



District Public Health Improvement Plan for Midcoast Public Health Council

June 5, 2022

Priority: **Social Determinants of Health**

Chairs: Marianne Pinkham and Connie Putnam

The overarching goal, objective and strategy for the SDOH Subcommittee is “Connecting the Dots” through education, communication and information about resources that are available within one’s community. The SDOH subcommittee’s focus will be on providing community-based education and resources from a social and community service perspective.

Goal	Objectives	Strategies
Increase awareness of social determinants of health (SDOH) factors and resources to address them in the Midcoast region.	Educate partners, the private sector and the public regarding the nature and impact of the social determinants of health	In conjunction with the MCPHD develop a speaker’s bureau that includes presentation point that explores and explain the SDOH.
	Develop educational presentations regarding the SDOH which can be integrated into curricular at K-12 schools. Create PowerPoint (video) presentations about SDOH and resources for each key indicator	

	for within the wider community.	
Tactics	EPHS #	District Partners
Identity potential speakers/resources/local examples.	3	<ul style="list-style-type: none"> • Family and Consumer Science Teachers • Heath Education Teachers • Public Health and Social Nurses • Digital Equity Resource Center
Identify learning objectives for school and community presentations and PowerPoint and video.		
Goal	Objectives	Strategies
Increase awareness of social determinants of health (SDOH) factors and resources to address them in the Midcoast region.	Educate partners, the private sector and the public regarding the availability of community resources and social service connections.	Create a simplified community-based resource document that can be used and handed out throughout the MCPHD
Tactics	EPHS #	Strategies
Distribute at Town offices, libraries, transfer stations, recreation centers, schools, food pantries, daycare (child and adult), social and community service agencies.	3	<ul style="list-style-type: none"> • Area Agencies on Aging • Age Friendly Community Network • CAP Agencies • Healthcare Systems • Social and Community Service Agencies • Community Navigators (health system and community based) • Community development and planners • Law enforcement and EMA • MCPHD Subcommittees on Access to Health and Mental Health

Priority: Access to Care

Chairs: **Cathy Cole and Melissa Fochesato**

Three goals with related objectives, strategies and tactics were identified based on various data sources included as part of the Community Health Needs Assessment (CHNA) and from the input gathered at the CHNA community forums.

The top three access to care needs identified were: 1) social, education and healthcare services/resources, 2) child dental care, and 3) youth mental health services.

Goal	Objectives	Strategies
Increase awareness and use of the FindHelp online platform for community organizations to host their local social services, education and healthcare resources, and for community members to access those resources.	Midcoast DCC members will be informed about the use of FindHelp as an online platform to host and/or find social services, education and/or healthcare resources online.	By September 2023, host one informational session at a Midcoast DCC meeting with presentations by Ellen Freedman of MaineHealth and a current community organization successfully using the platform.
Tactics	EPHS #	District Partners
Work with the Midcoast DCC Steering Committee to set a tentative date.	3	All District Partners providing social services, education and/or healthcare resources
Coordinate and confirm final date with Ellen Freedman and an active user of the system. (Courtney Vannah of MCD to recruit the active user.)		
Finalize the date with the Steering Committee		
Market to the Midcoast DCC members and invite other community organizations to attend		

Goal	Objectives	Strategies
Increase awareness of social determinants of health (SDOH) factors and resources to address them in the Midcoast region.	Recruit new community members, partners and organizations to host their resources on the platform by November 2023.	Provide community members, partners and organizations with the information needed to use FindHelp.
Tactics	EPHS #	District Partners
During the presentation, walk participants through the process of adding their resources to FindHelp; offer contact(s) for assistance after the meeting.	3	All District Partners providing social services, education and/or healthcare resources
Coordinate and confirm final date with Ellen Freedman and an active user of the system. (Courtney Vannah of MCD to recruit the active user.)		
Finalize the date with the Steering Committee		
Market to the Midcoast DCC members and invite other community organizations to attend		
Goal	Objectives	Strategies
Increase awareness of Dental Health services and resources for schools and primary care practices.	Increase access to dental services through schools and provider practices.	Provide schools and primary care provider practices with information and resources to support dental care needs.
Tactics	EPHS #	District Partners
Work with Mid Coast Hospital and CHA Community Health Improvement Directors to discuss details for hosting informational sessions with respective hospital leader(s) with Courtney Vannah of MCD by September 2023	3	MCD, Maine Department of Education, Primary Care Provider Practices and Schools in the Midcoast District's service area.
Courtney Vannah of MCD and Cristie Barone of Maine Dept of Education to set a meeting date for Courtney to present at Central Region Community of		

Practice meeting by end of June 2023.	
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Goal	Objectives	Strategies
Review Mental Health Youth oriented training opportunities.	Inform Midcoast DCC members and other community partners of available youth mental health training resources.	Present an informational session of panelists to the Midcoast DCC members at an upcoming meeting regarding Youth Mental Health training resources by December 2023
Tactics	EPHS #	District Partners
Work with the Midcoast DCC Steering Committee to schedule a meeting date for this panel presentation by September 2023.	3	All District Partners and those organizations providing youth mental health training
Schedule panel of presenters by October 2023.		

Priority: Mental Health

Chairs: **Chris Lyman and Drexell White**

Mental illness needs strong social supports, however stigma about it creates barriers to reaching out for help. By using a strategic approach, we can increase understanding of mental health, reduce stigma, and create positive social, school and community experiences that are protective.

Goal	Objectives	Strategies
Increase awareness of mental health conditions and resources to address them in the Midcoast with a focus on anti-stigma and resiliency building interventions & communications.	By June 2023, facilitate or co-facilitate at least 1 Mental Health Education/Training session yearly at the Midcoast Public Health Council Meetings	Conduct a brief environmental scan to map mental health anti-stigma and resiliency building education & communication activities in the District.
		Identify use of Federal, State or local resources & clarify which are used for mental health “vs” substance use disorder objectives.
		Negotiate focus to includes anti-stigma and resilience building concepts
		Host one educational presentation to DCC partners and relevant stakeholders
Tactics	EPHS #	District Partners
The MH committee identifies learning objectives and potential speakers/resources/local examples.	3	<ul style="list-style-type: none"> MH Subcommittee Access to Care Subcommittee
Staff invites/confirms speakers and coordinates presentation logistics.		
The committee analyzes presentation to summarize needs for action planning steps		

Goal	Objectives	Strategies
Decrease stigma associated with mental health concerns experienced by individuals and families in the Midcoast District	By November 15, 2023, facilitate dissemination of an existing mental health Anti-Stigma MH Campaign in each of the District counties	MHC identifies Anti- Stigma Campaign for District
		Facilitate dissemination of District Communication Campaign implementation
Tactics	EPHS #	District Partners
MHC identifies and analyzes - existing Anti- Stigma Campaigns for consideration and their methodologies e.g., poster; social media; etc.- selects priority youth and adult audiences- -assures message align and do not duplicate	3	Midcoast- based experts in MH stigma
MHC recommends campaign		Midcoast based providers addressing treatment for anti-MH stigma
Steering Committee approval		Other stakeholders-agencies and groups conducting anti-stigma campaigns or planning funded by a variety of sources
Council Information and Input		
Facilitate dissemination of District Communication Campaign materials including conducting outreach to key stakeholders		
Goal	Objectives	Strategies
Increase individual and community resiliency building awareness in the Midcoast District	By November 15, 2024, facilitate at least two (2) resilience-building trainings in each county in the District	MHC identifies resiliency-building training program for the District and facilitates District implementation
		MHC identifies budget and funding sources for a contract if a subject matter expert is identified
Tactics	EPHS #	District Partners

MHC researches and recommends campaign	3	<ul style="list-style-type: none"> • Maine Resilience Building Network • Access Health • OUT Maine • United Ways • Local Health Officers • District School PH Liaison • Agencies/schools w/existing resiliency campaigns • Midcoast school and municipal libraries
SC Approval		
Council Information		
Facilitate District Communication Dissemination Campaign implementation and promote to priority community-based organizations		
MeHAF planning group developing a Community Resilience Framework for Maine's communities		