

*2009 Healthy Maine Partnership  
Objectives and Strategies ~ Portland & Casco Bay*

### **Healthy Portland**

- *Increase use of recommended parental monitoring practices for underage drinking*
  - Build a social marketing campaign from OSA Parent Media materials that raises awareness of the importance of parental monitoring through channels within the local service area. Examples of channels are: media outlets, doctors offices, stores, community buses
  - Through the Parent Media Campaign, educate parents about the importance of monitoring their child by working with groups and organizations to hold educational meetings for parents.
  - Using Parent Media Campaign materials work with agencies, organizations, and worksites to educate parents about the importance of monitoring
- *Establish mechanisms in health care systems that increase use of screening and brief intervention to address high-risk drinking*
  - Through the Worksite Framework, assist Employers in providing information to employees regarding Drug-Free Workplace policy and program and information regarding health and safety risks and consequences of violating policy.
  - Through the Worksite Framework, distribute information about available assessment-feedback services, educational programs and/or “self-help” materials including self-administered survey and feedback.
  - Conduct media advocacy to increase public awareness of consequences resulting from high-risk drinking.
- *Reduce appeal of the misuse of prescription drugs by increasing knowledge of health risks*
  - Through the Worksite Framework, educate employers that (as part of Drug-free Workplace program) a review the Drug-Free Workplace policy is part of general employee orientation.

### **Healthy Casco Bay**

- *Establish mechanisms in health care systems that increase use of screening and brief intervention to address high risk drinking*
  - Through the Worksite Framework, assist Employers in providing information to employees regarding Drug-Free Workplace policy and program and information regarding health and safety risks and consequences of violating policy.
  - Through the Worksite Framework, distribute information about available assessment-feedback services, educational programs and/or “self-help” materials including self-administered survey and feedback.
  - Conduct media advocacy to increase public awareness of consequences resulting from high-risk drinking.