

Memorandum of Understanding

From: Healthy Peninsula (HP)

To: Downeast Regional Coordinating Council

Date: 10/30/2007

Re: Memorandum of Understanding for Substance Abuse Prevention in Hancock County

This Memorandum of Understanding acknowledges the importance of coordinating to support prevention and intervention programs regarding substance abuse in Hancock County. HP will engage in the following and provide the following resources:

1. A representative of Healthy Peninsula will participate in quarterly planning meetings with other Hancock County SPEP partners as needed to provide input identifying the current challenges we are facing with substance abuse. HP will work with key collaborators/stakeholders on this strategic plan to implement the goals and objectives identified in the revised workplan for substance abuse prevention.

2. HP will take the following steps to further program goals:

- Work with the Healthy Peninsula Action Team and key stakeholders in the Healthy Peninsula service area to implement Communities Mobilizing for Change on Alcohol strategies (CMCA) and develop marketing/media information around substance abuse prevention messages for youth, parents, schools, and the communities in our service area. This includes collaborating with other HMP's in the Downeast District as well as all media and law enforcement partners.
- Assist existing YAPs and/or Civil Rights groups to develop youth lead action plans to address underage access to alcohol, (i.e. Sticker Shock, etc.).
- Partner with Maine Maritime Academy (MMA) and the town of Castine to address concerns regarding young adult substance abuse issues, pricing and promotions of alcohol to young adults, and MMA substance use policies. This will be accomplished through developing a committee at MMA includes students, faculty, prevention counselor, area businesses, and other key stakeholders from the town of Castine.
- Collaborate with Blue Hill Memorial Hospital (BHMH) to raise awareness around substance abuse issues facing elderly populations in the Healthy Peninsula service area. We will work closely with the BHMH social services department.
- Work with Hancock County SPEP partners to increase community knowledge of health risks associated with underage drinking, high-risk drinking in young adults, and elder use of alcohol through communication, education, collaboration, and increased enforcement.
- Work with Hancock County SPEP partners and the Healthy Peninsula Action Team to develop relationships with key stakeholders in Healthy Peninsula service area.
- Work with our state partners and Hancock County SPEP partners to identify sources of evidenced-based data on indicators of youth underage drinking, young adult high-risk drinking, and elder alcohol use/abuse.
- Work collaboratively with Hancock County SPEP partners on a quarterly basis to monitor progress of the action plan and make any necessary changes based upon information from key stakeholders and/or new data from the MYDAUS/Youth Risk Behavior Survey (YRBS), the National Survey on Drug Use and Health (NSDUH), and the Eastern Maine Health System (EMHS) Household Survey