

**State of Maine  
Department of Health and Human Services  
Office of Substance Abuse  
COVER PAGE**

**RFP # 206080, Strategic Planning and Environmental Programming  
For Substance Abuse Prevention (SPEP)**

<b>Applicant:</b> Hancock County Planning Commission	
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<b>Partner Agencies</b> (proposal partners, not all partners in carrying out the work)	Healthy Hancock ♦ Coastal Hancock Healthy Communities ♦ Healthy Acadia ♦ Healthy Peninsula / Peninsula Area Team for Health ♦ Bucksport Bay Healthy Communities Hancock County Sheriff Hancock County District Attorney
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<b>County(ies) Served</b>	Hancock County
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<b>Phase I Funding Requested</b>	<b>\$ 50,000</b>
<b>Phase II Funding Requested (optional)</b>	<b>\$ 30,000</b>
<b>Total Amount of Funding Requested from OSA For SFY 2007 (September 1, 2006 – June 30, 2007)</b>	<b>\$ 80,000</b>

Check List – Included in Proposal:

- Signed Cover Page
- Phase I Narrative (no more than 18 pages)
- Phase I Budget
- Community Sector Chart
- Applicable Memoranda of Understanding (optional)
- Phase II Narrative (no more than 18 pages) (optional)
- Phase II Budget (if applying for Phase II funds) – (to be included on Phase I budget forms)
- Applicable Memoranda of Understanding (optional)

The undersigned is authorized by the Board of Directors to enter into contractual obligations on behalf of the above-named organization. All information provided in the enclosed proposal, both programmatic and financial, is, to the best of my knowledge, complete and accurate at the time of submission.

<b>Authorized Signature</b>	<b>Date</b>	<b>Thomas E. Martin, Executive Director Name and Title (Typed)</b>
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## Table of Contents

Phase I: Strengthening Hancock County’s Prevention Infrastructure, Needs/Resource	
Assessment and Strategic Prevention Plan .....	3
Executive Summary .....	3
Hancock County Needs.....	4
Overview - The Case for a Coordinated Substance Abuse Intervention Plan .....	4
Understanding Place - Hancock County .....	4
Prevention and Interdiction Programs in Hancock County .....	5
Who is Involved - Hancock County Partners .....	7
Recent Efforts for Coordinated Intervention .....	8
Hancock County Readiness Assessment .....	9
Plan for Conducting Strategic Planning.....	10
Organizational and Staff Qualifications.....	13
Grant Manager and Primary Investigator - Hancock County Planning Commission.....	13
Subcontractors – Staffing Plan.....	14
Budget Explanation – Phase I .....	15
Phase II: Implementing Environmental Approaches to Address Underage Drinking.....	
Executive Summary .....	16
Hancock County Needs.....	17
Overview - The Case for a Coordinated Environmental Substance Abuse Intervention .....	17
Understanding Place - Hancock County .....	17
Local Partners .....	18
Current Prevention and Interdiction Programs in Hancock County .....	20
Rationale: Description of the Environmental Approaches .....	22
Identifying Opportunities for Environmental Change .....	22
Hancock County Proposed Environmental Strategies .....	23
Proposed Plan for Implementing an Environmental Approach .....	23
Organizational and Staff Qualifications.....	27
Grant Manager - Hancock County Planning Commission .....	27
Project Leaders.....	28
Experiences with environmental strategies.....	29
Staffing Plan.....	29
Budget Explanation – Phase II.....	29
Appendices.....	
“Location Where Services are Performed” Form .....	30
Community Sectors Chart.....	31

**Proposal for Hancock County  
Strategic Planning and Environmental Programming  
For Substance Abuse Prevention (SPEP)**

**Phase I: Strengthening Hancock County’s Prevention Infrastructure,  
Needs/Resource Assessment and Strategic Prevention Plan**

*Executive Summary*

Hancock County needs a concise plan for substance abuse prevention among minors. Recent events, including retailers selling alcohol to underage buyers and arrests of high school students for underage drinking highlight underlying challenges. Our dispersed, rural towns present a difficult environment for any single program to deal with underage substance abuse. Our abundance of vacation properties provide secluded locations for unsupervised parties. Few of our towns have local police, while a small force of county and state law enforcement officers cover a region over 1,500 square miles. Our small schools lack sufficient resources and have limited time in their curricula devoted to health education and substance abuse prevention. Some schools do not consider substance abuse prevention as their responsibility. Limited after school activities, insufficient rural transportation services, a shortage of employment opportunities during the off-season also contribute to teen boredom. The list goes on.

In the face of these challenges, Hancock County has demonstrated the capacity for coordinated public health and legal intervention efforts. Healthy Hancock has been organized for over five years to address regional needs through our health, education and planning partners.

This proposed plan will be written and implemented by our coalition partners, local and county law enforcement and community based organizations working together in areas as diverse as enhancing substance abuse education in middle schools and high schools, providing information to adults through the media and point of sale programs, working with retailers to prevent underage alcohol sales and shoplifting, coordinating law enforcement with prevention and diversion programs and more. This plan builds upon Hancock County’s One Maine initiatives. The plan will provide each of our partners with the big picture of what Hancock County can accomplish by working together toward a common vision. Our partners will signify their commitment to this vision by signing memoranda of understanding which identify how they will support the drive to reduce underage substance abuse.

## *Hancock County Needs*

### *Overview - The Case for a Coordinated Substance Abuse Intervention Plan*

Recent events in Hancock County highlight the ongoing need for substance abuse prevention and intervention. The arrest of more than 50 middle school and high school students in the first four months of 2006 for crimes related to underage drinking illustrates an ongoing concern with large parties at remote, rural locations and seasonally unused vacation homes. These parties are characterized by aggressive drinking by persons under the age of 21, driving under the influence of alcohol and adults furnishing alcohol to minors. The illegal provision of alcohol to persons under 21 was also highlighted by recent test-buying operation in Hancock County in which eight out of eight stores sold alcoholic beverages to persons under the legal age limit.

These events provide graphic evidence of disturbing levels of teen drinking revealed in more systematic studies like the Maine Youth Drug and Alcohol Use Survey (MYDAUS) and the Youth Risk Behavior Study (YRBS). 2004 MYDAUS data for Hancock County indicate that half of 11<sup>th</sup> and 12<sup>th</sup> grade students report drinking alcohol in the prior 30 days. Almost one third of 11<sup>th</sup> and 12<sup>th</sup> grade students report binge drinking during the prior two-week period. While less pronounced, self reports of drug use also indicate underlying problems. Fully half of all students in grades 9 to 12 responded that it was very easy to have access to marijuana.

### *Understanding Place - Hancock County*

Hancock County is rural covering approximately 1,500 square miles in eastern Maine. With a year-round population of 51,791 in 2000, Hancock County has a relatively low population density of just 33 persons per square mile. However, recent data suggest that the population is growing at a rate more than double that of the state, adding approximately 1% every year. Population growth is driven by migration of persons into the county who are at or nearing retirement. The out-migration stream is dominated by persons graduating from high school and seeking higher education or job opportunities outside of the county. As such, population growth has been accompanied by a declining school age population and rising housing costs. Working class families with children find it increasingly difficult to live along coastal Hancock County, while rural interior towns are seeing relatively rapid growth of this demographic category.



The economics of place are important in determining Hancock County underage substance abuse patterns. In 2000 Hancock County had 23,273 housing units occupied year round and 10,672 seasonal housing units. With nearly 1/3<sup>rd</sup> of all housing being seasonal, and most of these located along secluded lake and ocean front properties, the task of law enforcement in protecting seasonally vacant properties is particularly challenging.

Median household incomes have increased significantly in recent years. Characteristic of a growing retiree population, only 59 percent of income overall is derived from wages. Another 25 percent is derived from dividends, rent and interest and the remainder from transfer payments. In 2004, the Maine Department of Labor reported that the average annual wage in Hancock County was \$28,474. According to the Maine Center for Economic Policy, a two-person household required an annual salary of \$28,964 for a livable wage. In another words, the average salary is less than the livable wage, further stimulating movement of workers to the rural interior of Hancock County.

Hancock County has two large employers representing very different industries. The town of Bucksport is anchored by the International Paper Mill that employs approximately 900 workers. Bar Harbor is home to Jackson Laboratory, a high-tech genetic research and research animal production facility employing approximately 1,500 persons. Other large employers include Hancock County's Hospitals and school systems. Most employment in Hancock County is provided by the retail sector, small businesses and self-employment. Traditional occupations, such as logging, fishing, agriculture, pulp and paper processing are giving way to an expanding service sector, much of it highly seasonal, that serves the summer residents and tourists. Acadia National Park, located in Hancock County, is Maine's second largest attraction for tourists during a very busy summer season. The seasonal tourism industry creates high demand for workers between June and September. Unemployment rates double between October and May.

Long periods of seasonal unemployment, limited wage potential of many service sector jobs and the relatively limited availability of higher education within the county contribute to out migration of persons in their late teens and early twenties. One can speculate on the psychology of place for teenagers that recognize they will be moving away within a few years, and others who see limited employment and income prospects if they choose to enter the local workforce. The dynamics of seasonal work and unemployment are accompanied by community and family stress and a culture of drinking.

### ***Prevention and Interdiction Programs in Hancock County***

Community concerns about trends in substance abuse, school performance and drop out rates have led to the creation of several intervention programs. Hancock County intervention programs include substance abuse education, public awareness campaigns, hospitality and cashier training and local, county and police actions.

### **Education**

Substance abuse education, long the domain of health education classes, is being extended to serve the larger student body through integration with other course materials including science

and social science classes. Hancock County's seven high schools are continually improving curricula with support from the Maine Department of Education and local health and law enforcement agencies. Examples include:

- ◆ **Every Fifteen Minutes** – a high impact awareness program for driving under the influence. Sponsored locations include George Stevens Academy, Ellsworth High School and Deer Isle-Stonington High School.
- ◆ **Social Norms Marketing** – a program to provide students with positive reinforcement for abstinence from alcohol and drugs and for participation in alternative activities. Sponsored at George Stevens Academy, Ellsworth High School and Maine Maritime Academy by Healthy Peninsula/PATH and Union River Healthy Communities.
- ◆ **Creating Lasting Family Connections** - offers parents and care givers assistance in raising a child successfully through the teenage years and young adults in communicating feelings in a positive way. Sponsored at Mount Desert Island High School by Healthy Acadia.
- ◆ **Service Learning** – Providing students with incentives to work in the community after school. Supported by Healthy Acadia at Connors Emerson Elementary School. This is also offered at Sumner High School.
- ◆ **Leadership & Resiliency Program** at Bucksport High School in affiliation with Bucksport Bay Healthy Communities.
- ◆ **Life Skills Training** implemented in multiple school systems for middle school.
- ◆ **Challenging Choices** - an after school challenge program for teens, through the Bucksport Recreation Department.

### **Public Awareness, Attitudes and Practices**

Building public awareness about underage drinking, particularly gaining support from county adults is a critical piece of prevention programs. Many of these efforts have been led by the Healthy Maine Partners and Healthy Community Coalitions. Several initiatives have been launched in Hancock County to this end:

- ◆ **Sticker Shock** – Students placed public awareness stickers on alcoholic beverage containers in local retail shops. Sponsored in Bucksport, Ellsworth, Schoodic area and Blue Hill Peninsula through youth groups.
- ◆ **Alcohol Awareness Day December 2005** - Youth at Sumner High School worked with the Sheriff's Underage Drinking Task Force, Open Door Recovery Center and school staff to promote Alcohol Awareness Day in December 2005.
- ◆ **Hancock Summit on Underage Drinking** – Held April 27, 2006 organized and sponsored by Healthy Hancock. Speakers included Dr. David Craig, Attorney General Steven Rowe and Deputy Sheriff Jason Lepper.
- ◆ **Community Dialogues** – Evening community forums held in Ellsworth and Blue Hill sponsored by Union River Healthy Communities and Healthy Peninsula/PATH.
- ◆ **Common Health** – a monthly radio talk show hosted by the Hancock County Planning Commission (HCPC) on public health issues. The May, 2006 program focused on underage substance abuse with Attorney General Steve Rowe and partnership staff.
- ◆ **Bucksport Substance Abuse Task Force** – Task force overseeing One ME prevention programs, raising public awareness and advocating for policies and law enforcement.

## **Interdiction and Enforcement**

The third plank in the Hancock County response to underage drinking has been led by the law enforcement community with support from Healthy Community Coalitions, Healthy Maine Partners, Schools and other local programs. Many of these programs fall under the science based model of Communities Mobilizing for Change on Alcohol. Planning in Phase I and programs proposed in the Phase 2

Programs include:

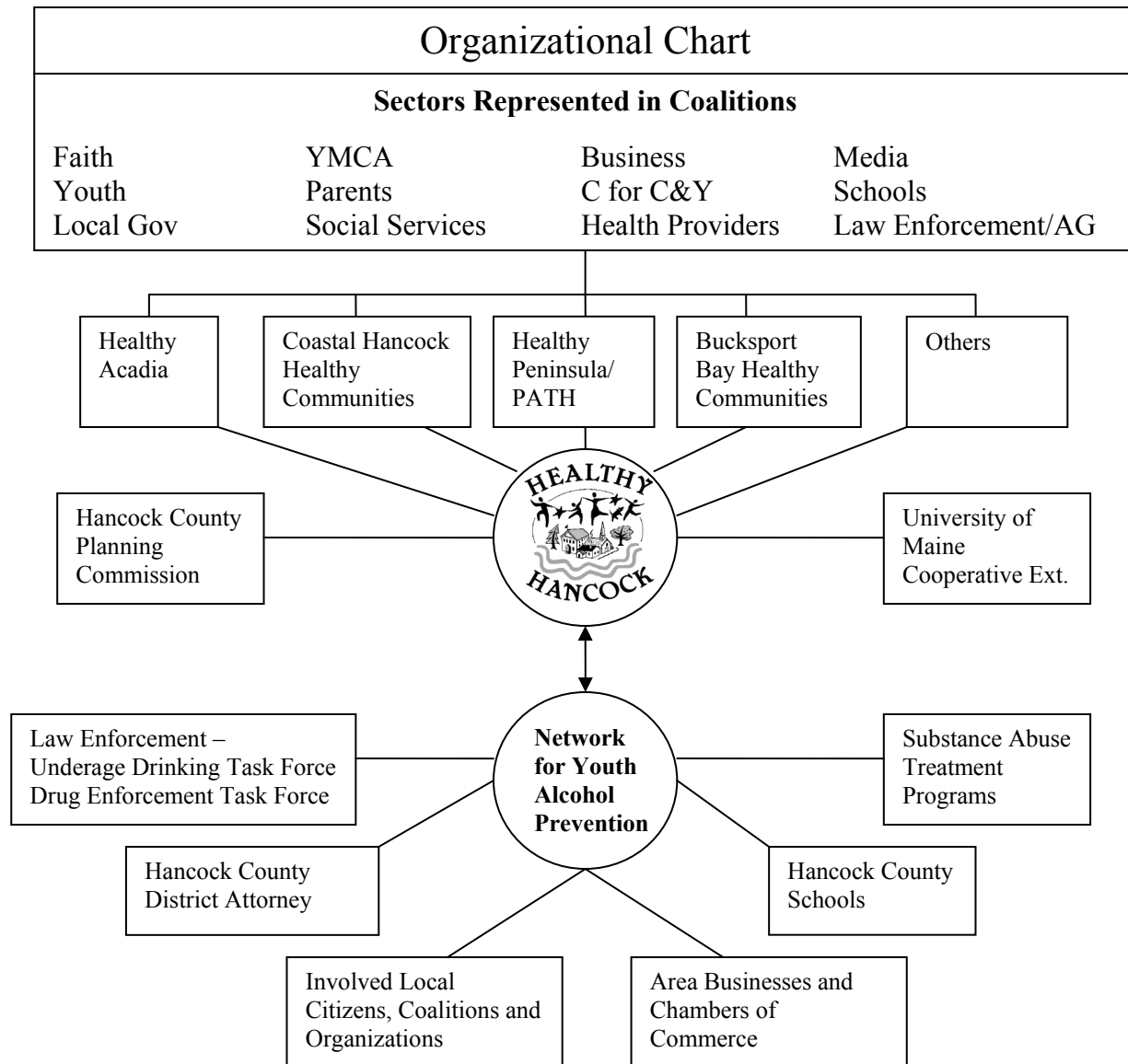
- ◆ **Substance Abuse Task Force** - formed in 2003 by the County sheriff, local law enforcement and the Office of the District Attorney to create a system for responding to substance abuse issues. Initiated in October, 2003 and funded by the Hancock County Commissioners and external grants. Active throughout Hancock County.
- ◆ **Diversion Program** – (2004-2006) Coastal Hancock Healthy Communities and Healthy Peninsula worked with the Hancock County District Attorney’s office to develop a juvenile tobacco diversion program.
- ◆ **Compliance Checks** – (2002-2006) Organized by the Sheriff’s Underage Drinking Task Force – local and county law enforcement conducted compliance checks with all retailers selling alcohol and tobacco products. Also implemented separately by Bucksport Police Department.

## **Counseling and Treatment**

Prevention programs must recognize available services including more aggressive intervention for youth with substance abuse problems. Healthy Hancock partners have established relationships with local treatment providers including: Open Door Recovery, Kid’s Peace, Outpatient Adolescent Alcohol Program, MDI Behavioral Health Center, local chapters with ALANON, local substance abuse counselors, and school-based substance abuse counseling.

### ***Who is Involved - Hancock County Partners***

The Organization Chart below illustrates the relationship between the well established Healthy Hancock Coalition and an evolving Network for Youth Alcohol Prevention. These two networks connect representatives from public, private and non-profit organizations. The work of these organizations has been coordinated this year to produce several initiatives described below. The Community Sectors Chart, included as an appendix, provides greater detail about Hancock County initiatives.



***Recent Efforts for Coordinated Intervention***

Healthy Hancock organized initially with the support of our Downeast East Health Services, Maine Coast Memorial Hospital, Mount Desert Island Hospital, Blue Hill Memorial Hospital, Bucksport Community Health Advisory Committee, Healthy Islands, HCPC, University Cooperative Extension. The coalition grew significantly with the creation of the Healthy Maine Partnership Program, with three HMPs located in Hancock County. During our second year working together we devoted significant time and resources to establishing a shared vision and mission and inter-organizational protocol. We created a website [www.healthyhancock.org](http://www.healthyhancock.org) and launched a number of inter-municipal and county-wide programs.

From the beginning Healthy Hancock members have sought to create a dynamic learning environment, encouraging our partners to innovate locally and share findings countywide.

Innovations to support environmental and systemic changes are balanced with community organizing and participatory health programs. While much of the long-range planning and program development has emphasized community asset building, we have also conducted numerous health assessments and participated in studies to understand area needs and future challenges.

Healthy Hancock has developed a number of tools to coordinate our work at the county level, including regular meetings of the coalition, indicators of health (available at [www.healthyhancock.org](http://www.healthyhancock.org)), coordinated project implementation and coordinated public awareness efforts. Our collaboration has attracted statewide attention through research initiatives such as the Unified Governance Structure Study. Several Healthy Hancock initiatives related to youth substance abuse are listed in the section on Prevention and Interdiction Programs.

### ***Hancock County Readiness Assessment***

The Readiness Assessment was discussed at a regular bi-monthly meeting of Healthy Hancock. The document was circulated to all members present, representing the Healthy Maine Partnerships, Healthy Community Coalitions and Hancock County Planning Commission. The exercise was an opportunity to take stock of our current strengths and weaknesses and think strategically about how the SPEP planning process will operate within our coalition.

#### **Leadership Group Readiness**

We felt that in most respects our core group is well prepared to embark on this planning initiative, registering a “True” on thirteen criteria. Three specific areas scored “Mostly true” on the following three criteria:

- ◆ We have recruited partners from all entities currently active in providing substance abuse prevention programs and services.
- ◆ We have begun to coordinate the efforts of local partners into a strategic countywide effort to build prevention capacity.
- ◆ Our coalition/group has clear and specific working agreements that help the group do its work effectively.

On these three points we acknowledge that the process has started, but that bringing all of the partners together and specification of working agreements is as yet incomplete. For instance, Healthy Hancock has documented our vision and mission and has collaborated on a range of related health research, education and community organizing initiatives (see [www.healthyhancock.org](http://www.healthyhancock.org)). We note that our “circle” needs to be expanded to include more systematic participation of county organizations, including substance abuse treatment organizations and the office of the District Attorney. One of the primary outcomes of the SPEP planning process will be very clear working agreements and memoranda of understanding among the partners.

## **Organizational / Partner / County Readiness**

A great deal of effort has already been expended in Hancock County to harness our local resources addressing concerns about youth substance abuse, including tobacco, alcohol and drugs. Substance abuse problems have presented in a variety of ways, with existing and ad hoc organizations forming to deal with the problems. In one area we noted “Mostly true”:

- ◆ Organizations and partners will provide the necessary financial, physical, or human resources, or will assist in recruitment of those resources.

In one area we noted that we are somewhat true:

- ◆ We have buy-in from the town and city governments in our county.

A great deal of effort has gone into engaging our partners as well as municipal governments in combating problems of substance abuse. Hancock County is made up of thirty-seven primarily rural towns, some with populations numbering in the hundreds (or even smaller in some of the off-shore islands and the remote inland town of Great Pond) and having extremely limited local governmental capacity to take on public health issues. The Hancock County Planning Commission, the County Sheriff’s Office and Healthy Hancock partners are working with all of these towns on various levels. Gaining formal “buy-in” for substance abuse prevention programs is a work in progress that is as yet incomplete, particularly for the most rural communities. Equally, while our partners have made significant resource commitments for county-wide initiatives in the past, we are still in the process of identifying what commitments will be required to plan and implement a countywide substance abuse prevention program. One of the intended outcomes of the planning process will be stronger and more explicit commitments from county and local organizations to provide resources or help in recruiting resources needed to implement the plan.

## ***Plan for Conducting Strategic Planning***

The proposed strategic planning process has three stages, each marked including information gathering, partner/public participation and a forum for presenting preliminary findings. The process of learning, coming to agreement and codifying findings will provide each participant with multiple opportunities to identify what they know and what role they can play in implementing the final plan. The final plan is expected to include partner memoranda of understanding listing specific activities we will undertake in the future to prevent youth substance abuse in Hancock County. A timeline is included that specifies when activities will be undertaken and which agency will lead in project execution.

### **Stage 1: Identifying Assets and Issues: Making the Case for Change**

#### **Launch Planning Initiative:**

The planning team, including members of Healthy Hancock and convening members of the Network for Youth Alcohol Prevention (NYAP) will meet to establish the planning framework, schedule regular team meetings, identify partners needed at the table and so on.

The project team will identify available research and program documentation for Hancock County that relates to youth substance abuse.

### **Collate existing assessments and programs**

Existing studies such as the One Maine Assessments that have been conducted over the last three years, reports from the Hancock County Underage Drinking Task Force, Maine Youth Drug and Alcohol Use Survey (MYDAUS), will be assembled. The team will identify salient points for inclusion in the State of The County Report.

### **Conduct SWOT analysis with Network Partners**

The team will identify known strengths, weaknesses, opportunities and threats (SWOT) related to youth substance abuse programs in Hancock County. This analysis will contribute to our understanding of the state of the County and will guide subsequent elaboration of our goals and objectives.

### **Prepare Draft County Assets and Issues Report**

The County Issues and Assets Report is part 1 of the Substance Abuse Prevention Plan. This report will focus on county assets, such as alcohol prevention programs and unresolved issues, such as sale of alcohol to minors. The report will be distributed through several channels including press, radio and websites such as [www.healthyhancock.org](http://www.healthyhancock.org). A “road show” speakers packet will be created enabling each of our partners to facilitate cottage discussions with their coalitions and stakeholders.

## **Stage 2 – Turning Knowledge into Action**

### **Conduct Coalition Outreach Meetings**

The second stage of the planning process will engage the Healthy Hancock and Youth Alcohol Networks in a multi-site participatory process for identifying goals, objectives and strategies that will guide out efforts over the next five to ten years. Each of our coalition partners will have some latitude in selecting how this process will proceed in their areas. In most cases a blend of small “cottage” meetings, key informant interviews and other participatory action strategies will be employed using the road show packet and the preliminary report completed in stage 1. These meetings are critical in developing long-term commitments from partners to implement the plan.

### **Develop draft Vision, Goals, Objectives & Strategies**

HCPC will work with network partners to distill information gathered in outreach meetings into an annotated list of broad goals, specific objectives and strategies to achieving these objectives. Each objective and strategy will identify partners responsible for implementation, implementation target dates and assessment strategies.

### **Raise Public Awareness**

As the Goals, Objectives and Strategies portion of the report emerge, we will launch round two of our public awareness campaign using communications to stakeholders, local press releases, broadcast media and the internet. Our intent is to raise public awareness of what we can achieve as a county by working together and to elicit feedback about the draft plan in its entirety.

Feedback from network members and the public at large will be used to make final revisions on the plan.

**Establish memoranda of understanding with stakeholders**

There is no central authority in Hancock County that will be empowered to carry-out this plan. Indeed, given the complex nature of youth substance abuse, it is difficult to imagine how such a central authority could be created or be effective. As such, implementation of the Hancock County Substance Abuse Prevention Plan will require coordination among the many stakeholders identified in the plan. HCPC will work with network partners to write specific memoranda of understanding for organizations that sign onto the coordinated prevention effort.

Each MOU will identify the partner organization, their historical connection to youth substance abuse prevention and a clear statement of how they will contribute to implementation of the plan. Particular attention will be paid to identifying partners that are willing to lead on a particular goal, objective or strategy. The MOU will be assembled as an appendix for the final draft of the plan. It is important to note that many of the strategies will be population-based rather than medically based.

**Finalize Hancock County Substance Abuse Prevention Plan**

HCPC will work with the project team to refine both sections of the Hancock County Substance Abuse Prevention Plan, using information received during the public involvement process. The final Substance Abuse Prevention Plan will be published for public use, with copies sent to state, county and municipal government offices, health care providers, schools, law enforcement offices and other stakeholders. The full report will be made available in the internet for the public and the press.

Hancock County Strategic Planning Timeline											
Description	Lead Organization	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Launch Planning Initiative	HH / NYAP										
Collate existing assessment & programs	HCPC										
Conduct SWOT analysis with network partners	HCPC										
Prepare Assets and Issues Report	HCPC										
Conduct Coalition Outreach Meetings	HH / NYAP										
Develop draft Vision, Goals, Objectives & Strategies	HCPC										
Raise public awareness initiatives	HH / NYAP										
Establish memoranda of understanding	HH / NYAP										
Finalize Substance Abuse Prevention Plan	HCPC										

## ***Organizational and Staff Qualifications***

Phase I will engage the Hancock County Planning Commission as the primary investigator. Five subcontracts awarded to coalition partners to assure broad stakeholder involvement in stage 1 and stage 2 of the planning process.

### ***Grant Manager and Primary Investigator - Hancock County Planning Commission***

The Hancock County Planning Commission is a partner with local and county government:

- Protecting our heritage and resources,
- Planning for the future and
- Promoting a sound economy for the people of Hancock County.

HCPC is a 501(c)3 corporation that has been providing planning and related government-support assistance to Hancock County municipalities since 1970. Our planning services include land use, transportation, environment, public health, housing and community development planning. HCPC is staffed by three full time planners and one office manager. HCPC has produced a number of county-wide studies in areas as diverse as transportation, economic development, demographics, recreation and health. The HCPC mission, Board of Directors, staff, newsletter archive and numerous examples of products and services are viewable at [www.hcpcme.org](http://www.hcpcme.org).

#### **Executive Director** – Thomas Martin, AICP

Tom Martin oversees all HCPC research and planning initiatives and works closely with the board of directors representing area towns and the county as a whole. Ultimate decision-making authority rests with the Board of Directors.

#### **Project Manager** – James H. Fisher, PhD, AICP

Jim Fisher will manage the SPEP Phase I project. He holds a Ph.D. in Regional Planning from the University of North Carolina with an emphasis on the relationships between population, health and habitat. His prior research and planning activities include:

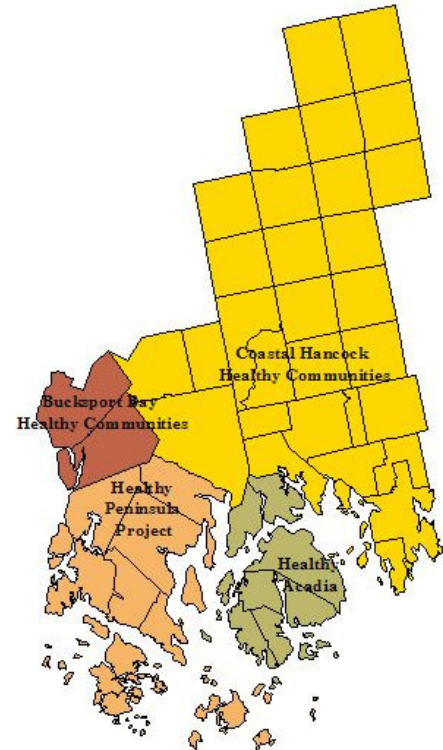
- ◆ Costa Rica and Ecuador: Peace Corps agriculture extension and community development
- ◆ Bangladesh: US Fulbright Scholar doctoral research population and rural development
- ◆ Liberia: USAID Research on family planning and sexually transmitted disease with UNC
- ◆ Bolivia: USAID Maternal and child nutrition research with UNC
- ◆ North Carolina: Health and education outreach with migrant and seasonal farm workers.
- ◆ Cincinnati, OH: Assistant Professor University of Cincinnati School of Planning – Taught materials in regional planning and health care planning and administration.
- ◆ Dayton, OH: Assistant Professor, Wright State University School of Medicine - Directed substance abuse intervention research with USDVA patients.
- ◆ Lewiston, ME: Assistant Professor Bates College Department of Sociology – taught courses in sociology, health and habitat, environment and development and planning.
- ◆ Ellsworth, ME: Senior Planner, Hancock County Planning Commission manages research and planning in public health, transportation and geographic information systems.

Jim Fisher has numerous publications in health, substance abuse treatment, environmental planning and research methods. His health-related research in Maine includes community and regional health assessment, migrant farm worker health and safety, and health care access and quality. He hosts Common Health, a monthly radio broadcast on WERU. He maintains several community-based web sites, such as [www.healthyhancock.org](http://www.healthyhancock.org), [www.hpcme.org](http://www.hpcme.org), and [www.commonhealth.org](http://www.commonhealth.org).

***Subcontractors – Staffing Plan***

Five subcontracts will be awarded to key community-based organizations to extend our planning efforts with stakeholders and the public.

- ◆ Bucksport Bay Healthy Communities
  - Contact: Mary Jane Bush
  - Title: Health Planning Director
  - Activities: Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Healthy Acadia
  - Contact: Doug Michael, MPH
  - Title: Director
  - Activities: Planning Team, Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Healthy Peninsula / Peninsula Area Team for Health
  - Contact: Barbara Peppy, MSW / Linda Jaffe, BS
  - Title: Director / PATH Coordinator
  - Activities: Planning Team, Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Coastal Hancock / Union River Healthy Communities
  - Contact: Helena Peterson, RN, MPH, CPHQ
  - Title: Director
  - Activities: Planning Team, Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Hancock County Sheriff’s Department
  - Contact: Bill Clark
  - Title: Sheriff



- Activities: Planning Team, Coordination with Youth Alcohol and Substance Abuse Task Forces
- Information channeled through Youth Alcohol Task Force to Network for Youth Alcohol Prevention

Evidence of lead and partner capacity is demonstrated through our record of working collaboratively across the county with a major focus on “grassroots” efforts. Local coalitions have between 5 to 12 years’ experience, drawing in over 500 community volunteers and the significant health and social service organizations serving our county. The HH partners have previous experience in administrating the following substance grant programs: ONE-ME Super-coalition, Universal Governance Study (UGS), and Essential Elements grants. Previous sections of this proposal support our organizational strengths.

### ***Budget Explanation – Phase I***

The budget for Phase I reflects the leadership role to be taken by the Hancock County Planning Commission in developing the Strategic Prevention Plan. The HCPC has many years experience in a variety of planning fields including public health, land use, environment and transportation. The lead planner, Dr. James Fisher, has worked with Healthy Hancock since its inception and has an extensive background in environmental health planning and substance abuse intervention.

Each Phase I subcontractor will receive funding from the grant in order to assist in the planning effort, particularly for reaching out to coalition partners and stakeholders first for information and later for commitment to implementing the plan. A more detailed program budget is available upon request.

## **Proposal for Hancock County Strategic Planning and Environmental Programming For Substance Abuse Prevention (SPEP)**

### **Phase II: Implementing Environmental Approaches to Address Underage Drinking**

#### *Executive Summary*

Data on youth alcohol consumption in Maine indicate that environmental factors have a significant influence on individual behavior. The Maine Office of Substance Abuse has identified six environmental factors for innovative county-level programs between September, 2006 and June, 2007. Several members of Healthy Hancock, a coalition of organizations promoting community-based efforts to improve health in Hancock County and an emerging network for youth alcohol prevention (NYAP) have identified three environmental factors to be targeted under this project, 1) Enforcement and the perception of enforcement, 2) Ease of access to alcohol and the perception of ease of access to alcohol, and 3) Adult attitudes in the community, and the perception of adult attitudes in community.

The Healthy Hancock-NYAP Team will use a multifaceted environmental strategy to discourage underage drinking. Current initiatives in Hancock County include Communities Mobilizing for Change on Alcohol (CMCA) strategies, creating lasting family connections, enhanced law enforcement, community forums and more. The proposed mix of strategies will include building awareness of the health and legal consequences of engaging-in or facilitating underage drinking, encouraging healthier attitudes and healthier behaviors and working with law enforcement partners to clamp down on the illegal sales of alcohol to minors. This proposal extends several ongoing efforts in Hancock County and will build upon more than five years of effort to coordinate healthy communities programs at the county level. Concurrent implementation of SPEP phases I and II will provide our partners with the opportunity to put ideas into action quickly and use early results to determine viability of planned objectives. Having programs on the ground will also generate greater interest in the planning process.

## *Hancock County Needs*

### *Overview - The Case for a Coordinated Environmental Substance Abuse Intervention*

Recent events in Hancock County highlight the ongoing need for substance abuse prevention and intervention. The arrest of more than 50 middle school and high school students in the first four months of 2006 for crimes related to underage drinking illustrates an ongoing concern with large parties at remote, rural locations and seasonally unused vacation homes. These parties are characterized by aggressive drinking by persons under the age of 21, driving under the influence of alcohol and adults furnishing alcohol to minors. The illegal provision of alcohol to persons under 21 was also highlighted by recent test-buying operation in Hancock County in which eight out of eight stores sold alcoholic beverages to persons under the legal age limit.

These events provide graphic evidence of disturbing levels of teen drinking revealed in more systematic studies like the Maine Youth Drug and Alcohol Use Survey (MYDAUS) and the Youth Risk Behavior Study (YRBS). 2004 MYDAUS data for Hancock County indicate that half of 11<sup>th</sup> and 12<sup>th</sup> grade students report drinking alcohol in the prior 30 days. Almost one third of 11<sup>th</sup> and 12<sup>th</sup> grade students report binge drinking during the prior two-week period. While less pronounced, self reports of drug use also indicate underlying problems. Fully half of all students in grades 9 to 12 responded that it was very easy to have access to marijuana.

In recognition of the scale of challenges faced in Hancock County, a number of efforts have been launched in recent years. These local and county-wide initiatives have attacked the problem from several angles including a CMCA grant working with youth mentoring in the Big Brother/Big Sister program, creation of targeted law enforcement initiatives, evening programs for teens and retailer training programs to detect underage sale of alcohol. A more detailed list follows.

### *Understanding Place - Hancock County*

Hancock County is rural covering approximately 1,500 square miles in eastern Maine. With a year-round population of 51,791 in 2000, Hancock County has a relatively low population density of just 33 persons per square mile. However, recent data suggest that the population is growing at a rate more than double that of the state, adding approximately 1% every year. Population growth is driven by migration of persons into the county who are at or nearing retirement. The out-migration stream is dominated by persons graduating from high school and seeking higher education or job opportunities outside of the county. As such, population growth has



been accompanied by a declining school age population and rising housing costs. Working class families with children find it increasingly difficult to live along coastal Hancock County, while rural interior towns are seeing relatively rapid growth of this demographic category.

The economics of place are important in determining Hancock County underage substance abuse patterns. In 2000 Hancock County had 23,273 housing units occupied year round and 10,672 seasonal housing units. With nearly 1/3<sup>rd</sup> of all housing being seasonal, and most of these located along secluded lake and ocean front properties, the task of law enforcement in protecting seasonally vacant properties is particularly challenging.

Median household incomes have increased significantly in recent years. Characteristic of a growing retiree population, only 59 percent of income overall is derived from wages. Another 25 percent is derived from dividends, rent and interest and the remainder from transfer payments. In 2004, the Maine Department of Labor reported that the average annual wage in Hancock County was \$28,474. According to the Maine Center for Economic Policy, a two-person household required an annual salary of \$28,964 for a livable wage. In another words, the average salary is less than the livable wage, further stimulating movement of workers to the rural interior of Hancock County.

Hancock County has two large employers representing very different industries. The town of Bucksport is anchored by the International Paper Mill that employs approximately 900 workers. Bar Harbor is home to Jackson Laboratory, a high-tech genetic research and research animal production facility employing approximately 1,500 persons. Other large employers include Hancock County's Hospitals, school systems and retail chains. Most remaining employment in Hancock County is provided by small businesses and self-employment. Traditional occupations, such as logging, fishing, agriculture, pulp and paper processing are giving way to an expanding service sector, much of it highly seasonal, that serves the summer residents and tourists. Acadia National Park, located in Hancock County, is Maine's second largest attraction for tourists during a very busy summer season. The seasonal tourism industry creates high demand for workers between June and September. Unemployment rates normally double between October and May.

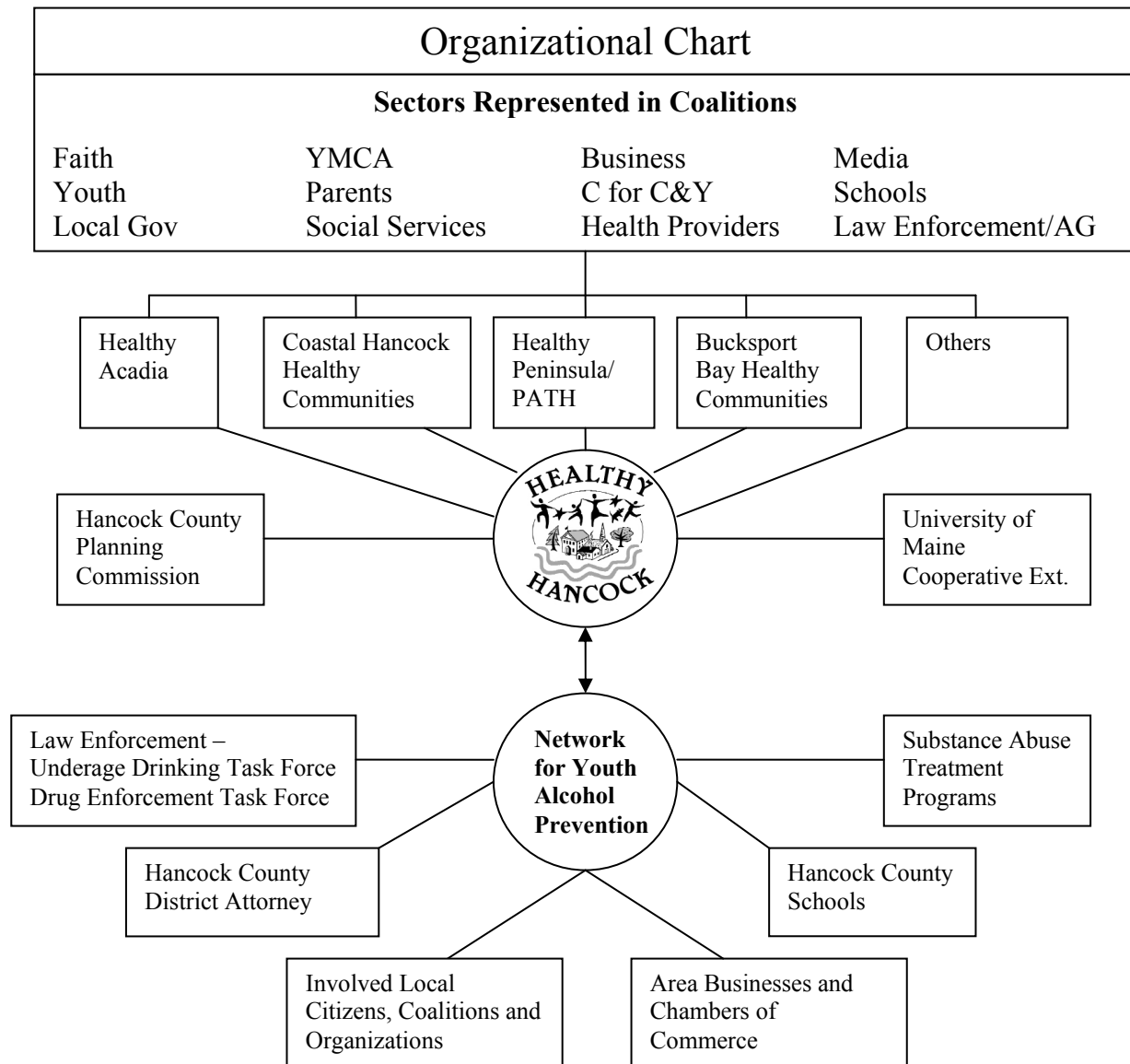
Long periods of seasonal unemployment, limited wage potential of many service sector jobs and the relatively limited availability of higher education within the county contribute to out migration of persons in their late teens and early twenties. One can speculate on the psychology of place for teenagers that recognize they will be moving away within a few years, and others who see limited employment and income prospects if they choose to enter the local workforce. The dynamics of seasonal work and unemployment are accompanied by community and family stress and a culture of drinking.

### ***Local Partners***

The Organization Chart below illustrates the relationship between the well established Healthy Hancock Coalition and an evolving Network for Youth Alcohol Prevention. These two networks connect representatives from public, private and non-profit organizations. The work of these

organizations has been coordinated this year to produce several initiatives described below. The Community Sectors Chart, included as an appendix, provides greater detail about Hancock County initiatives.

These partners have expressed a readiness to organize and implement initiatives in Hancock County that address the three selected SPF-SIG goals. This partnership draws from several areas of interest within the county. Healthy Hancock, including Healthy Maine Partnerships, one Healthy Community Coalitions, a regional planning commission, University Cooperative extension, area hospitals and others have a track record working together to encourage environmental changes that improve health behavior.



## ***Current Prevention and Interdiction Programs in Hancock County***

Community concerns about trends in substance abuse, school performance and drop out rates have led to the creation of several intervention programs. Hancock County intervention programs include substance abuse education, public awareness campaigns, hospitality and cashier training and local, county and police actions. Detailed information about Phase II partners follows, but this list of activities includes many of them. They include members of Healthy Hancock, the Office of the Hancock County Sheriff, the Hancock County District Attorney, schools located throughout the county and other participating organizations.

### **Education**

Substance abuse education, long the domain of health education classes, is being extended to serve the larger student body through integration with other course materials including science and social science classes. Hancock County's seven high schools are continually improving curricula with support from the Maine Department of Education and local health and law enforcement agencies. Examples include:

- ◆ **Every Fifteen Minutes** – a high impact awareness program for driving under the influence. Sponsored locations include George Stevens Academy, Ellsworth High School and Deer Isle High School.
- ◆ **Social Norms Marketing** – a program to provide students with positive reinforcement for abstinence from alcohol and drugs and for participation in alternative activities. Sponsored at George Stevens Academy, Ellsworth High School and Maine Maritime Academy by Healthy Peninsula/PATH and Union River Healthy Communities.
- ◆ **Creating Lasting Family Connections** - offers parents and care givers assistance in raising a child successfully through the teenage years and young adults in communicating feelings in a positive way. Sponsored at Mount Desert Island High School by Healthy Acadia.
- ◆ **Service Learning** – Providing students with incentives to work in the community after school. Supported by Healthy Acadia at Connors Emerson Elementary School. This is also offered at Sumner High School.
- ◆ **Life Skills Training** implemented in multiple school systems for middle school.
- ◆ **Leadership & Resiliency Program** at Bucksport High School in affiliation with Bucksport Bay Healthy Communities.
- ◆ **Challenging Choices** - an after school challenge program for teens, through the Bucksport Recreation Department.

### **Public Awareness, Attitudes and Practices**

Building public awareness about underage drinking, particularly gaining support from county adults is a critical piece of prevention programs. Many of these efforts have been led by the Healthy Maine Partners and Healthy Community Coalitions. Several initiatives have been launched in Hancock County to this end:

- ◆ **Sticker Shock** – Students placed public awareness stickers on alcoholic beverage containers in local retail shops. Sponsored in Bucksport, Ellsworth, Schoodic area and Blue Hill Peninsula through youth groups.
- ◆ **Alcohol Awareness Day December 2005** - Youth at Sumner High School worked with the Sheriff's Underage Drinking Task Force, Open Door Recovery Center and school staff to promote Alcohol Awareness Day in December 2005.
- ◆ **Hancock Summit on Underage Drinking** – Held April 27, 2006 organized and sponsored by Healthy Hancock. Speakers included Dr. David Craig, Attorney General Steven Rowe and Deputy Sheriff Jason Lepper.
- ◆ **Community Dialogues** – Evening community forums held in Ellsworth and Blue Hill sponsored by Union River Healthy Communities and Healthy Peninsula/PATH.
- ◆ **Common Health** – a monthly radio talk show hosted by HCPC on public health issues. The May, 2006 program focused on underage substance abuse with Attorney General Steve Rowe and partnership staff.
- ◆ **Bucksport Substance Abuse Task Force** – Task force overseeing One ME prevention programs, raising public awareness and advocating for policies and law enforcement.

### **Interdiction and Enforcement**

The third plank in the Hancock County response to underage drinking has been led by the law enforcement community with support from Healthy Community Coalitions, Healthy Maine Partners, Schools and other local programs. Many of these programs fall under the science based model of Communities Mobilizing for Change on Alcohol. Planning in Phase I and programs proposed in the Phase II

Programs include:

- ◆ **Substance Abuse Task Force** - formed in 2003 by the County sheriff, local law enforcement and the Office of the District Attorney to create a system for responding to substance abuse issues. Initiated in October, 2003 and funded by the Hancock County Commissioners and external grants. Active throughout Hancock County.
- ◆ **Diversion Program** – (2004-2006) Coastal Hancock Healthy Communities and Healthy Peninsula worked with the Hancock County District Attorney's office to develop a juvenile tobacco diversion program.
- ◆ **Compliance Checks** – (2002-2006) Organized by the Sheriff's Underage Drinking Task Force – local and county law enforcement conducted compliance checks with all retailers selling alcohol and tobacco products. Also implemented by Bucksport Police Department.

### **Counseling and Treatment**

Prevention programs must recognize available services including more aggressive intervention for youth presenting with substance abuse problems. Healthy Hancock partners have established relationships with local treatment providers including: Open Door Recovery, Kid's Peace, Outpatient Adolescent Alcohol Program, MDI Behavioral Health Center, local chapters with

ALANON, local substance abuse counselors, and school-based substance abuse counseling.

## ***Rationale: Description of the Environmental Approaches***

### ***Identifying Opportunities for Environmental Change***

The 2000 Report of the Maine Underage Drinking Task Force outlines recommendations in retail access, social access, college access and consistency of enforcement. Hancock County organizations have made progress on several of these recommendations and are poised to do more. The breadth of substance abuse programs in Hancock County provides a rich environment for SPEP Phase II activities. For instance:

- ◆ The Office of the Hancock County Sheriff and Substance Abuse Task Force are anxious to increase outreach activities to high schools and community organizations. Added funding will permit them to put more time into educating school staff, faculty and students about the legal and health consequences of underage drinking. Innovative strategies to engage students in learning depend upon adequate support for creating and imparting curriculum.
- ◆ The Office of the County Sheriff, Bucksport Police Department and Ellsworth Police Department have recently adopted Maine's Model Policy on Underage Drinking Enforcement that outlines how officers will work to prevent underage drinking, provision of places to drink or alcohol to minors and procedures for managing violations.
- ◆ A collaboration of Healthy Maine Partners and the District Attorney has resulted in a tobacco diversion program for youth caught smoking tobacco. This program can serve as a model for creating a more effective response for you alcohol involvement as well.
- ◆ Healthy Hancock members are working with local schools to place stickers on alcoholic beverage containers to remind buyers and cashiers that it is a crime to sell or provide alcohol to persons under the age of 21. This "sticker shock" program can be extended to more retail establishments with a larger number of students participating.

Law enforcement-based programs through the County Sheriff and State Police have been applied across Hancock County. Service centers that have local police departments are involved in the Hancock County Underage Drinking Task Force and are working within their jurisdictions as well as signing inter-local collaborative agreements.

Healthy Hancock is actively supporting research, advocacy and educational programs with schools and community organizations. Many of Healthy Hancock partner's education and outreach initiatives in the last five years have been targeted within HMP/HCC service areas or multi-town clusters, such as the Mount Desert Island League of Towns, or the Bucksport Bay Healthy Communities. Countywide bimonthly meetings have enabled partners to share their experiences and learn from innovative efforts in other parts of the county. Some initiatives have been coordinated countywide such as the recent Underage Drinking Summit and past efforts in

assessing county needs, measuring indicators of progress, working to improve physical activity, diet and tobacco prevention.

### ***Hancock County Proposed Environmental Strategies***

Hancock County has a problem with underage substance abuse, particularly underage drinking. Arrest data and survey results indicated that we have serious challenges with respect to provision by adults of places to drink and alcohol and with respect to teen attitudes about the acceptability of aggressive drinking.

Members of Healthy Hancock, a coalition of organizations promoting community-based efforts to improve health in Hancock County and an emerging network for youth alcohol prevention (NYAP) have identified three environmental factors to be targeted under this project:

- 1) Enforcement and the perception of enforcement,
- 2) Ease of access to alcohol and the perception of ease of access to alcohol, and
- 3) Adult attitudes in the community, and the perception of adult attitudes in community.

The combination of these three strategies which follow the Communities Mobilizing for Change on Alcohol (CMCA), casts a broad net for the program.

- ◆ Participating agencies will engage young people, adults and merchants.
- ◆ Young people and their parents will be more aware of laws and the risks of illegal activities.
- ◆ Merchants will be strongly encouraged improve ID checking protocol.
- ◆ Changing adult attitudes, including parents, can reduce enabling behavior such as provision to minors.

Our rationale for selecting these three factors

- ◆ A solid foundation in CMCA
- ◆ Proven efficacy of CMCA to curb access and change adult attitudes
- ◆ Strengthen collaboration with law enforcement to curb access to alcohol

### ***Proposed Plan for Implementing an Environmental Approach***

The Environmental Strategy Matrix (Paul Florin, URI) provided in the SPEP RFP recommends activities in three domains: Media, Policy Change and Enforcement/Compliance. Healthy Hancock and partners in the emerging Network for Youth Alcohol Prevention have engaged in all three strategic domains, and add to this list of environmental activities a number of indirect environmental programs providing young people with alternative activities, support groups and social outlets.

Strategies that will be emphasized during Phase II include:

Enforcement/Compliance

- ◆ Continue proactive work with retailers for ID checks
- ◆ Extend sticker-shock campaign county-wide

- ◆ Enhancing police surveillance capacity
- ◆ Implement newly adopted underage drinking procedures
- ◆ Encourage retailers to enhance surveillance capacity to prevent theft including enhanced capping systems
- ◆ Server training for bars and restaurants

Policy Change

- ◆ Encourage adoption of underage drinking procedures by local police units
- ◆ Encourage towns to adopt strict alcohol distribution policies for public events
- ◆ Encourage towns to review of alcohol violations liquor license applications and renewals
- ◆ Enhance curriculum in middle and high schools, including substance abuse content in science, social science and health classes.
- ◆ Encourage non-punitive alternatives to school suspension

Media

- ◆ Engage the press to build awareness of NYAP/Healthy Hancock activities to prevent underage drinking
- ◆ Engage the press to build awareness of local social norms data vis-à-vis teen substance abuse
- ◆ Enhance Healthy Hancock website to include more information and resource links on underage drinking

Healthy Alternatives

- ◆ Support efforts to create chemical-free after-school and evening programs for area youth through schools and local governments
- ◆ Encourage faculty and student leaders to sponsor alternative activities
- ◆ Training teacher in Creating Lasting Family Connections Curriculum

**Phase II Work Plan**

<b>Intervening Factor Addressed: Enforcement and the perception of enforcement</b>				
<b>Activity/Task</b>	<b>Action Steps</b>	<b>Timeframe</b>	<b>Who Is Responsible?</b>	<b>With whom will you coordinate?</b>
Enforcement / Compliance	Continue proactive work with retailers for ID checks	October - June	County Sheriff, HMP/HCC Partners	Retail owners, AG
Enforcement / Compliance	Extend sticker-shock campaign county-wide	October – May	HMP/HCC Partners	Retail owners and schools
Enforcement / Compliance	Enhancing police surveillance capacity	October - June	Underage Drinking Task Force	Law Enforcement
Enforcement / Compliance	Implement newly adopted underage drinking policies	October - June	Underage Drinking Task Force, Law Enforcement	Local law enforcement departments

<b>Intervening Factor Addressed:</b> Ease of access to alcohol and the perception of ease of access to alcohol				
<b>Activity/Task</b>	<b>Action Steps</b>	<b>Timeframe</b>	<b>Who Is Responsible?</b>	<b>With whom will you coordinate?</b>
Enforcement / Compliance	Encourage retailers to enhance surveillance capacity to prevent theft including enhanced capping systems	January – June	Network for Youth Alcohol Prevention	Retail owners
Enforcement / Compliance	County Sheriff and local police conduct compliance checks at local retailers	January - June	Underage Drinking Task Force	Law Enforcement
Enforcement / Compliance	Facilitate server training for bars and restaurants	May, June	Network for Youth Alcohol Prevention	Bars and Restaurants
Public Policy	Encourage adoption of underage drinking procedures by local police units	September – November	Underage Drinking Task Force	Law Enforcement
Public Policy	Encourage towns to adopt strict alcohol distribution policies for public events	December – June	Hancock County Planning Commission	Healthy Hancock, Municipalities
Public Policy	Encourage towns to review alcohol violations when considering liquor license applications and renewals	December – June	Hancock County Planning Commission	Healthy Hancock, Municipalities
Public Policy	Enhance curriculum in middle and high schools, including substance abuse content in science, social science and health classes.	January - June	HMP/HCC Partners	Schools
Public Policy	Encourage non-punitive alternatives to school suspension	October - November	HMP/HCC Partners	Schools

**Intervening Factor Addressed:** Adult attitudes in the community, and the perception of adult attitudes in community.

<b>Activity/Task</b>	<b>Action Steps</b>	<b>Timeframe</b>	<b>Who Is Responsible?</b>	<b>With whom will you coordinate?</b>
Media	Engage the press to build awareness of NYAP/Healthy Hancock activities to prevent underage drinking	December, May, June	Hancock County Planning Commission	Healthy Hancock
Media	Engage the press to build awareness of local social norms data about teen substance abuse	September – May	HMP/HCC Partners	Healthy Hancock
Media	Enhance Healthy Hancock website to include more information and resource links on underage drinking	September, December, May	Hancock County Planning Commission	Healthy Hancock
Media	Broadcast live radio call-in programs on underage drinking	September, May	Hancock County Planning Commission	WERU, HMP/HCC
Enforcement/ Compliance	Present underage drinking “road show” to adult groups, including PTO’s, Churches, Civic Organizations	January – June	HMP/HCC Partners, Hancock County Planning Commission	Civic Organizations, PTO, Churches
Healthy Alternatives	Creating Lasting Family Connections Training	November-March	Healthy Acadia	Healthy Hancock
Healthy Alternatives	Safe Homes	November-March	PATH and collaborating HMP/HCCs	Healthy Hancock

## ***Organizational and Staff Qualifications***

Phase II will engage the Hancock County Planning Commission as the primary investigator. Five subcontracts awarded to coalition partners to assure broad stakeholder involvement in identifying in stage 1 and stage 2 of the planning process.

### ***Grant Manager - Hancock County Planning Commission***

The Hancock County Planning Commission is a partner with local and county government:

- Protecting our heritage and resources,
- Planning for the future and
- Promoting a sound economy for the people of Hancock County.

HCPC is a 501(c)3 corporation that has been providing planning and related government-support assistance to Hancock County municipalities since 1970. Our planning services include land use, transportation, environment, public health, housing and community development planning. HCPC is staffed by three full time planners and one office manager. HCPC has produced a number of county-wide studies in areas as diverse as transportation, economic development, demographics, recreation and health. The HCPC mission, Board of Directors, staff, newsletter archive and numerous examples of products and services are viewable at [www.hcpcme.org](http://www.hcpcme.org).

### **Executive Director – Thomas Martin, AICP**

Tom Martin oversees all HCPC research and planning initiatives and works closely with the board of directors representing area towns and the county as a whole. Ultimate decision-making authority rests with the Board of Directors.

### **Project Manager – James H. Fisher, PhD, AICP**

Jim Fisher will manage the SPEP Phase II project, though his direct involvement will be limited to convening project leaders and conducting program evaluations. He holds a Ph.D. in Regional Planning from the University of North Carolina with an emphasis on the relationships between population, health and habitat. His prior research and planning activities include:

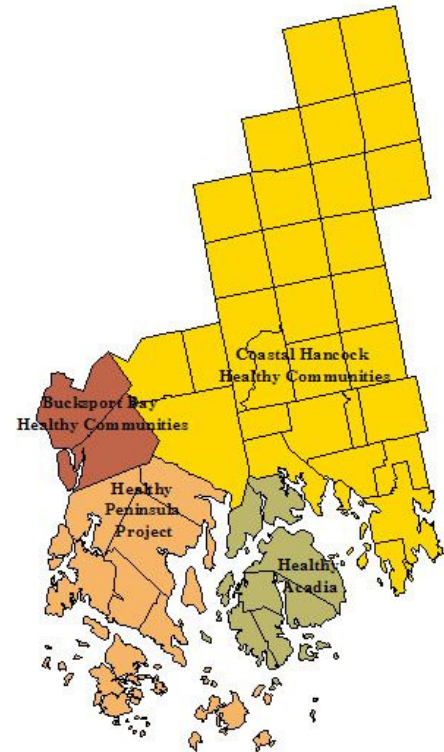
- ◆ Costa Rica and Ecuador: Peace Corps agriculture extension and community development
- ◆ Bangladesh: US Fulbright Scholar doctoral research population and rural development
- ◆ Liberia: USAID Research on family planning and sexually transmitted disease with UNC
- ◆ Bolivia: USAID Maternal and child nutrition research with UNC
- ◆ North Carolina: Health and education outreach with migrant and seasonal farm workers.
- ◆ Cincinnati, OH: Assistant Professor University of Cincinnati School of Planning – Taught materials in regional planning and health care planning and administration.
- ◆ Dayton, OH: Assistant Professor, Wright State University School of Medicine - Directed substance abuse intervention research with USDVA patients.
- ◆ Lewiston, ME: Assistant Professor Bates College Department of Sociology – taught courses in sociology, health and habitat, environment and development and planning.
- ◆ Ellsworth, ME: Senior Planner, Hancock County Planning Commission manages research and planning in public health, transportation and geographic information systems.

Jim Fisher has numerous publications in health, substance abuse treatment, environmental planning and research methods. His health-related research in Maine includes community and regional health assessment, migrant farm worker health and safety, and health care access and quality. He hosts Common Health, a monthly radio broadcast on WERU. He maintains several community-based web sites, such as [www.healthyhancock.org](http://www.healthyhancock.org), [www.hcpcme.org](http://www.hcpcme.org), and [www.commonhealth.org](http://www.commonhealth.org).

### ***Project Leaders***

Five subcontracts will be awarded to key community-based organizations to lead environmental intervention projects.

- ◆ Bucksport Bay Healthy Communities
  - Contact: Mary Jane Bush
  - Title: Health Planning Director
  - Activities: Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Healthy Acadia
  - Contact: Doug Michael, MPH
  - Title: Director
  - Activities: Planning Team, Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Healthy Peninsula / Peninsula Area Team for Health
  - Contact: Barbara Peppery, MSW / Linda Jaffe, BS
  - Title: Director / PATH Coordinator
  - Activities: Planning Team, Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Coastal Hancock / Union River Healthy Communities
  - Contact: Helena Peterson, RN, MPH, CPHQ
  - Title: Director
  - Activities: Planning Team, Outreach to stakeholders and public
  - Information channeled through steering committee to Network for Youth Alcohol Prevention
  
- ◆ Hancock County Sheriff's Department
  - Contact: Bill Clark
  - Title: Sheriff



- Activities: Planning Team, Coordination with Youth Alcohol and Substance Abuse Task Forces
- Information channeled through Youth Alcohol Task Force to Network for Youth Alcohol Prevention

### ***Experiences with environmental strategies***

Evidence of lead and partner capacity is demonstrated through our record of working collaboratively across the county with a major focus on “grassroots” efforts. Local coalitions have between 5 to 12 years’ experience, drawing in over 500 community volunteers and the significant health and social service organizations serving our county. The HH partners have previous experience in administrating the following substance grant programs: ONE-ME Super-coalition, Universal Governance Study (UGS), and Essential Elements grants. Previous sections of this proposal support our organizational strengths.

### ***Staffing Plan***

Phase II will engage six partners in extending programs that are at various stages of planning and implementation. The list of activities is aggressive and would not be achievable were these new, free standing programs. Rather, the implementation funds are leveraging programs that are either going concerns or ready to go.

Each of our partner organizations is experienced at implementing environmental programs to reduce with underage substance abuse. The Hancock County Planning Commission has managed numerous projects related to health and the environment, as have each of the partner agencies. Each of our organizations has one or more staff members with extensive experience in this field. Our respective steering committees have been informed of this request for proposals and are excited that there will be simultaneous planning and implementation projects in Hancock County in 2006 and 2007.

The work plan describes how each of the partners will take responsibility for specific strategies. The HCPC will be responsible in Phase II primarily for grant administration and evaluation of these implementation efforts. HCPC has conducted many such evaluations in the past with reports available on request.

### ***Budget Explanation – Phase II***

The attached budget spells out how resources will be assigned to specific Phase II strategies and how these strategies are connected with the three selected factors influencing underage substance abuse: 1) Enforcement and compliance, 2) Access to alcohol, and 3) Adult attitudes about underage drinking. The \$30,000 grant will be distributed equally among the partners in order to pursue a combination of enforcement, compliance, media, policy and healthy alternatives strategies. The HMP/HCC partners will work closely with law enforcement to coordinate projects within county sub-regions. HCPC will work for county-wide coordination of programs and policies.

## Appendices

### ***“Location Where Services are Performed” Form***

As part of your response to this request for proposal, please make us aware of how the services described in the scope of work would be provided by answering the following questions.

**1. Will any of the services described in the proposal’s scope of work be performed outside of the United States of America? (check one)**

Yes                       No

*If “No,” continue with question 3.*

*If “Yes,” make us aware of the country(ies) where the work will be performed and continue with questions 2 and 3.*

**2. If you responded “Yes” above, who will perform any of the services described in the proposal’s scope of work? (check one or both)**

(a) citizens of the USA living abroad, or  
 (b) foreign nationals.

**3. If a corporation, in what US state or foreign country is your firm incorporated?**

Hancock County Planning Commission  
A Maine 501(c)3 Non-profit corporation

## *Community Sectors Chart*

<b>Local Coalitions that might operate in your county or in parts of your county</b>	<b>Does this coalition exist? How many?</b>	<b>Have you been in contact with each of them?</b>	<b>Describe the role that they will play in the development of your county's strategic plan and implementation.</b>
1. OneME Coalition	Yes – 2 (1 is a super-coalition.)	Already part of Healthy Hancock.	Continue to work together on planning and implementation of CMCA or other programs.
2. Healthy Maine Partnership	Yes - 3	All are members of Healthy Hancock	Continue to work together as we have for 5 years – on all phases of planning and implementation.
3. Communities for Children & Youth	Yes - 4	Yes, through our local coalitions.	Both will be engaged in planning and implementation through developed methods of communication.
4. Healthy Community Coalitions	Yes - 5	All are members of Healthy Hancock.	Continue to work together as we have for 5 years – on all phases of planning and implementation.
5. JJAG Coalitions	No		
6. Drug Free Communities Coalition	Yes -1	MDI Drug and Alcohol Abuse Group	Growing relationship working with Healthy Acadia.
7. Communities that Care	No		
8. Coordinated School Health – Community Group	Yes - 4	All are members of Healthy Hancock.	Continue to work together as we have for 5 years – on all phases of planning and implementation.
9. Safe & Drug Free Schools Local Consultation Groups	Yes – 11 projects in Hancock County	Yes – shared membership with our School Health Leadership Teams	Will be engaged in planning and implementation through existing School Health Leadership Teams.
10. HEAPP Campus-community Coalition	No		
11. Community Youth Development Study (CYDS)	No		

<b>Part II: Representation from Community Sectors</b>	<b>Represented on your planning group? Y,N</b>	<b>How will you involve this sector in planning process? What role will they play?</b>
Business Community	Yes, through each member coalition.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Grassroots community organizations (Neighborhood associations)	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Community-based health or social service providers	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Cooperative Extension	Organizational member of Healthy Hancock	Continue to work together as we have for 5 years – on all phases of planning and implementation.
Health-care Sector (physicians, hospital representatives)	All three hospitals and Downeast Health Services are members of Healthy Hancock.	Continue to work together as we have for 5 years – on all phases of planning and implementation.
Law enforcement (sheriff, police, school resource officers; parole officers.)	Yes, through each member coalition.	Will be active members of the Healthy Hancock planning team.
Local government	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Local media (newspaper, radio, TV, local access TV)	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Local prevention agency staff	Yes, through our member coalitions.	We will continue working closely together throughout the planning and implementation process.
Parents	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Religions leaders and organizations	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Schools (pre-K-12,	Yes, through each	Continue to work together as we have

<b>Part II: Representation from Community Sectors</b>	<b>Represented on your planning group? Y,N</b>	<b>How will you involve this sector in planning process? What role will they play?</b>
alternative ed, higher ed.)	member coalition, and through our 4 Coordinated School Health Programs.	for 5 years – on all phases of planning and implementation.
Youth	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Youth service organizations (YMCA, Boys/Girls Clubs, Scouts, summer camps)	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.
Other county or regional organizations (United Way, Area Agency on Aging, Community Action Program)	Yes, through our member coalitions.	Each coalition will engage their members; in addition we will target participation of key sectors in the county-wide planning process.