



2015 Annual Fall Conference

Building Our Brand: Making Public Health Visible in Maine

Breakout Session Abstracts

10:10-11:00 Breakout Session Descriptions

Using Law as a Tool to Improve the Public's Health

William Tilburg JD

How can legal tools assist in improving population health? This session will examine the role law and policy have in promoting and improving the public's health. The presentation will focus on how law and legal tools can enhance public health initiatives, as well as the legal resources available to public health practitioners.

Increasing Visibility of the LGBTQ Community in Public Health

Kenney Miller MSc, Vanessa Macoy

This workshop seeks to increase understanding of health disparities affecting the LGBTQ community and enhance the cultural competence of public health providers to work with the LGBTQ community and address these serious health issues. Presenters will discuss health promotion within the LGBTQ community including crafting culturally appropriate messages, message placement, outreach strategies and other elements of developing a comprehensive public health campaign targeting the LGBTQ community and participants will have the opportunity to design a campaign that draws on workshop content to advance their own public health issue.

Obesity 2.0

Valerie O'Hara DO, FAAP, Allen Browne MD, FACS, FAAP, Nancy Browne RN, MS, PNP

A presentation of recent advances in our understanding of the physiology and biochemistry of obesity and how this can affect our prevention and treatment programs.

How Brand Development Helped Increase Interest in two Public Health Programs in Maine

Cintia Miranda, MBA, Kim Laramy, Joan Ingram MPH, Leslie Ouellette MS, RD, LD

Before the summer of 2013, many residents in the greater Bangor area didn't understand the mission and purpose of the Bangor Health Department. Most thought of the department as the place to go for shots before leaving the country; that was about to change in a fascinating way. The success of the "A Health Bangor Starts With You" campaign was largely due to the way it resonated with the public at both rational and emotional levels. With the help of Bangor's legendary local hero, Paul Bunyan, Bangor Health and Community Services successfully increased awareness and visibility of its services on a slim budget.

Successful social marketing efforts have bolstered awareness, interest and participation in a little-known, but important public health program – Maine SNAP-Ed. The Supplemental Nutrition Assistance Program (SNAP-Ed) brings together education, social marketing, and environmental support to improve health and prevent obesity among low-income populations. However, many people have not been aware of SNAP-Ed. The social marketing campaign has not only made SNAP-Ed more visible, but it has also taught low-income families how to overcome the challenge of eating healthy on a limited budget. This session will present brand development, evaluation results and lessons learned.

11:10-12:00 Breakout Session Descriptions

Returning to Our Roots! Tapping the Synergy Between Public Health and Planning

Zoe Miller, Rick Harbison, AICP

This breakout session will include a presentation on:

- The history of the Public Health in Transportation (PHiT) Coalition
- The broader connections between planning and public health
- The public health and planning infrastructures in Maine
- Examples of past and current collaborations between PHiT members

Following the presentation, the audience will be invited to ask questions and share examples of synergies between planning and public health. Participants will be invited to set 1-2 goals for connecting planning and public health in their own work and communities.

Comparing Systems 1,700 Miles Apart from Maine to Cuba: An Observational Study

Jennifer Gunderman MPH

Maine people understand the role of healthcare but the same cannot be said for public health. For most people and communities, public health is an unrecognizable, indescribable concept. Maine can look to other parts of the world to learn how public health is weaved into the fabric of people's lives, community, and culture. While an unlikely model, Cuba can provide lessons on how seeing health as a human right makes public health not only visible but celebrated. This session will present Cuba's model on public health and spark discussion on how Maine can learn from Cuba's successes and mistakes.

Stemming the Tide of Opiate Prescribing & Pharmacists' Views on Public Health Issues

Lisa Letourneau MD, MPH, Amy Belisle MD, MPH, Sarah Levin Martin PhD, Brian Piper PhD

This session will describe the rising challenges faced by primary care providers who report feeling overwhelmed and under-equipped to deal with issues of chronic pain management and patient requests for opioid pain medications. The session will outline efforts by Maine Quality Counts and its partners to support the "Maine Chronic Pain Collaborative", an effort to offer support, training and education to 13 Maine primary care practices to improve health care delivery, clinical outcomes, and patient quality of life for patients with chronic pain.

This session will also explore Maine pharmacists' views on four important public health interventions: (1) the Drug-Take-Back program, (2) the Prescription Monitoring Program (PMP), (3) the Collaborative Care Act (CCA), and (4) Medication Therapy Management (MTM); and their views on tele-pharmacy.

Technology and Health Education: How They Can Work Together to Positively Impact Health Behaviors

Jean Gould BS

Over the past few years, the landscape for communicating health information has changed dramatically. With the evolution of the internet, mobile platforms and social media, most people obtain health resources in a variety of new ways. Using a multi-faceted approach, the MaineHealth Learning Resource Center created a coordinated pilot project to determine if social media was a viable health education delivery tool. Using Facebook, Twitter, Pinterest, and YouTube, staff developed and implemented measurable objectives and activities for six month intervals. Delivering health education through social media has increased the number and ways people engage with us.