



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

ANNUAL REPORT 2005

**11 Parkwood Drive
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www.mainephysicalactivity.org**

Mission

To improve health and wellness for all individuals in Maine by promoting wellness for Maine people through physical activity and other healthy practices.

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.

2005 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 2005

Legislative Fitness Day

On February 17, 2005, the Council co-sponsored the fifth 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 good nutrition. The program offered screenings for blood pressure and cholesterol, upper body muscle strength testing (grip strength), body composition assessment, posture evaluation, a diabetes risk quiz, lower back flexibility, and a computerized health risk assessment. Participants in screening activities were rewarded with incentives for their efforts to take care of their health. With over 300 screenings conducted during the course of the day, the interest and participation level demonstrate that legislators and state employees realize the importance of good health as well as the role they play in setting an example for the citizens of Maine. This event was a collaborative effort in partnership with the Maine Association on Health, Physical Education, Recreation, and Dance (MAHPERD); the American Lung



Association of Maine (ALAM); Maine Dietetic Association (MDA); and the Maine Cardiovascular Health Program (MCVHP) at the Bureau of Health.

Contest for Communities Recognition



The Council held its 7th annual celebration recognizing Maine people who are working to promote physically active lifestyles. An award celebration was held on February 17, 2005 at the State House Hall of Flags (in conjunction with Legislative Fitness Day). Eight winners were recognized and received an award 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 7th annual celebration was sponsored in part by Affiliated Health Care Systems.

2005 Awards were presented to:

Joan Benoit Samuelson (Lifetime Achievement Award)

Maine Senior Women's Basketball Team, South Portland (Adult category)

“Walking Wednesday Program,” Houlton Southside School, Houlton (Youth – School)

10th Mountain Ski Club, Fort Kent (Youth – Community)

Greater Waterville Area Boys & Girls Club and YMCA, Waterville (Special Populations)

Harriman Associates, Auburn (Healthy Workplace – Small Business)

National Semiconductor, South Portland (Healthy Workplace – Medium Business)

“STRIDES Walk Around the World,” Healthy Community Coalition, Wilton (Community)

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

ACES Day



The Governor's Council sponsored ACES Day (All Children Exercising Simultaneously) in Maine that took place on May 4, 2005. This is the ninth year that the Council has participated in this non-competitive international program where millions of school children around the globe exercise simultaneously in a symbolic gesture to promote the benefits of physical activity and healthy lifestyles. The event is promoted mainly to

schools, however attempts are made each year to include a wider variety of populations. Participation has increased over the years and in 2005 we had 102 schools, 2 YMCA's, and 2 day care centers participating for a total of more than 25,000 people here in Maine being physically active at the same time. The Council continues to make available an "ACES Resource Manual" that contains ideas and fun activities to help schools participate. Sample press releases, invitational letters, participant certificates, and programs that can be implemented all year round are included in the manual. The manual is available in hard copy and is also available at the Council's web site. Participants in ACES can now register online.

Maine in Motion Pedometer Project



The *Maine in Motion* physical activity program, which began in September 2004, has become the signature program of the Council. Survey results from the pilot program (September to December 2004), led the Council to promote a program geared towards fifth grade classrooms during the spring of 2005. Eighty-seven schools, consisting of 227 classrooms and 3,336 participants took part in an eight-week program specifically designed for schools. At the conclusion of the program, site coordinators (teachers) were surveyed and more than half responded. Over 92% said they would definitely consider repeating the program and what's more, 97.5% found the program was easy to deliver. Ninety-one percent of teachers and students who responded said that they felt they were in better physical condition after completing the program. Challenge medals were awarded to the students who completed pre-defined criteria. A worksite, MaineHealth, also participated in a spring 2005 program, with approximately 150 of their employees participating. This was the warm-up program prior to offering it to all their satellite sites in September.

The fall program was implemented from September through December 2005. As a resource for purchasing program incentives, a product guide was developed and distributed to potential participants. Downloadable program information and resources were also added to the Council's web site. Online registration was made available as well as an online survey at the completion of the program. Registration information and survey results are currently being analyzed. A year-round program design is under development at this time.

Funding support for ongoing program activities, development, and expansion is needed. TD BankNorth joined the program as a two-year sponsor during the fall of 2005. Funding was also provided through an amendment to the Governor's Council's contract with the former Bureau of Health, Maine Cardiovascular Health Program, to provide scholarships to schools for pedometer purchases.

“Be Active” Newsletter



One newsletter was developed and distributed by the Council during 2005. The issue provided an update on the *Maine in Motion* pedometer project, the Council’s spring activities, information on “Take Time,” a physical activity program offered by the Muskie School of Public Service, and information on a Sun Safety kit offered by the Department of Education. 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.

Web Site



The Council’s web site includes information about the Council and its activities as well as the Council’s publications, 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.

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
- ❖ 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
- ❖ Amy Root, USM/Muskie, Maine Nutrition Network
- ❖ Lee Scott, American Lung Association of Maine
- ❖ Andy Shepard, Maine Winter Sports Center
- ❖ Kawika Thompson, University of Maine System
- ❖ Dennise Whitley, American Heart Association, NE Affiliate
- ❖ Allen Wicken, The Downeast UpCountry Company, Rangeley

During the course of the year, three appointed board members resigned: Jo Dill, Dr. Elihu York, and Stephanie Peavey. Nominations are currently before the Governor for their replacements.

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, Maine CDC
- ❖ Charles Eshbach, Portland Sea Dogs
- ❖ Matt Flynn, Cape Elizabeth
- ❖ Judy Gatchell, Maine Nutrition Network
- ❖ Cindy Hale, Diabetes Control Project, Maine CDC
- ❖ Brenda Cushing, Freeport
- ❖ Brenda Obert, Retired
- ❖ Susan Tufts, L.L. Bean Employee Wellness
- ❖ Francine Wheelock, HealthReach Home Care
- ❖ Debra Wigand, Cardiovascular Health Program, Maine CDC
- ❖ 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

Staff:

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

Meetings

Full Board meetings were held on January 14 (rescheduled from December 2004), March 17, June 2, and December 15 with the June 2 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.

Due to the request by many members to clarify the mission, vision, and role of the Council, a full day Strategic Planning Meeting was held on September 15th. The meeting was facilitated by Craig Freshley from Good Group Decisions. A substantial part of the meeting centered around the wording of the Council's mission statement and ensuring that the statement covered what the Governor wished the Council to accomplish. Several new mission statements were crafted and following the meeting were sent around for a vote with the selected version being stated at the beginning of this report. The Council also worked on its purpose, which was divided into four parts: 1) policy advice, 2) advocacy/pr, 3) promote programs/events, and 4) collaborate.

Activities 2005

- ❖ Home Town Days, University of Maine Women's Basketball
- ❖ Legislative Fitness Day - February 17
- ❖ Contest for Communities awards – February 17
- ❖ National Association for Health & Fitness (the national membership organization of Governor's Councils) – 2 attended annual conference (Board members on NAHF from Maine)
- ❖ ACES Manual distributed
- ❖ ACES Day – May 4
- ❖ One newsletter published – spring 2005
- ❖ *Maine in Motion* pedometer project Spring and Fall programs
- ❖ Portland Sea Dogs - Governor's Council Night – July 19
- ❖ Informational display on ACES and *Maine in Motion* at the Maine Wellness Conference at Sugarloaf – June 28
- ❖ Informational display at the Maine Public Health Association annual meeting – October 3
- ❖ Informational display on ACES at the MAHPERD Annual Meeting – November 6, 7, 8
- ❖ Web Site updated on a regular basis
- ❖ *Maine in Motion* Tips published
- ❖ *Maine in Motion* participant & coordinators handbooks revised
- ❖ *Maine in Motion* Product Guide developed – fall 2005

GCPFS Committees for 2005:

- ❖ Communications Committee (formerly Media Committee)
- ❖ *Maine in Motion* Program Committee
- ❖ Contest for Communities Committee
- ❖ Project ACES Committee
- ❖ Public Policy Committee (formerly Legislative Committee)
- ❖ Legislative Wellness Day Committee
- ❖ Executive Committee
- ❖ Home Town Days
- ❖ Governor's Council Night with the Portland Sea Dogs

Programs endorsed by the Council:

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

The Council was represented on the following committees and boards:

- ❖ 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 for Health and Fitness Board

Media Coverage 2005:

Cover, Susan. “Maine in Motion asks workers to take more steps.” Kennebec Journal – Sunday Edition, 2 January 2005.

Cover, Susan. “State’s 1st step in fitness plan a success.” Morning Sentinel, 2 January 2005.

The Associated Press. “State plans to expand weight-loss program.” Bangor Daily News, 3 January 2005; B5.

“World exercise class to form.” The Sugarloaf Irregular, 20 April 2005.

“Kids world exercise class to form on May 4.” The Sugarloaf Irregular, 27 April 2005.

“Project ACES: All together now ...” The Original Irregular, 11 May 2005; 13.

Attachments

- 2005-2006 Work Plan
- Board Minutes and Agendas
- September 15 Strategic Planning Meeting Report
- ACES Participant List
- Spring 2005 Council Newsletter
- Contest for Communities Award Write-Ups
- Legislative Fitness Day Scorecard
- Media Coverage
- *Maine in Motion* Pilot Project evaluation summary
- *Maine in Motion* school evaluation summary
- *Maine in Motion* Product Guide
- *Maine in Motion* CD – includes school manual and worksite manual