

MAINE STATE LEGISLATURE

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**MAINE GOVERNOR'S COUNCIL ON PHYSICAL
FITNESS, SPORTS, HEALTH, AND WELLNESS**

ANNUAL REPORT 2004

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**11 Parkwood Drive
Augusta, Maine 04330
207-622-7566
www.mainephysicalactivity.org**

Mission

To improve health and wellness for all individuals in Maine by promoting healthy lifestyles through access to physical activity, sports, and related activities.

Purpose

The over-riding purpose of the Council is to promote health through physical activity. The Governor's proclamation of 2003 forms the basis for the action plan developed by the Council each year. Goals are accomplished through advocacy, community education, and assisting in the development and sponsorship of community programs. Programs and messages are intended for the general public, schools, worksites, health organizations, and policy makers.

2004 Goals

Goal 1: To be advisory to the Governor and, via that role, act as a catalyst to promote the health benefits of physical activity through various initiatives.

Goal 2: To facilitate collaboration among schools, community groups, businesses, health institutions, industry, and other physical activity, health and wellness advocates.

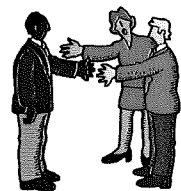
Goal 3: To raise public awareness of the benefits of physical activity initiatives.

Goal 4: To complement and be a liaison to state and national health associations.

Accomplishments in 2004

Legislative Fitness Day

The first week in April is National Public Health Week and this year Governor Baldacci proclaimed it Maine Public Health Week as well. On April 6, 2004, the Council in partnership with the Maine Association on Health, Physical Education, Recreation, and Dance (MAHPERD), the American Lung Association of Maine, Maine Cardiovascular Health Council, Maine Public Health Association, Hannaford Supermarkets, FDI Medical, and the Maine Cardiovascular Health Program cosponsored its fourth annual Legislative Fitness day at the State House Hall of Flags. The goal of the day was to emphasize the importance of maintaining and improving health through physical activity and nutrition. The program offered screenings for blood pressure and cholesterol, upper body muscle strength testing, body composition assessment, posture evaluation, bone density, and a computerized health risk assessment. Individuals were rewarded for their efforts to complete all the screenings and many walked away with a prize for taking care of their health. In addition, the sponsors provided a lot of very useful



information to reinforce the importance of good health. With over 300 screenings conducted during the course of the day, it's evident that the interest and participation level indicates that legislators and state employees do realize the importance of good health by setting an example for the citizens of Maine to follow.



ACES Day

The Governor's Council was once again pleased to sponsor ACES (All Children Exercising Simultaneously) in Maine which took place on May 5, 2004. This is the eighth year that the Council has participated in this non-competitive program where millions of school children around the globe exercise simultaneously in a symbolic gesture of physical activity and unity. The year 2004 had the largest number of participants so far including 88 schools, 1 YMCA, 1 YWCA, and 4 daycares participating for a total of 22,281 people. This year the Council developed an ACES Resource Manual for participating schools. Designed by members of the Governor's Council and MAHPERD (Maine Association on Health, Physical Education, Recreation, and Dance), the manual provides information and ideas on how to participate in ACES and other activity events at their school. Sample press releases, invitational letters, participant certificates, and programs to do all year round are included in the manual. The development and printing of this manual were supported through a mini-grant provided by the Maine Cardiovascular Health Program, a program of the Maine Department of Human Services, Bureau of Health, with funding from the Cardiovascular Health Program at the National Centers for Disease Control and Prevention. The manual is available in a three-ring binder format for a postage and handling fee or it can be downloaded from the Council's website.

Maine in Motion Pedometer Project



One of the greatest accomplishments of the Council during 2004 was the creation of the *Maine in Motion* pedometer project. Conceived in the latter half of 2003, a committee was established to explore how the Council could create a pedometer program that would benefit the citizens of the State of Maine. In early 2004, proposals were sent to prospective sponsors and the committee met throughout the spring to further develop the program. A participant handbook was developed from research conducted by Karen Croteau of the University of Southern Maine and others. To promote the program, a new logo was developed by Jayne Hanley of Cape Elizabeth that would reflect the Council's goal – *Maine in Motion*. Sponsorships were received from the following organizations: The Stephen and Tabitha King Foundation, Anthem Blue Cross Blue Shield, Eastern Maine Medical Center, The Dead River Company, Central Maine Heart & Vascular Institute, and Hannaford Supermarkets. Elanna Farnham, past chair of the Council and former Coordinator for the Move & Improve Program at Eastern Maine Medical Center, was hired as a part-time consultant to serve as Coordinator of the program. Phase One of the project kicked-off on September 15, 2004 at the Kennebec River Rail Trail in Augusta. Phase One was the pilot phase of the program and included participants from two fifth grade classrooms, Governor Baldacci and his senior staff,

members of AARP, residents of a retirement community, restaurant staff, and employees from a number of small, medium, and large businesses throughout Maine. The 12-week physical activity program ran from September 17 through December 11, 2004. Survey information was in the process of being compiled in December to evaluate the program, any problems that were encountered, and what changes would enhance future phases of the program. As an incentive, participants who returned their survey were sent a *Maine in Motion* T-shirt. By the end of December, over 150 surveys had been returned. Data from the surveys will be compiled and analyzed by Kathy Low, faculty in the Psychology Department at Bates College in Lewiston. A student intern from the University of Maine at Farmington joined the project in October to input information from the registration forms, send out weekly motivational tips to site coordinators, gathering contact information for all the fifth grade classrooms in the state (in preparation for Phase II), gather information for the student handbook (in development), and distribute incentive prizes. Fifth grade classrooms will be recruited in Phase Two of the project which is scheduled from March 13 through June 4, 2005. Additional funding will continue to be sought in 2005 to help expand the program towards our goal of a statewide initiative.



Contest for Communities Recognition

The Council held its 6th annual celebration recognizing Maine people who are involved in promoting physical activity. An award celebration was held on April 6, 2004 at the State House Hall of Flags (in conjunction with Legislative Fitness Day). Eight winners were recognized for their contribution to increasing physical activity among Maine residents. Winners received an engraved plaque for their organization and were congratulated by the Co-Chairs of the Council as well as Governor Baldacci. The 6th annual celebration was sponsored in part by National Semiconductor in Portland.

Awards were presented to:

- Seacoast Management, Topsham (Adult Category)
- Maine Winter Sports Center Healthy Hometowns Ski Programs, Windham (Youth – School Category)
- Somerset Sports & Fitness Conditioning Programs, Skowhegan (Youth - Community Category)
- WIC-Tivities, Biddeford (Special Populations Category)
- Bowdoin College Dining Services, Brunswick (Healthy Workplace Category – Small Employer)
- Wellness Team & Community Health Promotion, Bridgton Hospital (Healthy Workplace Category – Medium Employer)
- Central Maine Medical Center, Health and Wellness Services (Healthy Workplace Category – Large Employer)
- Health-Link, The Wellness Center of Maine Coast Memorial Hospital (Community Category)

A book of all Contest for Communities winners with a description of each of the projects and contact information is available by request. Winners are also listed on the GCPFSH&W web site.

“Be Active” Newsletter



A newsletter was developed and distributed by the Council during 2004. The issue promoted the kick-off of the *Maine in Motion* pedometer project and the Council’s spring activities. In general, the newsletter provides information and articles of interest regarding physical activity. Newsletters are distributed to legislators, Project ACES participants, Contest for Communities participants, and others with an interest in physical activity. The newsletter is also available on the Governor’s Council website (www.mainephysicalactivity.org).

Web Site



The Council’s web site includes information about the Council and its activities as well as the Council’s current and past newsletters, links to other sites on physical activity and health, plus current news, items of interest, and upcoming events. It can be found at www.mainephysicalactivity.org. This year, an interactive request form was added to recruit Fifth Grade Teachers who are interested in participating in the *Maine in Motion* program Phase II.

Council Members

Appointed Council Members:

- ❖ Joan Benoit Samuelson, Freeport (Co-Chair), Olympic Gold Medalist
- ❖ Erik Steele, DO, Eastern Maine Healthcare Systems (Co-Chair)
- ❖ Stephen Butterfield, University of Maine, Orono
- ❖ Mark Capano, Maine Special Olympics
- ❖ Jeanine Chesley, New England Rehabilitation Hospital of Portland
- ❖ Karen Croteau, Ed.D., Sports Medicine, University of Southern Maine
- ❖ Anne-Marie Davee, Maine Nutrition Network
- ❖ Jo Dill, MAHPERD
- ❖ Tom Downing, USM Lifeline Center
- ❖ Paul Edwards, Bangor Police Department
- ❖ Elanna Farnham, Consultant, Maine in Motion Program
- ❖ Barbara Godfrey, Manchester Elementary School
- ❖ Paul Judkins, Retired (Maine Bureau of Elder Services), Farmington
- ❖ Lynn Lavorgna, National Semiconductor Employee Wellness
- ❖ Carla Marcus, WinterKids

- ❖ Roger Park, Sound Limbs Orthotics
- ❖ Stephanie Peavey, Bangor-Brewer YWCA
- ❖ Amy Root, USM/Muskie, Maine Nutrition Network
- ❖ Lee Scott, American Lung Association of Maine
- ❖ Andy Shepard, Maine Winter Sports Center
- ❖ Kawika Thompson, UMF Health & Fitness Center
- ❖ Dennise Whitley, American Heart Association, NE Affiliate
- ❖ Allen Wicken, The Downeast UpCountry Company, Rangeley
- ❖ Elihu York, MD, Maine Medical Association

Liaisons to the Council:

- ❖ Anne Charles, Maine Municipal Association
- ❖ Janice Arsenault, Maine Department of Transportation
- ❖ Amy Cotton, Rosscare at Eastern Maine Medical Center
- ❖ Mary Bourque, Partnership for a Tobacco Free Maine
- ❖ Deborah Brooks, Brunswick
- ❖ Anita Chandler, Maine Senior Games
- ❖ William Dexter, MD, MMC Sports Medicine Program
- ❖ Rebecca Drewette-Card, Maine Cardiovascular Health Program
- ❖ Charles Eshbach, Portland Sea Dogs
- ❖ Matt Flynn, Cape Elizabeth
- ❖ Judy Gatchell, Maine Nutrition Network
- ❖ Cindy Hale, Diabetes Control Project, Maine Bureau of Health
- ❖ Brenda Cushing, Freeport
- ❖ Brenda Obert, UMF Health & Fitness Center
- ❖ Bill Primmerman, Somerset Heart Health
- ❖ Susan Tufts, L.L. Bean Employee Wellness
- ❖ Francine Wheelock, HealthReach Home Care
- ❖ Debra Wigand, Cardiovascular Health Program, Maine Bureau of Health
- ❖ Mary Noyes, Freeport
- ❖ Mark Nutting, Maine Strength & Conditioning Association
- ❖ Mary Doyle, Anthem Blue Cross Blue Shield
- ❖ Terry Kix, Coach, University of Maine, Orono
- ❖ Jennifer Lynch, Belfast High School
- ❖ Kathryn Low, Psychology Department, Bates College
- ❖ Shireen Rahman, Maine Medical Center
- ❖ Walt Shepard, Healthy Aim
- ❖ Beth Shorr, Coach, University of Southern Maine
- ❖ Beth Staples, Belfast Republican Journal
- ❖ Bette Swett-Thibeault, River Valley School
- ❖ Sharon Versyp, Head Coach, University of Maine, Orono

Staff:

- ❖ Saskia Janes, Staff Director
- ❖ Diane Campbell, Project Manager
- ❖ Mary Brotherton, Administrative Assistant

Meetings

Full Board Meetings were held on March 18, June 1, and September 15 with the June 1 meeting serving as the annual meeting. The annual meeting serves as an opportunity to review the goals and objectives, determine program outcomes, and discuss the work plan for the upcoming year. The September 15th meeting served as a strategic planning session. The previously scheduled December 2 meeting was rescheduled for January 14, 2005.

Activities 2004

- ❖ Home Town Days, University of Maine Women's Basketball
- ❖ ACES
- ❖ Legislative Fitness Day
- ❖ Contest for Communities
- ❖ *Maine in Motion* pedometer project launched
- ❖ Informational display at the Maine Public Health Association annual meeting
- ❖ Informational display on ACES at the MAHPERD Annual Meeting
- ❖ Portland Sea Dogs - Governor's Council Night
- ❖ Web Site updated on a regular basis
- ❖ One newsletter published

GCPFS Committees for 2004:

- ❖ Communications Committee (formerly Media Committee)
- ❖ Contest for Communities
- ❖ Project ACES
- ❖ Public Policy Committee (formerly Legislative Affairs Committee)
- ❖ Legislative Fitness Day
- ❖ Executive Committee
- ❖ Home Town Days
- ❖ Governor's Council Night with the Portland Sea Dogs
- ❖ 501 c 3/Non-Profit Status Feasibility

Programs endorsed by the Council:

- ❖ WinterKids
- ❖ Tobacco-free Athletes
- ❖ March into May
- ❖ Move & Improve
- ❖ Healthy Maine Walks
- ❖ Healthy Aim
- ❖ Sun Safety in Maine
- ❖ Girls & Women in Sports Day

The Council was represented on the following committees:

- ❖ Coordinating School Health Key Advisory Committee
- ❖ Maine Cardiovascular Health Council
- ❖ Maine Public Health Association
- ❖ MAHPERD
- ❖ Action for Healthy Kids
- ❖ PAN Advisory Group
- ❖ Statewide Physical Activity Planning Team
- ❖ National Association on Health and Fitness – the Association of State Governor’s Councils

Media Coverage 2004:

“Walking for Good Health.” AARP Bulletin, November 2004: 36.

Haskell, Meg. “Baldacci unveils fitness program.” Bangor Daily News, 16 September 2004: B1 +.

Cover, Susan. “Randolph 5th-graders help put ‘Maine in Motion’.” Kennebec Journal (Augusta), 16 September 2004.

“Beech Ridge Speedway, high-school track are venues for ACES event.” Scarborough Leader, 30 April 2004.

“National Exercise Day in County Schools May 5.” Lincoln County News, 10 May 2004 (online edition).

“Maine students are ready to exercise for Project ACES.” Foster’s Online, 4 May 2004.

Johnson, Diane. “Weld School Plans Exercise Activities.” Morning Sentinel Online, 1 May 2004.