

# Healthy Waldo County Newsletter



August 2010

 A Local Healthy Maine Partnership

**America's Night Out Against Crime - Aug. 3rd**

**World Breastfeeding Week - 1 - 7**

**Health Center Week - 8 - 14**

**Cataract Awareness Month**

**Eye Health & Safety Month**

**Immunization Awareness Month**

## Self Care is part of Health Care



What do we mean, "Self care is a part of health care"? To us it is knowing the benefits of making balanced health promoting choices and then taking action, knowing that the choices you are making day to day are improving the quality of your life. Individual health strengthens our community and a healthy community benefits all of us.

Healthy Waldo County's mission is to work with community partners to contribute to the health and well being of our community. The emphasis of our activities is on:

- **Tobacco use prevention, cessation and reduction of secondhand smoke**
- **Healthy Eating and Physical Activity**
- **Substance & Alcohol Abuse Prevention**
- **Chronic Disease Management**
- **Worksite Wellness**

Through education we all can learn strategies that will promote better health and reduce the factors that contribute to many diseases and accidents. We can also improve the health of our younger generations by teaching prevention strategies and by demonstrating healthy behaviors ourselves. Success involves the whole community.

Healthy Waldo County is part of the Healthy Maine Partnerships and we have program materials that we'd love to share with you. This month's newsletter is devoted to introducing you to these programs. Please give us a call or drop us an email for more information.

Self Care is an important part of your health care.

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**Breast feeding offers many benefits to your baby.** Breast milk contains the right balance of nutrients to help your infant grow into a strong and healthy toddler. Some of the nutrients in breast milk also help protect your infant against some common childhood illnesses and infections. It may also help your health. Certain types of cancer may occur less often in mothers who have breastfed their babies.

Women who don't have health problems should try to give their babies breast milk for at least the first six months of life. There are some cases when it's better not to breast feed. If you have HIV or active tuberculosis, you should not breast feed because you could give the infection to your baby. Certain medicines, illegal drugs, and alcohol can also pass through the breast milk and cause harm to your baby.

NIH: National Institute of Child Health and Human Development

### Inside this issue:

<i>Worksite Wellness</i>	2
<i>Keep ME Well &amp; 2-1-1</i>	2
<i>Maine CDC &amp; EEE</i>	2
<i>Tobacco</i>	3
<i>Let's Go Waldo 5210</i>	3
<i>Substance Abuse Prevention Project</i>	4
<i>Contact us</i>	4

## Worksite Wellness

The bottom line is a concern for every business, and for any company healthy employees is a key factor in productivity, and efficiency. A healthy community is also an important consideration for new relocating businesses. Healthy Waldo County help can get you started with [Healthy Maine Works](#) worksite wellness program.



[Healthy Maine Works](#) is an online toolkit that guides employers in developing worksite wellness programs. It offers individual and organizational assessment tools to establish health related priorities, provides detailed recommendations for new programs, and allows users to sort and prioritize interventions into a wellness action plan. With no-costs and minimal time commitment, [Healthy Maine Works](#) greatly simplifies the process of choosing the right interventions for worksite wellness programs.

## Keep ME Well

[Keep ME Well](#) is an on line tool designed to help Maine residents 18 years and older assess their risk for chronic diseases, improve their health through education, and link them to local resources and supports that can help decrease their risk of chronic disease and improve their health. Go to... [keepmewell.org](http://keepmewell.org)



[Keep ME Well](#) has two main web components. The first is an assessment that Maine residents, 18 years and older, can complete. Based on their answers to a series of health questions, a personalized report will be generated, that positively reinforces areas of low risk, encourages the individual to take steps to improve areas of high risk, and provides links to local resources that can help with disease prevention and management. The second is a tool to help Mainers, especially those who are uninsured or underinsured, learn about low-cost healthcare services in their local area. This is a free and confidential service.

## About Maine 2-1-1



### 2-1-1 is Quick and Easy to Use:

We all know to dial 9-1-1 for medical and health emergencies. We also know to dial 4-1-1 for directory assistance. And now, finding the answers to health and human services information and resources is as quick and easy as dialing 2-1-1 or logging onto [211maine.org](http://211maine.org).

## Maine CDC & Public Health

Healthy Waldo County works closely with Maine's public health department. We collaborate with experts in many areas of public health to provide written information and/or public speakers on various prevention topics such as:

- \* Immunization
- \* Lead Poisoning Prevention
- \* Colorectal Cancer Screening
- \* Vector born diseases, like Lyme and EEE

**For more information and for printable materials go to the Maine CDC website at <http://www.maine.gov/dhhs/boh/index.shtml> or use your internet browser and look for Maine CDC**



## EEE Eastern Equine Encephalitis in Maine 2010

EEE is established in Maine, and people are at risk for EEE disease through the bite of an infected mosquito. Symptoms of EEE begin with sudden fever, headache, chills and vomiting. It can progress to confusion, seizures, and coma. Most at risk are children and adults over 50 years old. The only way to prevent EEE is to protect yourself and family from mosquito bites.

### Ways to prevent Mosquito bites:

\* Use insect repellent \* Wear long-sleeved shirts, long pants & socks \* Place mosquito netting over infants \* Stay indoors at peak mosquito biting times, Dawn & Dusk \* **Empty water from flower pots, buckets, barrels, tires, kids pools & any other water holding container** \* Call the University of Maine Cooperative Extension on property insecticide use at the Waldo County office (207) 342-5971.

### What to know about using repellents:

\* Always follow label directions \* Reapply as needed \* **Do Not Apply to Eyes or Mouth** \* Do not apply to children's hands, they end up in their mouth

### About insect repellents:

- Use on exposed skin or clothing: \* **DEET** products such as OFF!, Cutter, Sawyer, & Ultrathon \* **Picaridin** products such as Cutter Advanced & Skin SO Soft Bug Guard Plus \* **Oil of Lemon Eucalyptus** products such as Repel ( Not approved for use on children under 3 years old) \* **IR3535** product such as Skin So Soft Bug Guard Plus Expedition
- Use only on clothing or gear: \* **Permethrin** products such as Repel Permanone, Sawyer Permethrin for Clothing

## Tobacco Use Prevention, Cessation & Second Hand Smoke

What if the upcoming generations did not use any tobacco products? We could reduce our healthcare costs, and personal loss. Because tobacco companies continue to create new products enticing new customers and because they use huge amounts of advertising dollars appealing to youth; your involvement is vital in creating a tobacco-free environment that is companionate to those caught in nicotine addiction and supportive our youth's decision to stay tobacco-free.

**Smoking is the leading cause of preventable death in the United States.** Cigarette smoking and exposure to secondhand smoke cause an estimated average of 438,000 premature deaths each year in the United States.

Eighty-five percent of people who start smoking before age 19 become lifelong smokers and are far more likely to die prematurely from heart or lung disease. Tobacco use leads to hundreds of millions of dollars a year in health care costs in Maine alone. There has been a recent rise in teen tobacco use. Prevention conversations, tobacco policy enforcement and positive role modeling are important strategies to reverse this trend.

Healthy Waldo County works closely with **The Partnership for a Tobacco Free Maine**, PTM, whose mission is to reduce death and disability due to tobacco use among Maine citizens by creating an environment that is supportive of a tobacco-free life. [www.tobaccofreemaine.org](http://www.tobaccofreemaine.org)

This statewide program focuses its efforts primarily on population-based strategies and policy and environmental change. It has four primary goals:

- Prevent youth and young adults from starting to use tobacco
- Motivate and assist tobacco users to quit
- Eliminate involuntary exposure to secondhand smoke
- Identify and eliminate disparities to tobacco use among special population groups

**Healthy Waldo County** can help your school, business, service organization, rental property owner or town office develop and implement **tobacco-free policies**. We have free educational brochures and guides to help you understand and communicate the benefits of creating a tobacco-free environment.

We can also help retailers to train staff on how to sell tobacco products responsibly, using the **NO BUTS!** Program. Enforcement of tobacco sales is a vital component in combating underage tobacco use. The NO BUTS! (Blocking Underage Tobacco Sales) program was created jointly by the Maine State Attorney General's Office and PTM in an effort to remind employers, managers and employees that, along with stiff fines and penalties for selling tobacco to underage consumers, there is a compelling public health incentive for blocking tobacco sales to minors. No BUTS! enhances Maine's efforts to enforce tobacco sales laws in two ways: by giving retailers the tools they need to avoid selling tobacco to minors, and rewarding the overwhelming majority of Maine retailers who are already doing a good job.

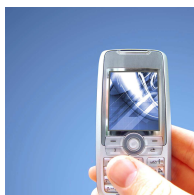
**The Maine Tobacco Helpline** is a free service to any Mainer interested in quitting or ready to quit tobacco, the call is confidential, supportive and convenient. **1-800-207-1230** Tips for supporting others to quit are also available.

Are you part of a **social service organization**? We can arrange for the Mid-Coast District Tobacco Coordinator to talk with your staff about having **Confident Conversations** with clients who use tobacco products. Your staff will understand the dangers of exposure to secondhand smoke, be able to talk about tobacco use prevention and will understand how to support a tobacco user who is thinking about quitting.

## Let's Go Waldo 5210

**Let's Go 5210** offers healthy choice messaging materials for **Schools, Child Care, Physician Offices, After School Programs, Worksites** and the **Community**. The materials are easy and fun to use and there is lots of support from the Portland based Let's Go team. Healthy Waldo County, RSU 20 and MSAD 3 have joined together to form an action team that is collaborating to address the very high childhood obesity rates in Waldo County. The health of our children depends on messages we as parents, teachers and community members support as well as the choices we offer our children. Leading by example makes change possible and small daily changes add up. Switching from drinking soda to drinking more water is a great place to start.

Look at the Let's Go website for more ideas [www.lets-go.org](http://www.lets-go.org)



**Healthy Waldo County can help you get started using the Child Care Toolkit or Physician Toolkit**  
\*Give us a call 930-6761 or 930-2650\*

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## Healthy Waldo County Substance Abuse Prevention Project

With support from Maine's Office of Substance Abuse, Healthy Waldo County works to reduce underage drinking and high risk drinking by young adults.

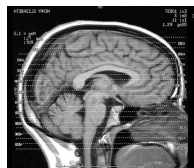
We focus on alcohol because it is an easily available "drug of choice" and because statistics demonstrate that young people are 6.5 times more likely to be killed or injured in alcohol related incidents than all other drugs combined.

### Healthy Waldo County provides:

- Information to parents with 2 themes – *Find Out More, Do More* and *Parents Who Host, Lose the Most*
- Table Talk meetings for groups of parents hosted in a family's home
- A five-week course called Guiding Good Choices for parents of 9 to 14 year olds working in collaboration with RSU 20 after-school program
- Worksite education and assistance to employers who want to develop a worksite Substance Abuse Policy
- Training for alcohol licensees, including stores, bars and restaurants called *Responsible Beverage Service* and consultation concerning store display and sales practices
- Information to the public on local law enforcement's *Save A Life, Report A Party* encouraging a call to a special number to report an underage drinking party
- A new campaign called *Party Smarter* working with local bars and colleges to distribute materials to raise awareness of the consequences of high risk drinking by young adults

If you would like to be involved in this work, have some ideas about how we can be more effective or would like more information, contact Patrick Walsh at 338-2200 ext 109 or [pwalsh@brmaine.org](mailto:pwalsh@brmaine.org).

Individual choices about drinking alcohol or using other drugs are influenced by what are called "community norms". Where the norms are favorable and adults model the behavior, hold an expectation that youth will "experiment" and do little to enforce rules and laws, the community has a problem. In order to change those norms, it is necessary for the entire community to be involved. Parents and other adults need to be aware that children as young as 11 or 12 are using alcohol, inhalants, prescription drugs, marijuana and other illegal drugs. For most adults, that is not what they remember from their youth. To them, it may have been common for adolescents to have their first drug exposure with alcohol some time in high school. It is that experience which confronts us in our prevention work, the idea that "we all did it and we are ok". The sad reality is that young people who begin drinking prior to age 15 are 4 times more likely to have an adult substance abuse problem; and before 17 are still twice as likely to develop those problems. For most people, having no exposure to alcohol, tobacco or other addictive substances before age 21, means that they would be far less likely to develop an addiction. It has to do with brain development, which we now know continues until somewhere between the ages of 22 and 25.



[www.healthywaldocounty.org](http://www.healthywaldocounty.org)

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