educate off-premise retail providers on pricing and promotion practices, using the OSA "Environmental Assessment: Pricing and Promotion" and "Alcohol Pricing and Promotions: Protect Your Business" guides.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Strong relationship with seller and server retailers.   Distribute information and resources through RBS trainings.  Distribute information and resources through RBS trainings.
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### Health Promotion Category: Nutrition

OBJ #	Local Objective	Youth or Youth Involvement	Town/School	Lead Person/ Group	Strategies	Steps	Planning Notes
4.2	Increase the number of early childcare centers with polices/programs to improve nutrition education for staff and parents	No	Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	4.2a Educate licensed day care centers on nutrition guidelines, sample policies, and provide list of approved foods/portions. Use Head Start as a model. 4.2b Partner with appropriate organizations/partners (e.g. UMCE and Maine Dairy & Nutrition Council, MNN, etc) and childcare centers to provide nutrition information materials/resources to parents and families 4.2d Distribute healthy eating packets with ideas for nutrition activities for licensed day care providers to use and share with parents.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Work with 2 larger daycare centers in local service area to implement NAP SACC training and offer minigrants to childcare centers. Also work collaboratively as a district to provide daycare trainings through Penquis.  Conduct NAP SACC curriculum implementation with 2 larger day care providers.  Monitor process and outcomes.

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4.5	SAUs will provide access to nutrition education for families	No	, RSU 41 / SAD 41, RSU 64 / SAD 64, RSU 68 / SAD 68, RSU 80 / SAD 04, Union 60	Elaine Bisbee	4.5a Disseminate nutrition information to parents via school newspapers, inserts, menus and other community communication vehicles 4.5b Collaborate with SAUs and appropriate partners to offer cooking classes to increases use of fruits and vegetables or other nutrient dense choices recommended in the Dietary Guidelines 4.5e Distribute information about nutrition education opportunities happening at SAUs at faculty, PTA and PTO meetings	Build Capacity & Mobilize	Through continued partnership with piscataquis county schools and through the SNAP Ed initiative, will enhance and mobilized schools to expand healthy eating options and education to students
						Assess Needs & Assets	Through continued partnership, assessment of needs will be determined and an action will be developed to expand healthy eating option sand healthy education to students
						Develop Action Plan	Through continued partner ship, will develop an effective action plan that will expand healthy eating option and healthy education to students.
						Implement	Action plan to be implemented in partnership with schools to address the expansion of services related to healthy eating options and helahty nutrition educatin for students.
						Monitor & Evaluate	Using outcome measures associated with action plan, monitoring and evaluation of plan will occur to guide and ammend existing and future plan activities

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4.8	Establish and provide technical support for a local or regional coalition of food pantries and food security organizations to improve nutrition and improve healthy eating and healthy weight management [Required by USDA funding in Year 1]	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Elaine Bisbee	4.8a Provide education to food pantry staff (and advocate for change) on the benefits of providing nutrition education at local food pantries and food assistance organizations 4.8b Provide assistance and nutrition resources including Healthy Weight Awareness Campaign materials to food pantries to increase the amount of nutrition education available to FSP participants and FSP eligibles who visit local food pantries and food security 4.8c Disseminate food assistance and FSP enrollment information to display in food pantries and food security organizations.	Build Capacity & Mobilize	Through continued partnership with piscataquis county food cupboards and through the SNAP Ed initiative, will enhance and mobilize food cupboard personnel to expand healthy eating options and education to SNAP Ed target audience.
						Assess Needs & Assets	Through continued partnership, assessment of needs will be determined and an action will be developed to expand healthy eating options and healthy education to food cupboard recipients.
						Develop Action Plan	Through continued partnership, will develop an integrative action plan that will expand healthy eating awareness and options to food cupboard recipients.
						Implement	SNAP Ed action plan to be implemented in partnership with food cupboards.
						Monitor & Evaluate	Using outcome measures associated with action plan, monitoring and evaluation of plan will occur to guide and amend existing and future plan activities.

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4.10	Increase the number of local organizations serving community meals, especially to older adults, with policies related to healthy eating	Yes	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Elaine Bisbee	4.10a Assist to establish liaisons between local food providers and community organizations to promote the use of local foods at community organizations 4.10b Collaborate with organizations serving youth to promote use of local foods 4.10c Provide technical assistance to community organizations serving people of all ages to establish community gardens and/or offer farmers' markets 4.10e Assist with establishing liaisons between community organizations serving community meals and organizations like Cooperative Extension to provide technical assistance regarding serving balanced meals to reflect the recommendations of the Dietary Guidelines. 4.10f Promote food safety guidelines to organizations serving community meals. 4.10g Assist with establishing liaisons between community organizations serving community meals and organizations like Cooperative Extension to provide direct food safety training.	Build Capacity & Mobilize	Through continued partnership with piscataquis county community agencies, schools and food cupboards, will enhance and mobilize piscataquis county to expand healthy eating options and education in the region.
						Assess Needs & Assets	Through continued partnership, assessment of needs will be determined and an action will be developed to expand healthy eating options and healthy education in piscataquis county.
						Develop Action Plan	Through continued partnership, will develop an effective action plan that will expand healthy eating options and healthy education in piscataquis county.
						Implement	Action plan to be implemented in partnership with community agencies, schools, and food cupboards, to address the expansion of services related to healthy eating options and healthy nutrition education in piscataquis county.
						Monitor & Evaluate	Using outcome measures associated with action plan, monitoring and evaluation of plan will occur to guide and ammend existing and future plan activities.

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4.11	Increase the number of employers with a PAN priority population workforce who use the HMP Worksite Health Framework to address healthy eating and healthy weight management	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley	Cindy Herbest	<p>4.11a Collaborate with employers/worksites to implement the HMP framework to assess, plan, implement and evaluate their worksite health promotion and disease prevention initiatives related to nutrition</p> <p>4.11b Educate employers and employees (worksites) on the health benefits of offering healthier choices in the cafeteria, vending machines, on and off site meetings, fundraising events, etc at the worksite</p> <p>4.11c Provide decision makers at worksites with technical assistance and training on PAN Action packets focused on nutrition ( Vending, group events and meetings) and using point of decision prompts</p> <p>4.11e Provide information and technical assistance to worksites to include nutrition questions in health risk assessments (HRAs)</p> <p>4.11f Assist worksites with developing and implementing an honor system for healthy snack programs or policies</p>	Build Capacity & Mobilize	Work with worksites and the chamber to bring awareness to the health benefits of a PAN workforce.
						Assess Needs & Assets	By utilizing worksite survey's will allow me to determine what their needs are.
						Develop Action Plan	Develop and instruct Eight Weeks to Wellness Program for worksites and the community.
						Implement	Educate through the adult education system. Continue to encourage and monitor a Healthy Snack Program.
						Monitor & Evaluate	Maintain relationships with worksite Wellness Teams and monitor lifestyle change through health risk assessments.

## Work Plan Matrix

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Health Promotion Category: Physical Activity / Sun Exposure

OBJ #	Local Objective	Youth or Youth Involvement	Town/School	Lead Person/ Group	Strategies	Steps	Planning Notes
5.6	Increase the number of local community facilities and programs that offer access for families to be physically active together	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Cindy Herbest	5.6a Identify and promote existing Maine programs, facilities, and initiatives designed to increase physical activity (e.g., Healthy DOE/Maine Walks, Winter Kids, All Children Exercise MGCPFSHW Simultaneously [ACES]) to community decision makers. 5.6b Provide information and technical assistance to appropriate community organizations to provide opportunities (facilities, programs, events) for family-based physical activity 5.6d Assist community organizations with policy development, adoption and implementation for opening community facilities for community use, including gymnasiums, ball fields, walking routes (indoor and outdoor), fitness centers and school gardens	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Promote PPHC website with local activity guide and update 211 Maine resources.  Determine what the community interests are and share through local chamber e-blasts.  Offer programs and ideas for family activity through worksite wellness newsletters.  Promote awareness of opportunities through PPHC website and chamber e-blasts.  Evaluate the enrollment and participation of worksites at local gyms and fitness classes.

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5.7	Increase aging adult local access to and participation in evidence based physical activity promotion programs [ie Matter of Balance]	No	Bradford, Corinth, Dexter, Dover-Foxcroft, Greenville, Guilford, Lagrange, Milo, Sangerville	Cindy Herbest	5.7a Train community members to provide evidence-based programs such as Enhance Fitness to aging adults 5.7b Promote local opportunities for evidence-based physical activity programs for aging adults	Build Capacity & Mobilize	Continue to work with Friends of Community Fitness to promote Enhanced Fitness Programs in surrounding towns along with Matter of Balance.
						Assess Needs & Assets	Going into the smaller towns to see if they are offering Senior Fitness Programs or if they can possibly travel to a close location.
						Develop Action Plan	Continue to stay in close contact with Gayle Worden at Friends of Fitness.
						Implement	Invite other areas to view the class I instruct through Milo Rec. Dept. to generate interest and enthusiasm.
						Monitor & Evaluate	Stay in touch with newly trained instructors.
5.10	Increase the number of worksite policies and community awareness campaigns for sun exposure protection	No	Brownville, Corinth, Dexter, Dover-Foxcroft, Greenville, Milo	Cindy Herbest	5.10b Educate community members about sun safety behavior at fairs, supermarkets, library, churches, etc. 5.10c Encourage employers to construct shades, provide sun screen, hats and sun glasses for outdoor staff. 5.10d Advocate for communities to provide trees and other shading structures for parks and outdoor recreational facilities.	Build Capacity & Mobilize	Continue to collaborate with Piscataquis Chamber of Commerce and worksites to promote sun safety at all levels.
						Assess Needs & Assets	Identify worksites with employees at risk for sun exposure.
						Develop Action Plan	Continue to use E-blast and PPHC website to deliver the message on sun-safety.
						Implement	Provide sun safety resources to worksites, libraries and golf courses.
						Monitor & Evaluate	Utilize the worksite monthly quiz to determine how well sun safety resources were received.

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5.11	Increase the number of employers with a PAN priority population workforce who use the HMP Worksite Health Framework to address physical activity, especially through policies and environments	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Cindy Herbest	5.11a Collaborate with employers/worksites to implement the HMP framework to assess, plan, implement and evaluate their worksite health promotion and disease prevention initiatives related to physical activity 5.11b Educate employers and employees (worksites) on the health benefits of physical activity 5.11c Provide information and technical assistance to worksites to offer onsite opportunities for physical activity including walking paths, exercise/activity areas, stairwell routes, activity routines, videos, walking clubs, point of decision prompts and other 5.11d Provide information and technical assistance to worksites to promote offsite places for physical activity including local walking routes, public places for physical activity and others 5.11e Provide information and technical assistance to worksites to provide employees access to physical activity programs such as March into May, Move and Improve, Maine in Motion, Anthem Rewards and others 5.11f Provide information and t	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement    Monitor & Evaluate	Currently working with three worksites and Mayo Regional Hospital to promote or increase physical activity. Plan to engage seven additional sites.  Work with Wellness Team and using Employee Interests Survey's to determine their needs.  Develop a program and policy changes to meet employer and employee needs at worksites.  Implemented seven-mile challenge at worksites to promote physical activity and motivate employees. Provide TA about existing Physical Activity Programs and the opportunity for corporate memberships. Implemented a full day of activity opportunities for Mayo Employees on NEHF Day including yoga, group walking and bike to work. Started a yoga and tai chi class for Mayo employees after an interest was generated from NEHF Day.  Evaluate the success of each physical activity program within worksites.
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Health Promotion Category: Chronic Disease – Early ID & Treatment

OBJ #	Local Objective	Youth or Youth Involvement	Town/School	Lead Person/ Group	Strategies	Steps	Planning Notes
6.4	Increase the number of young and older adults diagnosed w/diabetes who have received formal diabetes education as a result of clinical referral or local awareness campaigns	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	6.4b Agreements with local media to run PSA on NDEP awareness campaign "Control Your Diabetes for Life" with script of local diabetes education resources.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Capacity Built.  Need has been Identified.  Continue to work collaboratively with the Penquis District to promote PSAs, promote What You Do Matters web-site and newsletter to include NDEP awareness campaign.  A minimum of one radio spot promoted on area radio stations and articles included in What You Do Matters and prepared articles submitted to local media outlets during American Diabetes Month in November 2010.

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

6.5	Increase the number of worksites, organizations, and neighborhoods [50+ workforce, members, clients or residents] with local access to information on colorectal cancer and the importance of screening	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Lisa Kingsbury	6.5a Encourage employers to provide education about the benefits of colorectal cancer screening. 6.5c Provide educational opportunities for the community to learn about the benefits of colorectal cancer screening 6.5e Provide communications about colorectal cancer prevention and screening through emails, newsletters and other outlets.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan	Capacity Built.  Need has been Identified.  Continue to work collaboratively with the Penquis District to promote PSAs, promote What You Do Matters web-site and newsletter to include Colon Cancer Screenings, provide presentation to community organizations and employers as requested, and provide information to community organizations and employers as requested.
						Implement	A minimum of one radio spot promoted on area radio stations and articles included in What You Do Matters and prepared articles submitted to local media outlets during Colon Cancer Awareness Month in March 2011.
						Monitor & Evaluate	

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

6.6	Increase awareness of the importance of and access to mammograms and clinical breast exams in local worksites with a significant proportion of employees 40 years and older	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Cindy Herbest	6.6b Distribute information about breast and cervical cancer screening to employees such as information about the Maine Breast and Cervical Health Program (MBCHP) and the American Cancer Society (ACS)	Build Capacity & Mobilize	
						Assess Needs & Assets	Assess which worksites are in need of breast cancer education. Assess how I can utilize PCP to assist with referrals.
						Develop Action Plan	Distribute resources to employers engaged in HMP Worksite Framework development. Utilize E-blast, PPHC website and worksite newsletters to provide information and education on breast cancer to the public.
						Implement	Focused distribution during Breast and Cervical Cancer Awareness months during the month of October. Target a minimum of 10 employers, and presentation to a minimum of 2 community organizations.
						Monitor & Evaluate	Using feedback from worksites through monthly quiz to monitor how well the information was received.

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

6.7	Increase the number of employees who are aware of the signs and symptoms of heart attack and of stroke and to know when to call 911	No	, Corinth, Dexter, Dover -Foxcroft, Greenville, Guilford, Milo	Cindy Herbest	6.7b Provide technical assistance and resources to worksites so they can use multiple communications and channels to educate their employees about the signs and symptoms of heart attack and importance of calling 911. 6.7c Provide technical assistance and resources to worksites so they can use multiple communications and channels to educate their employees about the signs and symptoms of stroke and importance of calling 911. 6.7f Provide TA and resources to worksites to integrate signs and symptoms/call 911 information into existing worksite systems, such as: employee orientation, in-services, and ongoing communications.	Build Capacity & Mobilize	Provide three current worksites with resources heart health and stroke.
						Assess Needs & Assets	Use Employee Behavior Survey to assess the worksite needs and assess which worksites need to integrate a plan or change an existing plan.
						Develop Action Plan	Provide TA and resources to employers engaged in HMP Worksite Framework development on the signs and symptoms of Heart Attack and Stroke and the importance of calling 911. Develop Emergency Contact Cards for businesses to utilize.
						Implement	Target a minimum of 10 employers, and presentation to a minimum of 2 community organizations.
						Monitor & Evaluate	Utilize the worksite monthly quiz to evaluate the effectiveness of plan and procedure.

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

6.9	Decrease the number of avoidable emergency room [ER] visits and hospitalizations due to heart attack, stroke, diabetes, asthma and cancers	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Robin Mayo	6.9a Partner with diabetes educators or PCP's to write articles in local newspapers on diabetes control and management topics. 6.9b Partner with diabetes educators or PCP's to write articles for hospital newsletters on diabetes control and management topics. 6.9g Partner with local hospitals and cardiac and stroke rehabilitation programs on CVD secondary prevention (nutrition, tobacco cessation, physical activity, blood pressure and cholesterol, etc.). 6.9h Partner with local hospitals and cardiac and stroke rehabilitation programs to disseminate secondary CVD prevention resources to patients and families (nutrition, tobacco cessation, physical activity, blood pressure and cholesterol, etc.). 6.9i Coordinate and disseminate education and public information on risk factor reduction and local resources to people at risk for chronic diseases through partners (hospitals, provider offices, service agencies, civic orgs. worksites, etc.).	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement        Monitor & Evaluate	Although this will not be a primary goal of ours this coming year, because we have developed relationships with PCPs, Hospitals, and Heartwise. They know we have resources available and we have collaborated with them in the past on news articles and PSAs. We will continue to work collaboratively with the Penquis District to promote PSAs, promote What You Do Matters web-site and newsletter to include diabetes and cardiovascular health messaging.
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## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

6.10	Decrease the number of avoidable heart attack and stroke deaths that occur before transport to health care in communities [Heart Safe Community]	No	Greenville, Milo	Robin Mayo	6.10a Partner with local HeartSafe Communities on heart attack and stroke initiatives. 6.10c Work with partners to disseminate educational materials to at risk groups and their families on 1) There are effective treatments available for heart attack; 2) Timelines for treatment are short and it is critical that care be sought as soon as symptoms a 6.10d Work with partners to disseminate educational materials to at risk groups and their families that 1) There are effective treatments available for stroke; 2) Timelines for treatment are short and it is critical that care be sought as soon as symptoms appea	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement          Monitor & Evaluate	C.A. Dean EMS Service was recognized in 2010 as a Heartsafe Community EMS Provider. We had originally targeted Three Rivers Ambulance in Milo, but they may be moving towards combining with Mayo EMS Service in the near future. We will continue to support EMS Systems only as requested. All EMS providers within our local service area are actively involved in Heart Safe Communities except for Three Rivers EMS, but they have a close working relationship with Mayo EMS.
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## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

6.11	Increase the number of employers with at risk workforces, including SAUs, who use the HMP Worksite Health Framework to increase identification & treatment of, and reduce avoidable hospitalizations and deaths due to, chronic diseases [heart attack, stroke, diabetes, cancers, asthma]	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Cindy Herbest	6.11f Assist worksites to post emergency contact numbers and directions to the facility by the phone so external emergency response can be quickly summoned.	Build Capacity & Mobilize	Continue to expand relationships with local area business and Chamber of Commerce. Collaborate with EMC providers and Sheriff Dispatch to provide information regarding emergency planning.
						Assess Needs & Assets	The need has been identified.
						Develop Action Plan	Emergency Contact Cards Developed, provide education and TA to worksites and community organizations.
						Implement	Provided 3 education sessions to community organizations (Kiwanis) and work with a minimum of 10 area businesses to utilize Emergency Contact cards previously developed. Plan to tweak the presentation to offer it to sau's.
						Monitor & Evaluate	Will monitor with feedback.

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

Health Promotion Category: Chronic Disease – Access to Self Management Supports

OBJ #	Local Objective	Youth or Youth Involvement	Town/School	Lead Person/ Group	Strategies	Steps	Planning Notes
7.1	Increase the number of at risk people who are able to access and understand how to use clinical and community supports for self management of health status related to chronic diseases	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Robin Mayo	7.1a Work with partners to address access and health literacy related community supports for chronic disease self management.	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan  Implement  Monitor & Evaluate	Continue efforts to facilitate the listing of new or unlisted CDSM resources in 211. Continue to promote and support Penquis Resource Exchange Directory and support updates to this local resource.  Continue efforts to facilitate the listing of new or unlisted CDSM resources in 211. Continue to promote and support Penquis Resource Exchange Directory and support updates to this local resource.

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

7.2	Increase the number of towns with access to all six types of self care management resources for people at risk for or diagnosed with chronic diseases	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Robin Mayo	7.2b Work with partners to identify, develop, and distribute resources that identify community supports for chronic disease self management (e.g., guides, lists on access to medications or prescription drug assistance programs, support groups, and community pr	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan    Implement  Monitor & Evaluate	          Promote the use of 2-1-1 as a resource to assist those with chronic disease, provide 2-1-1 promotional resources to municipalities, libraries, PCPs, etc. Promote Keep Me Well HRA.
7.3	Increase the number of primary care health care provider practices and community health centers that use the Care Model relationship to community partners	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Robin Mayo	7.3c Work with partners to survey health care providers' needs and barriers regarding the community component of the Care Model and develop a plan to address the needs. 7.3e Work with health care practices to share and promote use of community programs, outreach and support groups (information collected from assessment).	Build Capacity & Mobilize  Assess Needs & Assets  Develop Action Plan    Implement  Monitor & Evaluate	          Continue to work with PCPs (Mayo Primary Associates) and PCMH pilot (Dr. Reddy's Office) site to identify needs and assets. Have not yet been provided with appendix tool identified in Rider A.  Conduct questionnaire with Office Managers to help identify needs and barriers and improve understanding of care model and utilizing community resources and programs.  Implement Appendix Tool once provided.

## Work Plan Matrix

This report documents by Health Promotion Category chosen objectives, aligned strategies, and process step planning notes.

7.4	Increase the number of employers with a workforce at risk for or diagnosed chronic diseases, including SAUs, who use the HMP Worksite Health Framework to increase access and self management supports for employees	No	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Cindy Herbst	7.4d Provide and encourage dissemination of resources that identify community programs related to self management of chronic disease to worksites and their employees, such as guides and listings. 7.4e Provide TA and resources to worksites to educate at risk employees about risk factors for chronic disease and the importance of self management of high blood pressure, high cholesterol with various educational methods such as lunch & learns, in-service,	Build Capacity & Mobilize	Continue to collaborate with worksites and engage new worksites.
						Assess Needs & Assets	Need has been identified.
						Develop Action Plan	Promote 2-1-1 resources and Keep Me Well HRA.
						Implement	Promote 2-1-1 resources and Keep Me Well HRA. Target a minimum of 10 employers Implement the education through payroll stuffers and E-blast.
						Monitor & Evaluate	Complete monthly Keep Me Well Log.
7.9	Increase the number of clinicians who refer youth and adults to community resources for physical activity and healthy nutrition resources	Yes	, Abbot, Atkinson, Beaver Cove, Blanchard Twp, Bowerbank, Bradford, Brownville, Charleston, Corinth, Dexter, Dover-Foxcroft, Exeter, Garland, Greenville, Guilford, Hudson, Kenduskeag, Lagrange, Medford, Milo, Monson, Parkman, Sangerville, Sebec, Shirley, Wellington, Willimantic	Robin Mayo	7.9a Collaborate with appropriate partners (MCPH Maine Youth Overweight Collaborative, ME-AAP) to create local referral networks for primary care clinicians. 7.9b Work with partners to develop a resource guide for providers to refer youth to local community organizations for physical activity (e.g., Boys and Girls Clubs, Community Centers, YMCAs, ME-AAP and YWCAs). 7.9c Work with partners to develop a resource guide for providers to refer adults to local community resources for physical activity (e.g., local gyms, adult education classes, community centers, senior centers, YMCAs, YWCAs). 7.9h Provide clinicians with supportive tools and resources to help them to recommend physical activity for youth. 7.9i Provide clinicians with supportive tools and resources to help them to recommend physical activity for adults of all ages.	Build Capacity & Mobilize	
						Assess Needs & Assets	
						Develop Action Plan	
						Implement	
						Monitor & Evaluate	