



HEALTHY MAINE STREETS

Where wellness works



healthy communities

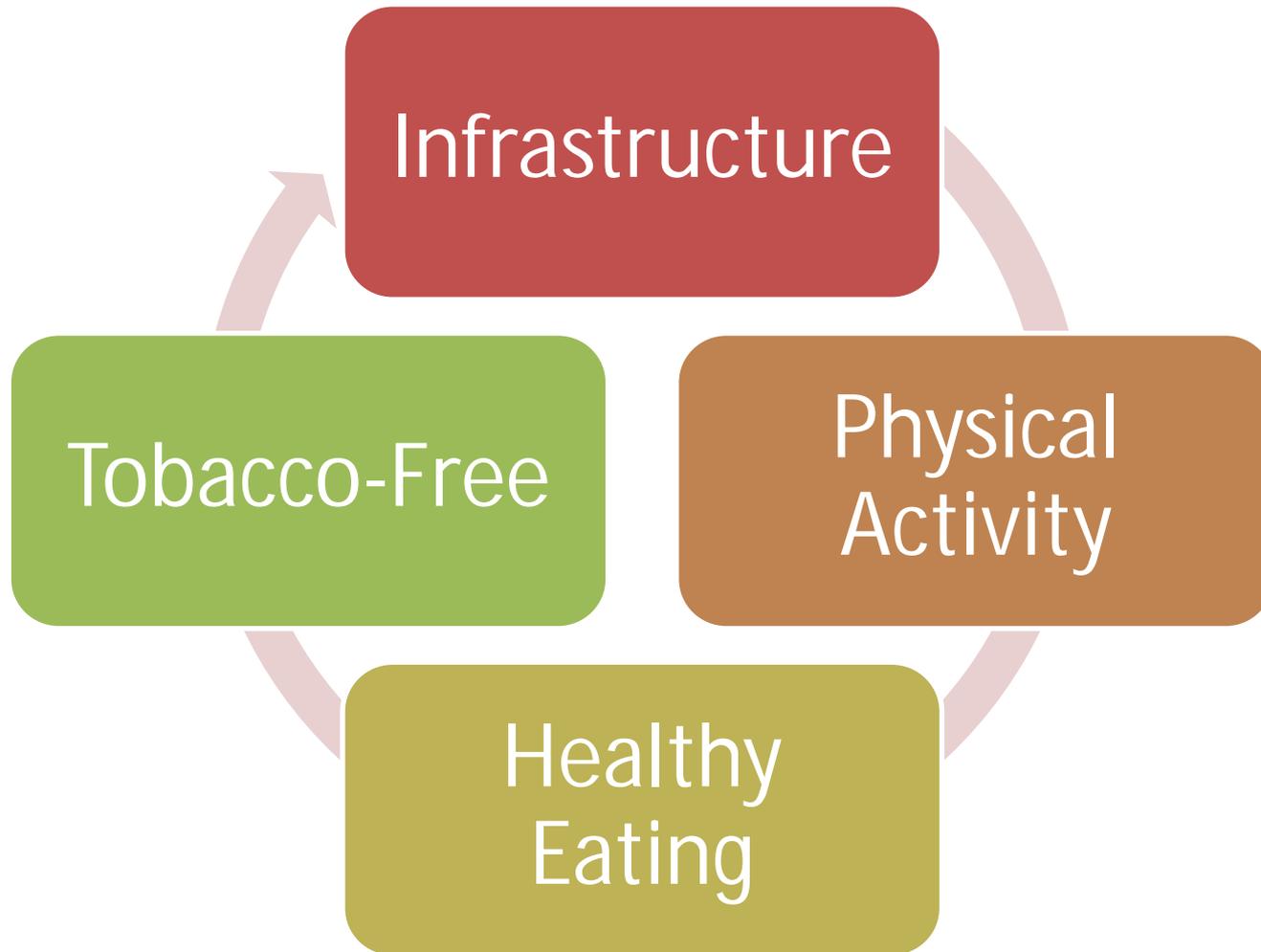


HEALTHY
MAINE STREETS

Main Street Four Point Approach®



Healthy Maine Streets Four Focus Areas



Success Stories

Infrastructure

Basic Roadmap to Good Health



Learning Each Other's Languages

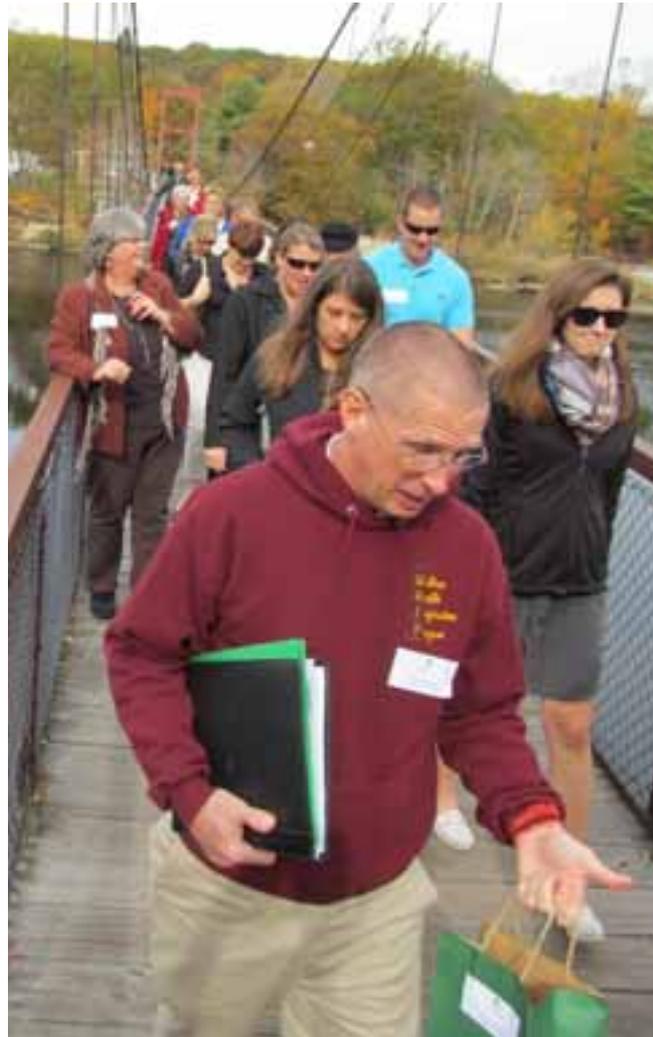


Planning Meetings

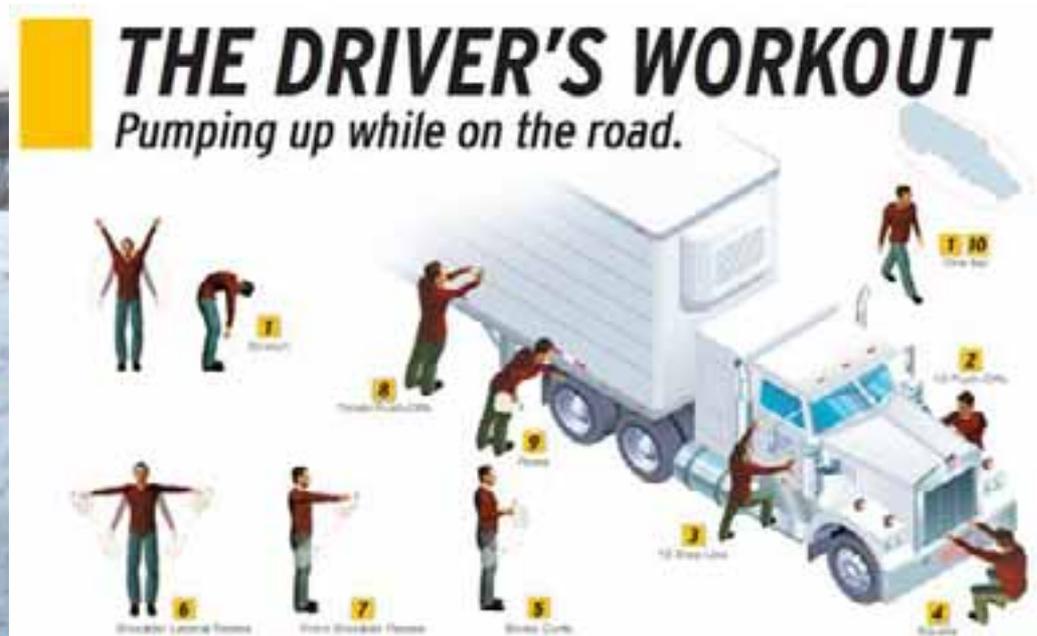


Physical Activity

HMS Event Holds Physical Activity Break



HMS Staff Members Take Frequent Stretch Breaks While Traveling To Sites



Brunswick HMS Movement on the Mall



The poster features a central green circle with the text "Get MOVING on the MALL!". To the left is a pink circle with a person doing yoga, and to the right is a pink circle with the word "FREE". Logos for Brunswick Downtown Association and Healthy Maine Streets are present. A central text block invites people to try fitness activities from noon to 1:30 PM. A yellow box contains a schedule of events from April to September.

Get MOVING on the MALL!

FREE

Brunswick
Downtown Association

HEALTHY MAINE STREETS

We invite you to try a range of fitness activities!
Open to all ages and abilities. Events take place from noon-1:30 PM (weather permitting) and meet at the gazebo on the Brunswick Mall.

| | |
|------------------------|--|
| April 9 th | Healthy Movement and Walking Offered by Greater Brunswick Physical Therapy |
| May 14 th | Tory's Bootcamp Basics Offered by Parkview Hospital |
| June 11 th | Zumba Offered by Tony's Fiesta Fitness |
| July 9 th | Yoga Offered by Jal Yoga |
| Aug. 13 th | Gentle Yoga - 12:00 PM Pilates - 12:30 PM Offered by Maine Pines |
| Sept. 10 th | Zumba - 12:00 PM Functional Fitness & Flexibility - 12:30 PM Offered by Maine Pines |

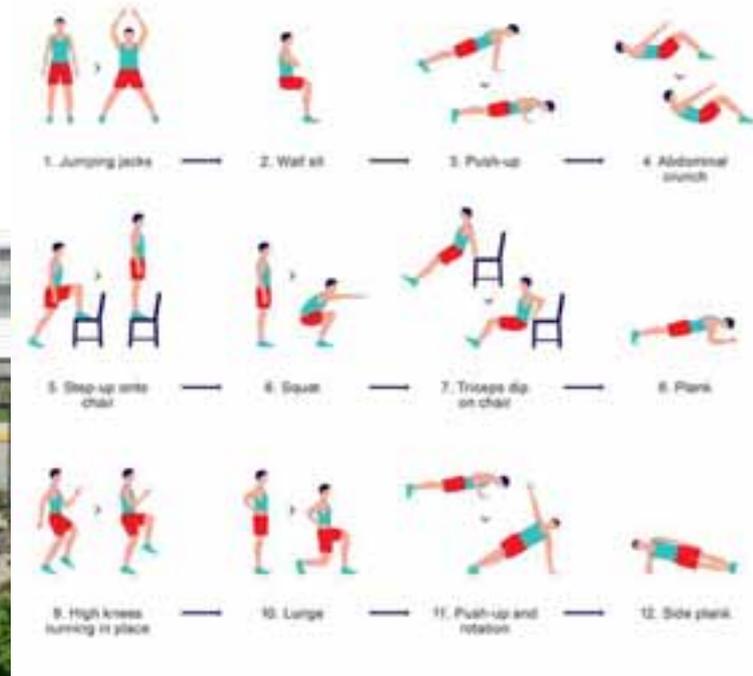
For more information, please visit: www.brunswickdowntown.org

Exercise Equipment Lending Library in Brunswick Business



HEALTHY
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Seven-Minute Workout Station Inside a Pocket Park in Downtown Biddeford



Rumford HMS Members Form a Dodge Ball Team



Healthy Maine Streets
Dodgeball March 2014

Machias HMS Downtown Free Bike Program



Gardiner HMS Starts a Downtown Walking Train



Waterville HMS Installs Traffic Calming Crosswalk



Highly Visible Pedestrian Crosswalks in Skowhegan



Belfast Harlem Shake



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Belfast Harbor Trail Grand Opening



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Bath HMS Hosts ANCHOR Self Care Fair

ANCHOR (Activity, Nutrition, Community, Health, Outdoor, Relaxation)
6 steps to a healthier you!



Healthy Eating

Augusta HMS Holds Farmers Market Cash Mob

SUMMER CASH MOB

brought to you by the WATER STREET WELLNESS COMMITTEE



TUES., AUG. 6 ★ 5:15 P.M.

Meet near the Water Fountain at the intersection of Winthrop and Water Streets

RAIN DATE: Tues., August 13

JOIN THE FUN!

When we gather at the Water Fountain, we'll reveal our "mob location."



There's three simple guidelines to participate:

1 SHOP LOCAL!

Meet us at the Water Fountain with \$20 to spend at our "secret" location. It is guaranteed to be fun for shoppers of all ages. And you'll meet neighbors and merchants too.

2 MEET NEW FRIENDS, and BRING FRIENDS WITH YOU TOO!

After you are done shopping and mingling, please join us at Charlamagne's for some refreshments and continue the conversation.

3 HAVE FUN!

Follow "Augusta Cash Mob" on Facebook at: www.facebook.com/CashMobAugustaMaine



This event is sponsored by the Water Street Wellness Committee, in partnership with the Downtown Augusta Merchants, the Augusta Downtown Alliance, the Farmer's Market at Mill Park, and the Healthy Maine Streets project.



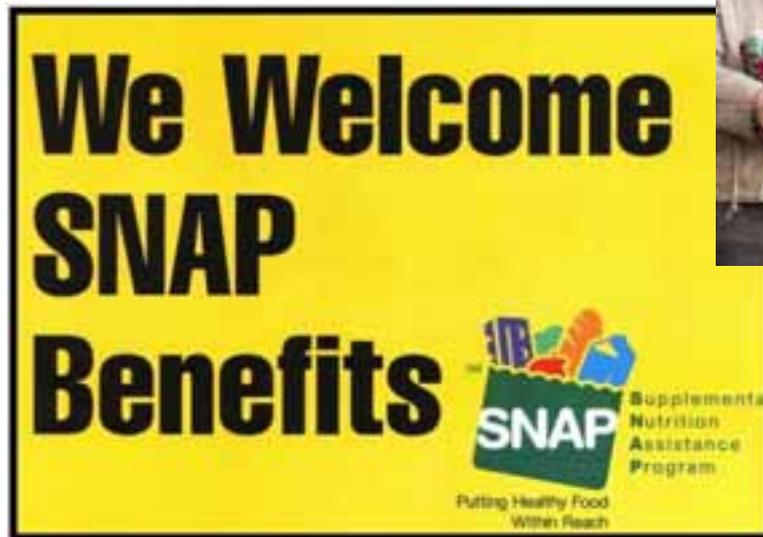
Rockland HMS Placemats Highlight Healthier Options



Fruit Bowl Beats Out Candy Bowl In Biddeford Business



Many Communities Make Sure SNAP Benefits Are Accepted At Farmers Markets



Bar Harbor HMS Installs Water Bottle Refill Stations



Dover-Foxcroft HMS Hosts Healthy Whoopie Pie Contest



Kennebunk Healthy Gift Baskets



Tobacco-Free

Bath Clean Air Zones



Augusta Business Enforces Workplace Tobacco-Free Policies



Eastport HMS Hosts Tobacco-Free Poster Contest



Gardiner HMS Outlines 20-Foot Tobacco-Free Zones



Best Practices

- Not all downtowns are created equal
- Small employers are hard to engage.
- There is great benefit to downtowns learning a new language.
- Creativity is encouraged and essential in downtowns with small businesses.
- Integrate health and wellness into the National Main Street 4 point approach[®] for sustainability.

Summary

Engaging non-traditional and cross sector partners leads to success and sustainability. Changing the language around health - It is not just health care we are talking about, but where you live, what you eat, and how you move.

Changing the culture of the worksite and community at large into one of wellness. Keeping wellness at the forefront of all things. Making the healthy choice is the easy choice.

Health and wellness as an economic strategy. Better employee performance. Reduced absenteeism. Less worksite injuries. Lower health care costs. Higher morale. Increased retention rates.

A healthy vibrant downtown is one that attracts people to shop, work, play and live there.

