



HEALTHY MAINE STREETS

Where wellness works

Worksite Wellness, Community Leadership, Downtown Vitality



Healthy Maine Streets: New Partner, Challenging Niche



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Why Small Business Wellness?



- Small businesses (≤ 20) are neglected by insurance and wellness market
 - ✦ Unpredictable-sometimes like individual and sometimes like group
 - ✦ No economies of scale
 - almost same work to serve as midsize group
 - one-time/fixed costs don't get diluted
 - ✦ Little margin for workers, employer, resources
 - ✦ Many can't afford insurance

Opportunities



- Exchange and state-level health reform offers a model for community-based grouping
 - ACA stresses health, not just medical care
 - Small businesses want to keep a health connection
- Maine's wellness system is growing
 - Healthy Maine Partnerships (HMPs) doing community-based work
 - Medical homes building community teams
 - Worksite wellness vendors trying to reach small businesses
- A nexus between wellness and downtown developments
 - Downtown wellness = community vitality

VISION

A high quality of life for all Maine people.

Achieving this vision requires a vibrant and sustainable economy supported by vital communities and a healthy environment.



Statewide nonprofit *nonpartisan* economic development organization uniquely established in 1978 by the Legislature to provide an objective, respected long-range vision for Maine

Membership Based – Partnership Proud

Mission

MDF's mission is **to drive sustainable, long-term economic growth for Maine.**

Intersecting Vision and Mission

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Mission

The mission of MCD Public Health is, quite simply, **to improve the health and well-being of people.**

Our commitment is to increase the effectiveness of health care and public health systems to help people stay and become healthy.

We do this:

- **In partnership with communities, organizations, and governments.**
- By developing and operating creative, compassionate, and practical programs.
- By providing technical advice and assistance to enhance the capacity of others.



**MCD
Public Health**
Insight Innovation Impact



HEALTHY MAINE STREETS

Where wellness works



- 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.

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Our Origin Tales



- Health identified as a priority for downtowns, due to cost and workforce concerns
- Green and Healthy Downtowns initiative

- Leveraging employer wellness for local public health sustainability
- Place-based worksite wellness— collaborative approach for tiny businesses



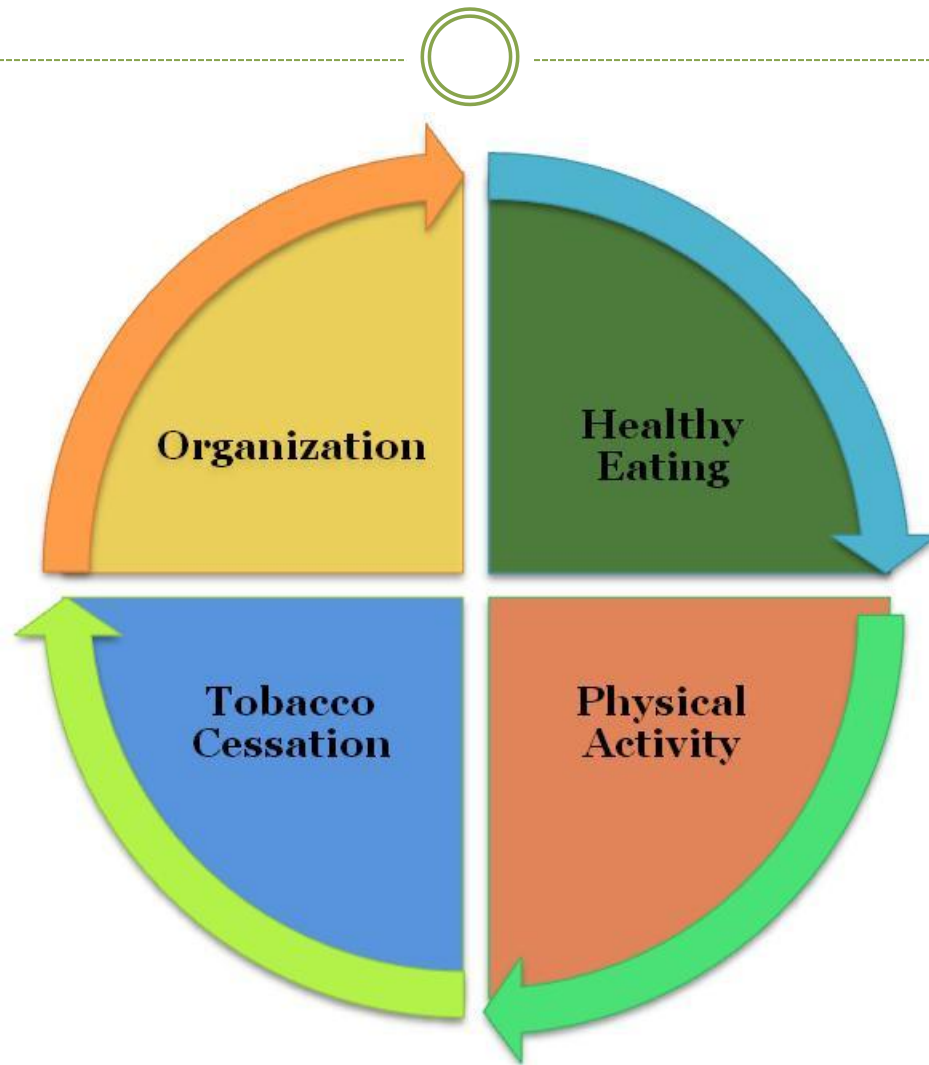
MCD
Public Health
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HMS Structure

- 19 Communities
 - ✦ 11 Main Street Maine Communities
 - ✦ 8 Maine Downtown Network Communities
- 10+ employers/businesses from each community
- Community Wellness Committee
 - ✦ Subcommittee of existing downtown organizations
 - ✦ Supports Employer Wellness Programs
 - ✦ Includes local wellness partners
 - ✦ Improve employee and community health through environmental changes and increased access to community health resources
- Employers work to support employee health through environmental and policy changes at their worksite(s)



Four Focus Areas of HMS



HMS Process: Downtown-Where Wellness Works!

Community Level

- Recruit businesses and wellness committee members
- Identify community assets, partners and needs
- Engage wellness partner
- For community work plan: what improvements downtown make it a healthier place to work?
- Document, measure, tell the story and promote
- Check in on progress, revise plans, celebrate gains

Business Level

- Employer inventory and employee survey
- Workplans. Set goals and implement them
- Shared problem-solving with other businesses
- Reach to families, customers and others
- Check in on progress, revise plans, and celebrate gains

Successful Connections



Healthy Us supports and enhances the Main Street Eight Principles for Success

- Comprehensive: Healthy downtowns means all want to participate
- Self-Help: Connecting with individuals, enhancing sense of community
- Public/private partnerships: Downtown Leadership embracing wellness
- Existing Assets: Partnering with HMPs to provide health-related expertise and resources
- Change: Changing the culture in the downtown and learning a new language
- Incremental, high quality and action-oriented: Pragmatic, stepwise, shared learning approach

Healthy Communities are Good Business



Healthier Communities

Economic Impact

Healthy place to live- gardens, farmers market, options to buy local, get active, meet neighbors

Many choices downtown for healthy eating, walking, celebrating, breathing

More opportunities to eat healthy, walk, reduce stress

Improved health, lower stress, more energy, higher quality of life

Healthy Community

Healthy Downtown

Worksite Health

Individual Health

Growing population, strong business sector, solid tax base

Increased foot traffic, increased sales

Lower maintenance costs

Higher productivity, fewer absences, lower costs

Lower medical costs, fewer purchases, more opportunities to thrive

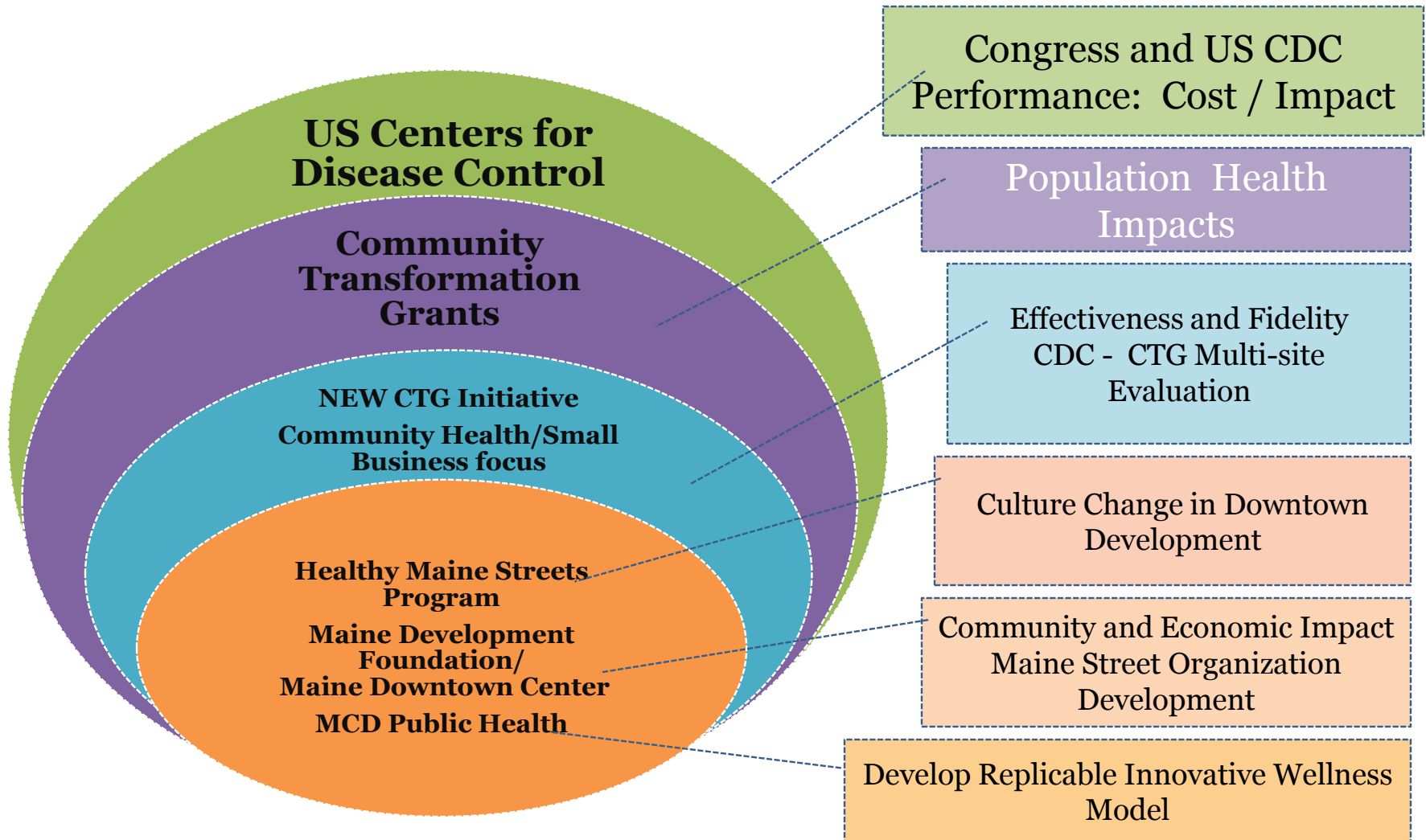
Sustainability



- ❖ Locally organized and managed
- ❖ Community / place based model builds camaraderie
- ❖ Health is integrated into their work rather than standing alone
- ❖ Communities will go through same steps next year with their work plans being carried out after the grant period
- ❖ Employers have skin in the game
 - Providing financial support toward their individual efforts
- ❖ Work plans / strategies reflect strategies that encourage long term sustainability
 - Environmental, policy and system changes

Evaluation: Embedded Objectives

What Do We Want to Demonstrate?



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Please contact a member of our team to schedule
a conference call, personal visit or half-day workshop



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