



Public Health
Prevent. Promote. Protect.

Statewide Coordinating Council for Public Health District Coordinating Council¹ Update

District: CUMBERLAND

Date: 12/8/11

Brief review of decisions and outcomes from DCC meetings held since last SCC meeting. For DCC agendas and copies of minutes, please see: www.maine.gov/dhhs/boh/olph/lphd/index.shtml

The Council met on Nov 18th at the University of New England Portland campus. Agenda items:

- Maine Public Health Association presentation
- Revision of the State Oral Health Plan
- Community Transformation Grant
- Regionalization
- Financial Report
- SCC update
- Cumberland One Maine Health Community Health Forum/Needs Assessment

Ongoing or upcoming projects or priority issues:

Executive Committee has been working on strengthening the financial base of support for the Council and recruiting sponsorships/contributions from members.

Progress with District Public Health Improvement Plan:

Activities planned for completion during the quarter; Whether activities were able to be completed on schedule; Successes achieved; Barriers encountered

Flu & Pneumococcal Workgroup met monthly through August, now on hiatus until Jan, implementing 3-pronged workplan School Clinics:

- Completed and distributed School Flu Clinics "Issue Brief," worked with graphic designer (thanks to sponsorship from MaineHealth to support costs)
- Presented at the Cumberland County Supts' Association's June meeting
- Worked with Lakes Region school nurse and HomeHealth Visiting Nurses to support school clinics in RSU 61.

Adult clinics:

Primary focus during the summer and fall was on strengthening the clinic infrastructure and developing a sustainable business model for non-profit public flu clinics (how to ensure clinic revenue covers costs while ensuring access for those who can't pay?). UNE grad student helped with specific products (also with targeted priority school district support above)

- Developed "Community Partner Guide" for supporting local flu clinics
- Created mechanism for assessing county-wide coverage and coordinating planning across the 5 clinic providers
- Worked with 211 to develop more user-friendly clinic listings on 211 website
- Adapted York district's Employer toolkit

Also worked with Communications Workgroup on flu poster campaign (see below)

Communications Workgroup also has continued meeting monthly:

- Completed pilot of process/tools for creating a "Coordinated Communications Strategy" using residential mold as the topic (materials include Implementation Guide, LHO "Quick Reference Guide" and tenant/landlord fact sheets)
- Developed Coordinated Communications Strategy #2 on Flu Vaccination, including Implementation Guide, poster, newspaper ads, newsletter "drop-in article," and clinic listings. Designed poster targeting 50-64 year old adults ("Got your Flu Shot Yet?"), worked with MaineHealth on focus group testing, and with graphic designer (sponsorship by MCDC Infectious Disease Epidemiology program). Requested dissemination help from CDPHC members and other district partners. Now monitoring implementation progress, 211 calls, and clinic turnout to assess impact.
- In process: creation of a "Communications Dissemination Network" to identify and develop agreement with all relevant partners in the county who do/could play a role in disseminating public health messages to the public, including those with ability to reach vulnerable populations

Structural and Operational changes, including updates in membership.

Recent creation of Health Equity and Disparities Workgroup

Officers for 2011-12: Colleen Hilton, chair (continuing); Toho Soma, vice chair; Julie Sullivan, secretary (continuing); Deb Deatrack, Treasurer; Steve Fox, SCC rep. (All existing committee chairs continuing with the existing of Membership Committee – currently seeking new chair)

In-district or multi-district collaborations:

Flu Workgroup has been collaborating with parallel workgroups in other districts, through the District Liaisons

Other topics of interest for SCC members:

Medical Reserve Corps being established with leadership by Cumberland County EMA and collaborative effort through a developing Public Health Preparedness committee of the DCC.



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