

Green and Healthy Maine Streets: Breakout Session

Healthy Maine Streets: Transforming Downtowns through Wellness



SESSION FACILITATORS:

ANNE BALL, HEALTHY MAINE STREETS/MAINE DOWNTOWN
CENTER

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SPEAKERS:

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DISEASE CONTROL AND PREVENTION

DAWN LITTLEFIELD-GORDON, MAINE CDC

DOUG BECK, MAINE CDC

From MDF Strategic Plan....



Four Pillars for Workforce Development



I. Health and Wellness

II. Education and Training

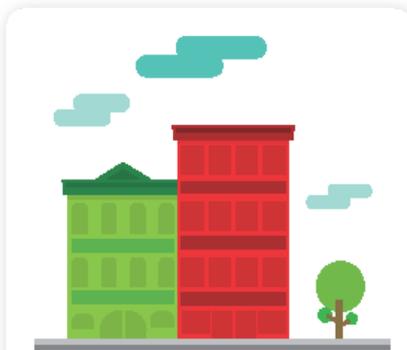
III. Innovation and
Entrepreneurship

IV. Attraction of new and
“renewed” workers



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



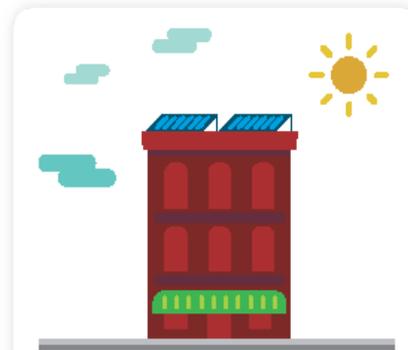
quality design

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

BROUGHT TO YOU BY:



A PROGRAM OF THE:
**MAINE
DEVELOPMENT
FOUNDATION**

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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!



**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

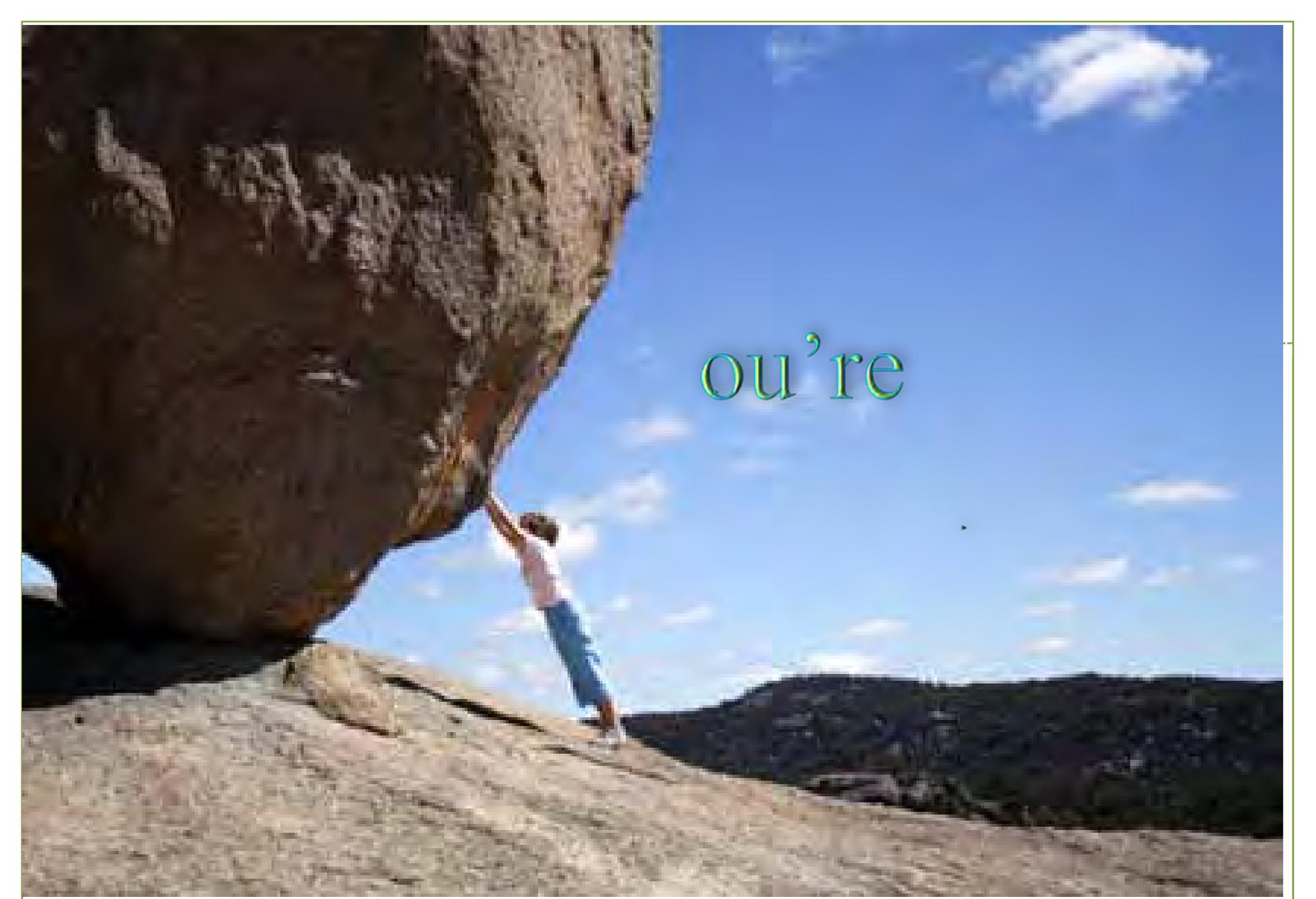


Healthy Maine Streets is funded by a Community Development Grant #13-GDC-00001 from the U.S. Centers for Disease Control and Prevention.

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

Healthy Maine Streets





ou're

What You've Accomplished



- **Begun the adventure!**
- **Created wellness committees**
 - ┆ Overseen by Main Street Board or Downtown Group
 - ┆ Committee Chair appointed by downtown board or group
 - ┆ Meets monthly to plan, promote, share
- **Recruited 10 employers**
 - ┆ Employers and Supporting Organizations make up Community Wellness Committee
 - ┆ Every participating business appoints one person to serve on Wellness Committee
- **Taken stock of where you're starting from**
 - ┆ Healthy Maine Works Planning & Assessment Tool
 - ÷ Employee Health Needs and Interest Survey & Worksite Inventory
 - ┆ Community Health Assessment & Asset Resource Guide

What's Next?



Bring the Broad Outline into Focus



Address
the four
primary
focus areas
for
Healthy
Maine
Streets



Start Down the Path



Shared Work Plan

What can you do together that you can't do alone?

- **Downtown projects**
- **Buddy systems**
- **Buy local: Reciprocal wellness-related discounts**
- **Competitions**
- **Joint purchases**
- **Your idea here.....**

Think Sustainable



- **Where are you heading?**
 - ¡ What is your healthy brand?
- **Who are your partners?**
 - ¡ Downtown businesses
 - ¡ Downtown health and wellness providers
 - ¡ Community resources
- **What's it worth to keep it up?**
 - ¡ Value to individual employers and employees
 - ¡ Value to the community
- **Who wants to invest in it?**
 - ¡ Community wellness is a factor in corporate location decisions

Adapt, Connect, Create



- Adapt existing programs such as Green Downtowns
 - ∣ Is there a health angle for your downtown celebration?
 - ÷ Belfast does the Harlem Shake
 - ÷ Dover -Foxcroft: Healthy Whoopie Pies
- Connect with others
 - ∣ Farmer's markets and food hubs
 - ∣ Connect walking routes and downtown resources
 - ∣ Involve healthy schools in downtown community service
- Create a signature program
 - ∣ We'll be hearing from you....



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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A dramatic sunset sky with scattered clouds. The sun is low on the horizon, creating a warm glow of orange and yellow light that filters through the clouds. The sky transitions from a deep blue at the top to a lighter, hazy blue near the horizon. In the bottom right corner, the silhouette of a building with a grid-like structure is visible against the bright light of the sunset.

Have Fun!

Extra Information: Objectives and Activities



**THE FOLLOWING SLIDES LIST THE PROGRAM AIMS
WHAT WE WILL ACCOMPLISH TOGETHER IN THE NEXT YEAR**

Three program areas:

- Physical activity
- Healthy eating
- Reduce tobacco use

In each area

- Community level objective
- Employer level objective

Some evidence-based activities to reach these aims from Healthy Maine Works

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 0 to 200 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 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**

Employee Engagement



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

