



HEALTHY MAINE STREETS

Where wellness works



healthy communities

Creating vibrant downtowns through community leadership focused on developing place-based worksite wellness. Healthy Maine Streets connects small businesses with creative opportunities to make the healthy choice the easy choice. Healthy people build downtown vitality, fuel economic growth and strengthen our quality of place for future generations.

Worksite Wellness. Community Leadership. Downtown Vitality.

healthymainestreets.org



MCD
Public Health



A PROGRAM OF THE
MAINE
DEVELOPMENT
FOUNDATION

295 WATER STREET
SUITE 5, AUGUSTA, ME 04330
PHONE: 207-622-6345
downtown@meif.org

Healthy Maine Streets is funded by a Community Transformation Grant, a US CDC project, made possible with funding from the U.S. Centers for Disease Control and Prevention.

Collective Impact



Collective Impact
is the commitment of a
group of actors from
different sectors to a
common agenda for solving
a complex social problem.

From MDF Strategic Plan....



Four Pillars for Workforce Development



- Education and Training
- **Health and Wellness**
- Innovation and Entrepreneurship
- Attraction of new and “renewed” workers



The mission of the Maine Downtown Center:

To foster downtown revitalization that is dynamic and community-based, and results in economic development, business growth, job creation, historic preservation, housing revitalization and cultural enhancement.



USDA-RCDI grants help rural downtowns!





DO NOT
ENTER

RIGHT
TURN
ONLY


THE COUNTY
CREDIT UNION

Blue and white striped awning over a storefront.




My Green Downtown **strengthens** and **celebrates the connection** between our built and natural environments. Making full use of existing buildings and infrastructure preserves historic places, conserves natural resources and green spaces, and is a sound community investment.

My Green Downtown Four Core Principles



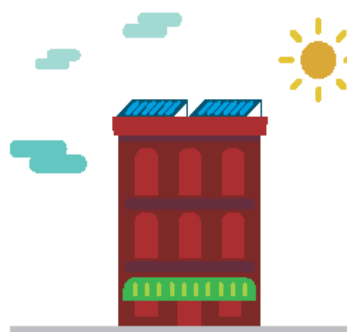
quality design

Preservation of historic buildings, compact infill developments, street trees, parks, and integrated water management make downtowns desirable and vibrant while conserving natural resources and improving air and water quality



social interaction

Accessible mixed-use buildings and spaces combined with multiple transit options make it possible for a wide range of people to live, work, shop, learn, and recreate downtown.



energy efficiency

Maximizing embodied energy within existing buildings and utilizing best practices in energy efficiency to reduce carbon footprints.



healthy communities

Walking trails, bike paths, sidewalks, pocket parks and access to healthy local foods encourage active lifestyles and wellness while supporting the local economy.

mygreendowntown.org

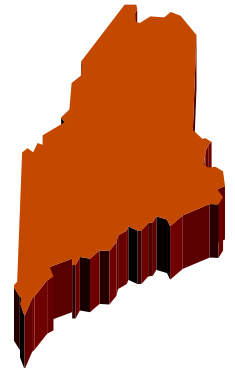
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Snapshot of Maine...




- Oldest state in the nation and getting older (only growing demographic is 60-70)
- Highest % of GDP expenditure in health care expenditures in New England (22.4) (US Avr.14.9%)
- 90% of all businesses have under 20 employees
- Workforce development huge focus of the MDF and state agencies
- **This year we crossed important threshold:** positive upward reversal in % of Maine population living in service centers – they are moving back into town!!

Case Sample: Healthy Maine Streets!



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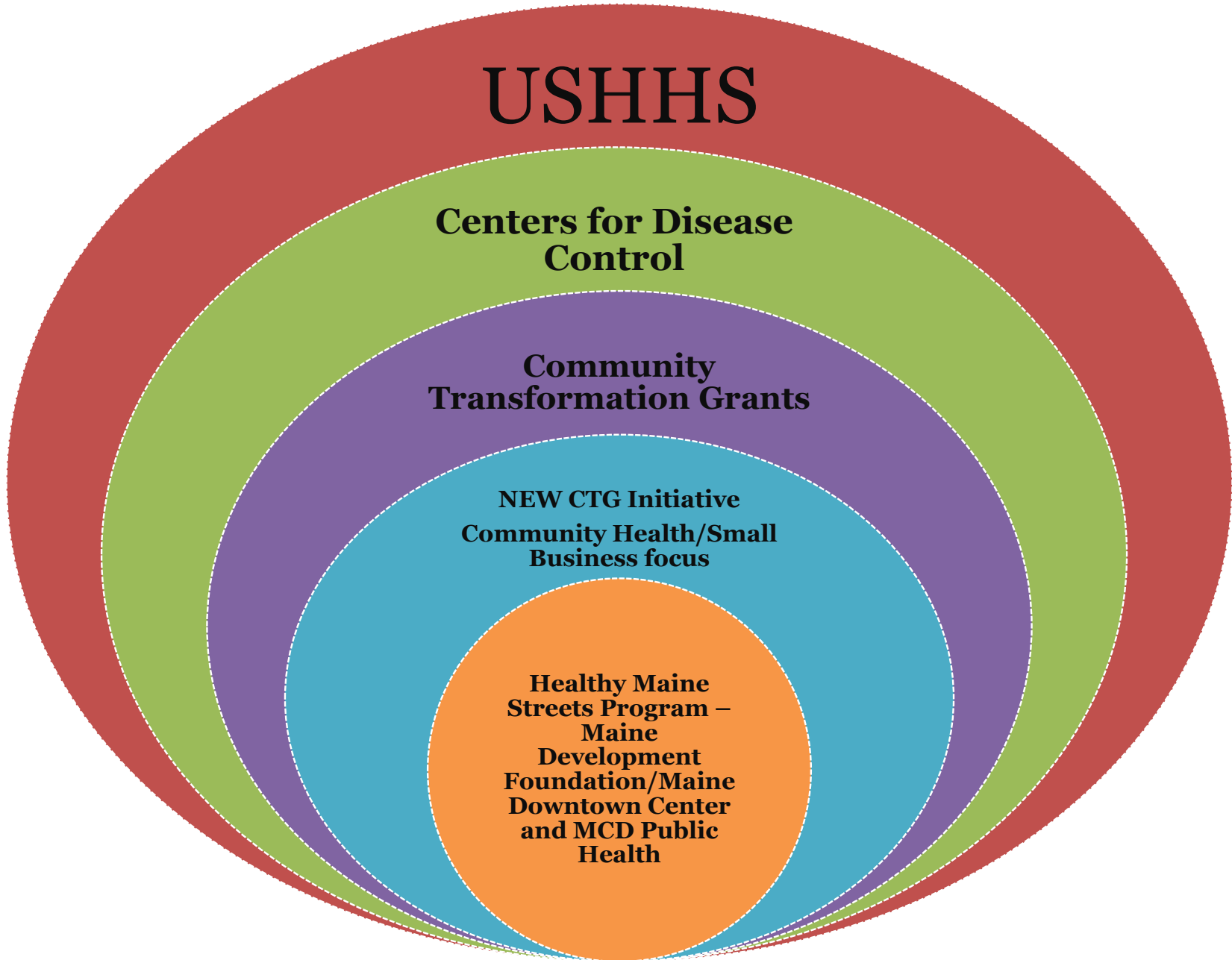
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- ✓ \$1.64 million Community Transformation Grant through the Centers for Disease Control
- ✓ 2 year unique pilot program to strengthen downtowns from the heart
- ✓ 20 downtowns/200 small businesses (sole proprietors to under 20 employees) involved in worksite wellness
- ✓ Person-centric focus creating downtown leadership and value added programming for Main Street organizations
- ✓ Sub-grants provide operations support and funding for special projects, training and marketing materials
- ✓ Leadership Team engages new statewide and local collaborators



A Genuine Partnership

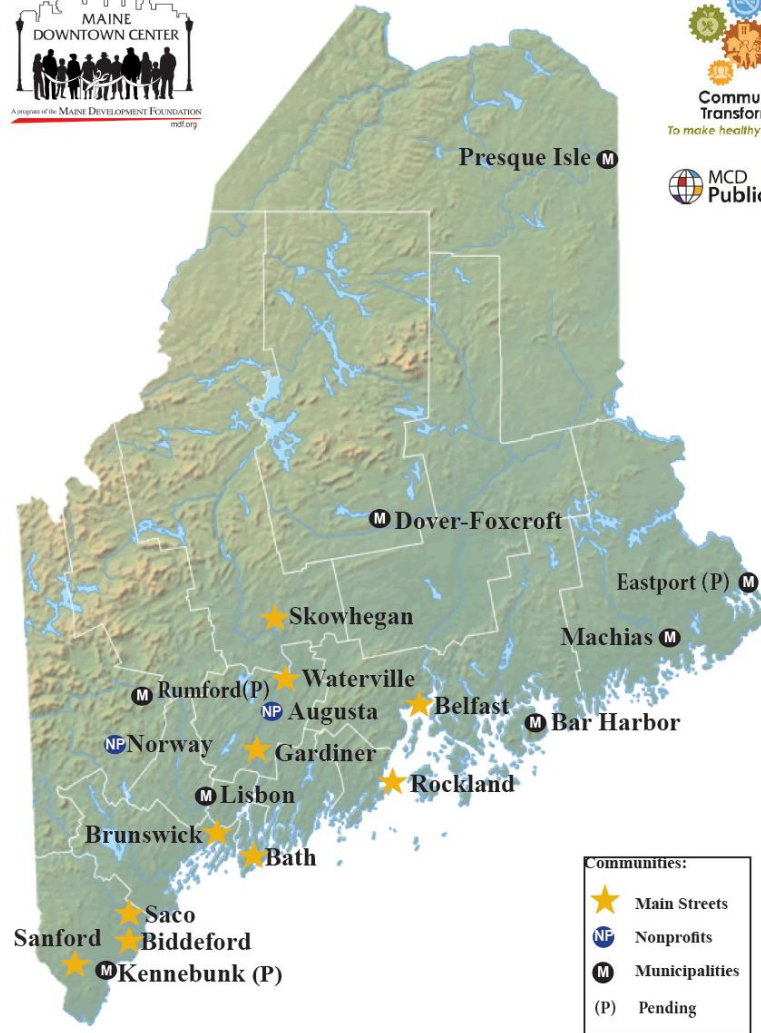


- Maine Development Foundation
- Main Street Maine Communities
- Maine Downtown Network Communities
- HMS Leadership Team
- MCD Public Health
- Community Partners



Healthy Maine Streets

Participating Communities as of March 2013



healthymainestreets.org

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Healthy Maine Streets

Mission Statement:

Creating vibrant downtowns through...
community leadership focused on developing
place-based worksite wellness.

Healthy Maine Streets connects small businesses with...
creative opportunities to make the
healthy choice the easy choice.

Healthy people.....build downtown vitality,
fuel economic growth and strengthen our
quality of place for future generations.

Worksite Wellness. Community Leadership. Downtown Vitality.

If Food Were Health Care...

If food prices had risen at the same rates as medical inflation since the 1930's, we would be paying an astronomical amount for common grocery items as evidenced below.

- ✦ 1 dozen eggs \$ 80.20
- ✦ 1 pound apples \$ 12.23
- ✦ 1 pound sugar \$ 13.70
- ✦ 1 roll toilet tissue \$ 24.20
- ✦ 1 dozen oranges \$ 107.90
- ✦ 1 pound butter \$ 102.07
- ✦ 1 pound bananas \$ 16.04
- ✦ 1 pound bacon \$ 122.48
- ✦ 1 pound beef shoulder \$ 43.57
- ✦ 1 pound of coffee \$ 64.17

10 item total \$ 586.56

*Source: American Institute for Preventive Medicine,
2007*



The Cost of Unhealthy Lifestyles



- The U.S. spends the most amount of money on health care per capita than any other industrialized country in the world.
 - 50% more the next leading country, Norway.
- The U.S. spent \$2.3 trillion on health care in 2010
 - This makes up roughly 17.9% of the U.S. GDP
 - The average cost per person in the U.S. is \$8,650
- Based on our current trend, economists are projecting the U.S. will spend \$4.6 trillion by 2020
 - The average cost per person in the U.S. would be \$13,710
 - This would make up 20% of the U.S. GDP

Source: CDC



The Full Cost of Poor Health to Employers



(2,3): Loeppke, R., et al., "Health and Productivity as a Business Strategy: A Multi-Employer Study", JOEM, 2009; 51(4): 411-428. and Edington DW, Burton WN. *Health and Productivity*. In McCunney RJ, Editor. *A Practical Approach to Occupational and Environmental Medicine*, 3rd edition. Philadelphia, PA. Lippincott, Williams and Wilkins; 2003:40-152

Worksite Wellness Framework



- Leadership Support
- Assessment
- Planning
- Implementation
- Evaluation



The four primary focus areas for Healthy Maine Streets



Healthy Maine Streets Concept



- 20 Communities
 - 10 Main Street Maine Communities
 - 10 Maine Downtown Network Communities
- Recruit 10 employers in each community
- Employers and Supporting Organizations make up Community Wellness Committee
- Community Wellness Committee works to
 - Support Employer Wellness Programs
 - Improve employee and community health through environmental changes
- Employers work to support employee health through environmental and policy changes at their worksite(s)

Leadership Support



- **Wellness Committee**
 - Chair appointed by Board of Directors
 - Committee reports to Board of Directors
- **10 Employers**
 - Letter of Commitment
 - Appointed Wellness Leader
- **Financial Support**
 - Incentives
 - Strategies / Interventions



Wellness Committee

Overseen by Main Street Board or Downtown Group

Every participating business appoints one person to serve on Committee

Committee Chair appointed by downtown board or group

Meets monthly to plan, promote, share



HMP Involvement



- Support employers and Community Wellness Team with providing technical assistance and resources for the following...
 - Physical Activity
 - Healthy Eating
 - Tobacco Use
 - Other health resources as appropriate
- Support employers and Community Wellness Teams with using Healthy Maine Works
- Serve as a member of the Community Wellness Team

Assessment



- Healthy Maine Works Planning & Assessment Tool
 - Employee Health Needs and Interest Survey
 - Worksite Inventory
- Community Health Assessment
 - Asset Resource Guide



HMS CTIPS – Physical Activity



- By September 29, 2014, increase the percentage of employers in the funded communities that implement organizational or environmental changes that support increased physical activity from 0 to 50%.
- By September 29, 2014, increase the number of communities that implement environmental changes that increase physical activity opportunities for community residents from 0 to 10.

Things you can do to increase Physical Activity



- Flex Time Policy to allow employees to incorporate physical activity during the workday
- Fitness Center Reimbursement Program
- Make Stairwells appealing (paint/decorate) to encourage people to take the stairs instead of elevators
- Develop and distribute hiking and walking maps with distance labeled

HMS CTIPS – Healthy Eating



- Increase the number of employers who implement environmental changes or programs to increase access to healthy food and beverage options for their employees from XX to YY by September 2014.
- By September 29, 2014, increase the number of communities that bring employers together to increase employee access to fruits and vegetables in the community from 0 to 10.

Things you can do to improve Healthy Eating



- Healthy Eating policy at Worksites
- Healthy Food policy for Vending Machines
- Provide subsidy / reimbursement for purchase of Farm Shares
- Create an employee vegetable garden
- Bring restaurants together to label and increase offerings of healthy food choices
- CSA shares as incentives for group competitions and business goal milestone awards

HMS CTIPS – Tobacco Use



- By September 29, 2014, increase the number of worksites that are in compliance with or exceed existing state laws on smoke-free worksites from XX to 100.
- By September 29, 2014, increase the number of communities with small employers that offer their workforces access to a shared smoking cessation activity from 0 to 3.

Things you can do to reduce Tobacco Use



- Smoke Free Workplace Policies
- Tobacco Free Worksite

- Tobacco Cessation Support Groups
- Post signage and refer tobacco users to the Maine Tobacco Helpline

Implementation



- Put plan into action
- Track progress and collect information
 - Examples include...
 - ✦ Participation rates
 - ✦ Policies developed
 - ✦ Participant satisfaction
 - ✦ Behavior Change
- Communicate progress and success stories



Employee Engagement



- Utilize effective marketing principles
- Build interest
- Reduce Roadblocks
- Provide Incentives
- Help people see the value
- Provide recognition and celebrate that you care



Evaluation



- Health Risk Change Data
- Community and Employer Environmental Changes
- Employee participation and satisfaction data
- Reports
 - 1st Quarter (January 1 – March 31) due April 15
 - 2nd Quarter (April 1-June 30) due July 15
 - 3rd Quarter (July 1-September 30) due October 15
 - 4th Quarter (October 1-December 31) due on January 15

Wellness Program ROI

- Based on more than 120 research studies, the National Business Group on Health reported that, within five years of program implementation, overall benefit-to-cost ratios (return on investment) of:
 - \$3.48 in reduced health-care costs per dollar invested.
 - \$5.82 in lower absenteeism per dollar invested.



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Healthy Maine Streets

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Non-Profit Organization

Healthy Maine Streets is a new initiative of the Maine Downtown Center, funded by a Community Transformation Grant, a US CDC project, made possible with funding from the U.S. Centers for Disease Control and Prevention.



Photos



Likes



Events

About

Highlights

Post

Photo / Video

Write something...



Share



Healthy Maine Streets shared a link.

Thursday

20 Friends

Like Healthy Maine Streets



Recent Posts by Others on Healthy Maine Streets

See All



Kala Ladenheim

This is Worksite Wellness week! Celebrate every day. He...

Ads Manager

See Your Ad He

Healthy Maine



Like · Roxann

Get More Like

Now

Launched

What Success Looks Like



Downtown Organizations/Efforts

- Strengthen Local Leadership
- Sustain Main Street Downtown Organizations
- Provide needed support to developing downtown groups

Small Business Directed

- Strengthen overall community economy one small healthier business at a time
- Positively redirect limited financial resources into the business and property

Questions?



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