



## Weekly E-News

### December 7th Issue

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The **deadline** for the next MPHA Enews is Thursday, **December 13th** for the December 14th issue.

Please consider this when submitting information. Please contact Michelle Caliandro with content or questions about this publication at [mcaliandro@mainelung.org](mailto:mcaliandro@mainelung.org) or 1-800-499-5864 x 103.

## Learning Opportunities

### Physical Activity and Nutrition Training Series

Registration Now Open!

Make Change Happen: Implementing Evidence-Based PAN Practice

**Dec 11th, Bangor Civic Center**

Featured Speaker: Bob Ross, PhD, Maine-Harvard Prevention Research Center

Evidence-Based Practice: What does it mean? Why do we care?

Opportunities will be available for participants to explore evidence-based strategies for physical activity and nutrition promotion and to develop skills in how to select and utilize those strategies for maximum effectiveness.

CEUs will be available for Registered Dietitians, for CHES credit, and for general attendance.

For more information and to register, please visit:

<http://www.healthymainepartnerships.org/panp/training.aspx>

Please forward to your contacts.

While you're there, check out the Physical Activity and Nutrition Program's new Web Site!

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## Information

### **New CDC Study Finds No Increase in Obesity Among Adults; But Levels Still High**

After a quarter century of increases, obesity prevalence has not measurably increased in the past few years but levels are still high -- at 34 percent of U.S. adults aged 20 and over, according to a new study released today by the Centers for Disease Control and Prevention (CDC). The report, "Obesity Among Adults in the United States -- No Change Since 2003-2004," is the latest analysis based on the National Health and Nutrition Examination Surveys, conducted by CDC's National Center for Health Statistics.

Obesity rates have increased over the past 25 years. Among men, there was an increase in obesity prevalence between 1999 and 2006. However, there was no significant change in obesity prevalence between 2003-2004 and 2005-2006 for either men or women.

"Since 1999, there appears to have been a leveling off in obesity among women, but the trend is less clear among men. We do know however that the gap between men and women has narrowed in recent years, with men catching up to the higher rates among women," said Cynthia Ogden, a CDC researcher and lead author of the study. Obesity is defined as a body mass index (BMI) of 30 or greater. BMI is calculated from a person's weight and height and provides a reasonable indicator of body fatness and weight categories that may lead to health problems. Obesity is a major risk factor for cardiovascular disease, certain types of cancer, and type 2 diabetes.

The study found:

-- More than one-third of U.S. adults -- over 72 million people -- were obese in 2005-2006. This includes 33.3 percent of men and 35.3 percent of women. The figures show no statistically significant change from 2003-2004, when 31.1 percent of men were obese and 33.2 percent of women were obese.

--Adults aged 40-59 had the highest obesity prevalence compared with other age groups. Approximately 40 percent of men in this age group were obese, compared with 28 percent of men aged 20-39, and 32 percent of men aged 60 and older. Among women, 41 percent of those aged 40-59 were obese compared with 30.5 percent of women aged 20-39. Women aged 65 and older had obesity prevalence rates comparable with women in the 20 to 39 age group.

--There were large race-ethnic disparities in obesity prevalence among women. Approximately 53 percent of non-Hispanic black women and 51 percent of Mexican-American women aged 40-59 were obese compared with about 39 percent of non-Hispanic white women of the same age. Among women 60 and older, 61 percent of non-Hispanic black women were obese compared with 37 percent of Mexican-American women and 32 percent of non-Hispanic white women.

"In view of these alarmingly high rates of obesity in all population groups, CDC has made the prevention of obesity one of its top public health priorities," said Janet Collins, director of CDC's National Center for Chronic Disease Prevention and Health Promotion. "We are actively working in partnership with state and local public health agencies, the Nation's schools, community organizations, businesses, medical systems, and faith communities to promote and support healthy eating, physical activity, and healthy weight."

## Career Opportunities

### **AHA Grassroots Advocacy Director**

AHA has an exciting new posting for a Grassroots Advocacy Director with the Founders Affiliate of the American Heart Association. Please note this position can be located in any of the Founders Affiliate states (Massachusetts, New Jersey, New York, Maine, New Hampshire, Vermont, Connecticut, or Rhode Island).

#### **Grassroots Advocacy Director -- Job Description:**

What's your motivation? Opportunity. Creativity. Contribution. It's all part of working for the American Heart Association---where you can contribute professional growth with personal fulfillment. So if you're considering a rewarding career, consider the American Heart Association. We have an excellent opportunity for a Grassroots Advocacy Director. Position location is open to any office in Founders Affiliate territory which covers New Jersey to Maine.

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Working collaboratively and with guidance from the Senior Grassroots Director and State Advocacy Directors, the position will be responsible for strategic planning and implementation around the recruitment, mobilization, retention and recognition of AHA grassroots volunteers and key contacts.

**Major Responsibilities:**

Manages aspects of the mobilization, recruitment and retention of grassroots and key contact volunteers.

1. Implements a strategic plan around the recruitment, mobilization and retention of grassroots and key contacts for each state as assigned.
2. Implements an Affiliate communications plan for You're the Cure advocates and key contacts to keep them engaged and pro-active throughout the year, including alerts, newsletters, email updates, etc.
3. Implements a training plan in order to provide grassroots training for key contacts, active advocacy volunteers and other staff as needed to educate on AHA advocacy issues and cause initiatives and how they can make an impact on elected officials.
4. Writes action alerts and mobilizes volunteers to respond to online action alerts, as needed.
5. Assists with the preparation of advocacy newsletter with updates, links to alerts, integration content and other items of interest.
6. Identifies opportunities for the recruitment of grassroots networkers and key contact volunteers through AHA-related activities and other community events or resources.
7. Supports State Lobby Days designed to promote the AHA/ASA's advocacy agenda at each State Capitol, or other suitable location, during the state legislative session.
8. Supports in-district meetings in each targeted legislative district in each state by recruiting and training advocates.
9. Recruits and prepares volunteers for in-district meetings with federal lawmakers as appropriate.
10. Assists in recruitment of federal Lobby Day volunteer attendees and prepares those volunteers in advance of the event.

11. Provides technical assistance to local staff and volunteers on legislative or local coalition activities.

**Other support activities:**

1. Serves on state-level coalitions or agency workgroups that have local grassroots impact.
2. Provides support materials and resources to other business areas of AHA to integrate advocacy into their work with donors and other volunteers.

Attracting talented, committed employees means offering a competitive benefits package, ongoing professional development and training, and a diverse and inclusive environment in which to work and grow. And we do.

To apply for this position or to see other opportunities with the American Heart Association please visit [www.americanheart.org/careers](http://www.americanheart.org/careers). Please note this position is located under New Jersey but can be located anywhere within the Founders Affiliate from Maine to New Jersey. We no longer accept mailed, faxed or e-mailed resumes. Please apply for positions directly through our website. Only those candidates deemed most qualified by the hiring manager will be contacted to interview. EOE M/F/V/D

**Experience:**

- Bachelor's degree or equivalent experience
- Minimum three years experience in any of the following: community organizing and mobilization, public policy, public health, government relations, political and/or issue campaigns.
- Ability to recruit, direct, coach, monitor, and supervise volunteers
- Working knowledge of grassroots advocacy principles
- Ability to implement programs and initiatives by engaging all key partners and constituents
- Exceptional oral and written communications skills
- Demonstrated ability to simultaneously manage multiple, complex projects in varying stages of development under time constraints
- Demonstrated ability to work with minimal supervision; self-starter
- Demonstrated computer literacy, particularly in Windows-based applications, e-mail and the web; ability to learn and use new applications quickly
- Approximately 20-30% travel (in states as assigned as well as some affiliate and national meetings)
- Ability to work occasional evenings and weekends

## **Clinical Outreach Specialists**

Two positions available. One will cover Androscoggin, Franklin and Oxford counties. The other position will cover Kennebec and Somerset counties. These positions are grant funded by the Partnership for a Tobacco-Free Maine.

Represent the Center for Tobacco Independence (CTI) in Maine. Requires an advanced degree in relevant field; 3 years' public speaking experience; & regional travel. Experience with tobacco control efforts preferred.

We offer great pay, the opportunity to work from home, company provided laptop, and regional travel with mileage reimbursement.

For more information or to apply please visit [www.mmc.jobs](http://www.mmc.jobs).

EOE. Participating member of the Diversity Hiring Coalition of Maine.

Maine Medical Center is a 606-bed tertiary care and teaching institution with a multi-state referral base. We are the area's only Level I Trauma center and Magnet-certified hospital, located in Portland. The city offers an exciting waterfront area, countless recreational activities and a wealth of cultural attractions. As the largest city in the state, Portland is exceptionally diverse and always exciting. Maine Medical Center attracts the best experts in the state, ensuring that you'll enhance your skills and care for patients as a member of an innovative, dynamic staff. With our continued growth, there has never been a better time to join us. Center a great career at Maine Medical Center today.

## **Coastal Communities Project Director, Substance Abuse Prevention**

### **Basic Function**

This position will be working on community based substance abuse prevention initiatives and policy changes in communities, schools and work sites in a nine town service area.

Continued...

## Characteristic Duties & Responsibilities

### Primary

- Provides primary leadership for developing and achieving the goals of the grant:
- ensures that community representation of OSA related key stakeholders are involved in the Coalition.
- to the coalition in seeking additional sources of funding that will enable the coalition to grow its mission and sustain its presence in the community.
- to the coalition in exploring other opportunities to participate in activities that advance the public health agenda of the area.
- with local schools, and organizations that work with youth to Assist HMP manager in building Youth Advocacy Programs.
- to engage key stakeholders in the development of a Communities Mobilizing Change in Alcohol use (CMCA) in communities in serve area.
- Serves as liaison between OSA stakeholders involved in CMCA and the Coalition.
- Plans, organizes and facilitates processes that increase community awareness of the CMCA.
- Uses educational and promotional materials to reach target populations of the project.
- Develops and maintains website in support of the programs.
- Collaborates with other community organizations, governments, businesses, etc. to strengthen the coalition and the area wide effort to reduce tobacco use.
- Recruits additional community leaders, school representatives, youth and other citizens for the coalition as needed to fulfill OSA goals.
- Assists director to initiate and coordinate media activities and events in concert with the State's media promotion.
- Recruits youth from community to youth programs.
- Assists director in getting appropriate representation on Action Team.
- Insures that there is a well-coordinated and supported Youth Advocacy program in the service area and support its work.
- Serves as staff to the coalition and its working groups as needed.
- Assists director in identifying important research trends in reduction and prevention of substance use and abuse in target populations. Make this information available to the coalition and the community.
- Participates in mandatory Maine Centers for Disease Control training.

- Conducts evaluation of projects and programs in collaboration with the Program Director and DCP Associate Dean.
- Reports to the State as required by contract timelines.
- Assists in the design and administration of the project's evaluation.
- Insures that data is collected and maintained in KIT as mandated by the state.
- Completes new employee orientation and sexual harassment training within 30 days of the date of hire.
- Understands and complies with the University of New England Safety Manual.
- Performs other related duties as assigned.

#### Supervision Received

General supervision is received from the Coastal Healthy Communities Coalition Program Director.

#### Qualifications

Masters degree (public health degree preferred), plus up to 3 years of relevant grant management or program implementation experience or a combination of education and experience from which comparable knowledge and skills are acquired.

- Proven success in: grant management or program implementation, leadership, public relations, public speaking, health education or community education, community organizing, and program evaluation.
- Ability to interface appropriately with all stakeholders including the ability to reach out to and effectively communicate with youth.
- Ability to effectively coordinate and energize individuals and groups.
- Excellent computer skills and have basic computer research skills.
- Excellent attention to collecting, storing and maintaining detailed information in support of the grant in order to meet grant requirements and deadlines.
- Periodic lifting required.
- Must be able to travel evenings as needed.

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## Annual Training Requirements

- Code of Conduct
- Ergonomics
- Fire Safety
- Sexual Harassment

Emily Rines, MPH, CHES, Director, Coastal Healthy Communities Coalition  
University Health Care, 655 Main St - 1st Floor, Saco ME 04072,  
tel (207) 602-3550 fax: (207) 283-4138 email: [erines@une.edu](mailto:erines@une.edu)

## Coastal Communities Healthy Maine Partnership Project Director

### Basic Function

This position will be working on categorical work related to the prevention of tobacco use and the development of chronic disease. This includes but is not limited to promotion of tobacco cessation, physical activity and nutrition in community, worksite and schools.

### Characteristic Duties & Responsibilities

#### Primary

- Provides leadership to insure that the goals of the grant are achieved.
- Provides leadership in ensuring that community representation of HMP related key stakeholders are involved in the Coalition.
- Provides leadership to the coalition in seeking additional sources of funding that will enable the coalition to grow its mission and sustain its presence in the community.
- Provides leadership to the coalition in exploring other opportunities to participate in activities that advance the public health agenda of the area.
- Works with local schools and organizations to build Youth Advocacy Program.
- Serves as liaison between HMP stakeholders and the Coalition.
- Plans, organizes and facilitates processes that increase community awareness of the HMP aspects of this project.
- Uses educational and promotional materials to reach target populations of the project.

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- Develops and maintains website to support program.
- Collaborates with other community organizations, governments, businesses, etc. to strengthen the coalition and the area wide effort to reduce tobacco use.
- Recruits additional community leaders, school representatives, youth and other citizens for the coalition as needed to fulfill HMP goals.
- Works with director to initiate and coordinate media activities and events in concert with the State's media promotion.
- Recruits youth from community to YAP Program.
- Assists director in getting appropriate representation on Action Team.
- Insures that there is a well-coordinated and supported Youth Advocacy program in the service area and support its work.
- Serves as staff to the coalition and its working groups as needed.
- Assists director in identifying important research trends in reduction and prevention of tobacco use and make this information available to the coalition and the community.
- Participates in mandatory Maine Centers for Disease Control training.
- Reports to the State as required by contract timelines.
- Conducts evaluation of projects and programs in collaboration with Program Director and DCP Associate Dean.
- Assists in the design and administration of the project's evaluation.
- Insures that data is collected and maintained in KIT as mandated by the state.
- Completes new employee orientation and sexual harassment training within 30 days of the date of hire.
- Understands and complies with the University of New England Safety Manual.
- Performs other related duties as assigned.

#### Supervision Received

General supervision is received from the Coastal Healthy Communities Coalition Program Director.

Continued...

## Qualifications

Masters degree (public health degree preferred), plus up to 3 years of relevant and proven grant management or program implementation or a combination of education and experience from which comparable knowledge and skills are acquired.

Proven success in: grant management or program implementation, leadership, public relations, public speaking, health education or community education, community organizing and program evaluation.

Ability to interface appropriately with all stakeholders including the ability to reach out to and effectively communicate with youth.

Ability to effectively coordinate and energize individuals and groups.

Excellent computer skills and have basic computer research skills.

Excellent attention to collecting, storing and maintaining detailed information in support of the grant in order to meet grant requirements and deadlines.

Periodic lifting required.

Must be able to travel evenings as needed.

## Annual Training Requirements

- Code of Conduct
- Ergonomics
- Fire Safety
- Sexual Harassment

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University Health Care, 655 Main St - 1st Floor, Saco ME 04072,  
tel (207) 602-3550 fax: (207) 283-4138 email: [erines@une.edu](mailto:erines@une.edu)

## HelpLine and Outreach Associate

Consumers for Affordable Health Care (CAHC), a non-profit advocacy organization committed to helping all Maine people obtain affordable, quality health care, is seeking an Outreach and HelpLine Associate. This professional position, working under the direct supervision of the Director of Programs and Policy and closely with the organization's other program staff, would be responsible for providing information to people seeking assistance in obtaining access to health care and coverage in Maine through outreach activities and CAHC's statewide, toll-free HelpLine. The position also involves community education services to consumers and groups about public and private health care coverage options.

Responsibilities include:

- Answering in-coming calls to our statewide, toll-free HelpLine
- Providing accurate information and assistance to the public regarding health care programs. This includes aid in screening for potential eligibility for assistance programs, program navigation, mediation, and more.
- Conducting targeted outreach activities
- Conducting informational activities, such as table displays, and brief presentations
- Preparation of easy to read materials for public circulation
- Representing CAHC and consumer interests at various meetings and public functions
- Generation of timely activity reports according to the project work plan
- Participation in media events

Requirements:

Candidates must be highly organized and have excellent written and oral communication skills. This position requires the ability to articulate information to other professionals and laypeople, as well as the ability to complete multiple assignments under tight time constraints. Candidates must be proactive, self-starters, who are highly motivated and able to work well alone and in a team setting. Candidates must have a commitment to social and economic justice in Maine. Proven customer service and public speaking

skills are a plus. Working knowledge of word processing, and spreadsheet programs (e.g., Microsoft Word and Excel) is required. Working knowledge of database and presentation programs is a plus. An understanding of public (especially Medicaid) and private health insurance programs and experience working with diverse constituencies is a plus. Some statewide travel is required. Occasional evening and weekend availability may be required.

Please send resumé, cover letter, and a list of three references to Lisa Webber by mail to Consumers for Affordable Health Care Foundation, PO Box 2490, Augusta, ME 04338, or by email to: [lwebber@mainecahc.org](mailto:lwebber@mainecahc.org). CAHC Foundation is an Equal Opportunity Employer.

### **Healthy Androscoggin Career Opportunities**

Healthy Androscoggin Community Coalition located in Lewiston, ME has the following two career opportunities available.

#### **1. Substance Abuse Prevention Manager**

**Job Summary:** The general function and responsibility of this full time professional position is to coordinate, manage, and oversee the substance abuse prevention efforts including grants awarded by Maine Office of Substance Abuse and the Drug-Free Communities Support Program

(DFCSP) awarded by the Substance Abuse and Mental Health Services Agency (SAMHSA). Both grants are working toward decreasing youth substance use/abuse and eventually adult substance use/abuse; and building collaboration between community entities. The Substance Abuse Prevention Manager will report directly to the Executive Director of Healthy Androscoggin. This is a GRANT funded position.

**Requirements:** Bachelors degree in public health related field required, Masters preferred. Minimum of 5 years experience required in substance abuse prevention planning, grant project management and grant reporting. Dynamic individual, organized with excellent written and verbal communication and facilitation skills, strong interpersonal skills, ability to speak before groups, ability to pay close attention to detail, and computer literate is desired.

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## **2. Youth Program Liaison**

Job Summary: The general function and responsibility of this part-time, sub-contract is to evaluate the program effectiveness of Healthy Androscoggin's current Youth to Youth Program and to make recommendations for improvement and program sustainability on a town-by-town basis. The Youth to Youth Program empowers Androscoggin County youth to address local health issues related to Tobacco, Physical Activity, Nutrition and Substance Abuse Prevention, particularly those issues that have the greatest affect upon the youth themselves. This is a 6 or 7 month part-time position to begin immediately, with the possibility of continuation. The successful candidate will report to the Physical Activity, Nutrition and Tobacco (PANT) Manager. This is a GRANT funded position.

Requirements: Experience working in schools systems strongly preferred.

A Bachelor's degree, experience working directly with middle or high school youth, and experience with youth empowerment programs are preferred. The successful candidate must be able to work independently, objectively analyze programs and problem solve. The following skills are also needed: excellent written and verbal communication, strong interpersonal skills, computer skills, group-facilitation, and ability to pay close attention to detail.

Please note that this position is a part-time 20-25 hours per week sub-contract from December 2007 through June 2008. This position is not eligible for benefits.

If you have any questions, please contact Angela Westhoff, Executive Director at 795-5990. All applicants are welcome to apply on line at [www.cmmc.org](http://www.cmmc.org)

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## Supporting Our Membership

### Gift Giving Ideas

Maine Wind Watts: These clean energy certificates are available thanks to Maine's first large-scale wind project, located in Mars Hill. Help your friends and family go "carbon-neutral" by purchasing Maine Wind Watts in their name.

Go to: <http://www.meipl.org/Pages/Products/purchasepage.htm> to get your Wind Watts today.

### Remember Your Loved Ones in a Special Way This Holiday

As the holidays draw closer, we often hear "It's the MOST wonderful time of the year!" While this sentiment is often true, we know that for many the holidays are the most difficult time of the year. Our thoughts are often drawn to people who are no longer with us, or those who are struggling through cancer treatment. Diane Mitchell, our State Lead Ambassador, has come up with a beautiful way for us to help ease that pain just a little by remembering our lost loved ones and honoring those who have survived or are struggling through treatment right now!

On December 22nd, at 7:00 pm at the Mountain View Campground in Dixfield, the American Cancer Society Cancer Action Network will be hosting the First Annual Holiday Ice Luminary Remembrance Ceremony. The luminaries will be made of ice, donned with beautiful holiday greenery. A ribbon with the name of a loved one will be wrapped around each one. At the ceremony, each name will be read, a beautiful carol will be sung, and afterwards we will serve cocoa and cookies.

We invite you to attend this beautiful ceremony. If you can not attend, you can still buy a luminaria for \$10 to honor your loved one. To purchase a luminary go to:

[https://secure2.convio.net/acscan/site/Donation2?idb=2050603814&df\\_id=1904&1904.donation=form1](https://secure2.convio.net/acscan/site/Donation2?idb=2050603814&df_id=1904&1904.donation=form1)

All proceeds from this beautiful, touching ceremony will go to The American Cancer Society's Cancer Action Network.



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*[www.mcph.org/mpha/MPHAindex.html](http://www.mcph.org/mpha/MPHAindex.html)*

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