

# Healthy Maine Streets

## Letter of Agreement 2012

between

The Maine Downtown Center and the  
Town of Dover-Foxcroft



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**THIS AGREEMENT** is entered into between the Maine Downtown Center (the “Center”) and the Town of Dover-Foxcroft (the “Local Program”).

**WHEREAS**, the Center and the Local Program desire to implement the *Healthy Maine Streets* (HMS) program in Dover-Foxcroft, Maine to help address disparate health access and outcomes faced by employees of small businesses downtown; and

**WHEREAS**, HMS is a new initiative funded through a U.S. Health and Human Services/Center for Disease Control “Community Transformation Grant”; and

**WHEREAS**, HMS is a collaboration between the Maine Development Foundation/Maine Downtown Center and Medical Care Development, Inc. (MCD) to leverage community health improvement in 20 downtowns across Maine through a variety of “policy, environmental, programmatic, and, as appropriate, infrastructure” interventions to promote healthier lifestyles, and working with a statewide Leadership Team; and

**WHEREAS**, HMS Wellness Councils will be established in 20 existing downtown revitalization programs (Main Street Maine and Maine Downtown Network communities); and

**WHEREAS**, using Healthy Maine Works, a suite of worksite wellness tools that the State of Maine uses with larger employers, HMS will inventory and assess wellness needs of small employers; and

**WHEREAS**, HMS will use evidence-based strategies to address wellness needs of very small businesses, whose employees are disadvantaged in terms of care and prevention; and

**WHEREAS**, because many of these needs will be addressed best in the community rather than at tiny establishments, improvements for small businesses will affect employees, their families, customers, and the community. As these downtown development programs identify and put in place policy, environmental, programmatic and infrastructure interventions to promote healthier lifestyles, the activities in the downtown hubs will leverage community-wide improvements to prevent heart attack, stroke, cancer, diabetes and other leading chronic disease-related causes of death or disability, benefiting all the residents of these mostly rural communities.

**WHEREAS**, the Center will provide technical assistance and training to the Local Program under the criteria established in the grant award with the Center for Disease Control; and

**WHEREAS**, HMS will foster sustainability through: (1) weaving environmental and policy changes into local systems and processes; (2) building knowledge and organizational capacity within the Wellness Councils and the sponsoring Main Street Maine and Maine Downtown Network entities, and (3) using project funds directed to the local partners to create relationships across sectors (e.g. business group contracting with local hospital for prevention programming.) The benefit of the program activities and processes occurs quickly enough for the local downtown business community members to see and appreciate the impact before the grant period is over (September 30, 2014.)

**NOW THEREFORE, in consideration of the mutual covenants and agreements herein, the parties agree as follows:**

**SECTION I. The Local Program shall:**

1. Commit to understand and actively participate in the *Healthy Maine Streets* Program
2. Create and oversee Wellness Council as a subcommittee reporting to the Town of Dover-Foxcroft in partnership with the downtown Dover-Foxcroft program coordinators. A core function of the Wellness Council will be to disseminate and promote community-based health and wellness resources to employers within the community (e.g., farmer's market information, community blood pressure and cholesterol screenings, trail maps, walking clubs, healthy eating seminars, weight management programs, tobacco cessation support groups, and stress management workshops.)
3. The Town, in partnership with the downtown Dover-Foxcroft program coordinators, will appoint an individual to serve as the Chair of this Council who will be responsible for facilitating the work of the Council and reporting back to the Town.
  - Each Wellness Council will make a commitment to implement at least three evidence-based interventions, one addressing each of three areas: Physical Activity, Healthy Eating and Tobacco Use.
  - The target for each Wellness Council will be to recruit at least 10 small businesses (less than 20 employees) downtown to participate in the worksite wellness program.
  - Each employer will have at least one representative on the Wellness Council. Other members of the Wellness Council, which will engage local cross-sector partners, may include community representatives from the local Healthy Maine Partnership, YMCA, Hospital/Healthcare provider, local Municipality, wellness vendors, etc. Each could provide technical assistance and resource support to the group.
  - Each Wellness Council will create a written mission statement and an annual work plan comprised of SMART goals (Specific, Measurable, Achievable, Relevant, and Time-Framed) which include strategies and interventions that are evidence-based and selected from the list of strategies and interventions built into Healthy Maine Works and promulgated by the CDC. To identify potential strategies and specific health promotion interventions, the Wellness Council will administer the comprehensive employee health needs and interest survey in the Healthy Maine Works Tool to all of the employees of the participating employers within their respective communities.
  - The council will also consider data collected from a community wide health assessment conducted by the MCD Program Manager using a modified version of the Healthy Maine Works tool, community reports and hospital discharge data, as well as existing information about health status, needs, and aspirations of their community.
  - The work plan will be the focus of the Wellness Council's meetings. Mid- and end-of-year progress reports will be produced by the Council and shared with the Town and the downtown Dover-Foxcroft program coordinators as appropriate. The group will meet once a month and an elected chair will facilitate the meetings. Minutes will be recorded, saved and made available to the Maine Downtown Center and its subcontractor MCD Public Health, local Main Street Maine/Maine Downtown Network coordinator and all participating employers.

- Each community will establish its own objectives and milestones for performance based upon the Community Transformation Implementation Plan (CTIP).
- Each Wellness Council in Maine Downtown Network communities will collect and report on quantitative measures of success and provide this information to the Local Program who will subsequently utilize a format provided by the Maine Downtown Center to report findings quarterly. Quarterly reports due dates are:
  - a. 1st Quarter (January 1 – March 31) due April 15
  - b. 2nd Quarter (April 1-June 30) due July 15
  - c. 3rd Quarter (July 1-September 30) due October 15
  - d. 4th Quarter (October 1-December 31) due on January 15
- Not assign this agreement without obtaining prior written consent of the Center.
- The Local Program will illustrate the acknowledgement of the receipt of the Center’s services by crediting its participation, and as a beneficiary of, the statewide program through the appropriate methods (i.e., printed acknowledgement in public notices, press releases, project signs, publications, verbal recognition at public meeting, etc.).
- Provide to the Maine Downtown Center:
  - a. Wellness Council member contact information, updated as needed
  - b. Committee and/or executive director updates monthly
  - c. Budget and work plans for the Wellness Council and special projects
  - d. Other downtown information or data as requested from time to time
- Each community will share at least two stories on the HMS website prior to the end of the grant period.
- Participate in presentations where possible in the 2013 and 2014 Maine Downtown Conferences
- To participate in this community-based wellness program, employers shall agree to meet certain performance objectives, including:
  - a. Owner or CEO must write a letter of support outlining why he/she has decided to participate in the Worksite Wellness program
  - b. Owner/CEO will identify a wellness champion for the business/organization who will lead the wellness efforts and serve on the Wellness Council
  - c. Promote the employee health needs and interest assessment using one of the Employee Survey tools in Healthy Maine Works administered by the local Wellness Council
  - d. Review/assess the following data to analyze cost drivers, if available to the business/organization: Health Insurance Claims; Worker’s Compensation Claims; Short/Long Term Disability Claims; Absenteeism Data and; Employee Turnover
  - e. Perform an organizational assessment using the Healthy Maine Works Worksite Inventory
  - f. Create an annual work plan using the Healthy Maine Works Worksite Work Plan tool. The strategies and interventions selected for the work plan must include: (a) 1 or more Healthy Eating Interventions; (b) 1 or more Physical Activity Interventions and; (c) 1 or more Tobacco Use Interventions
  - g. Implement and evaluate the strategies identified in the Work Plan.

**SECTION II. The Maine Downtown Center and program partners shall:**

1. Provide a HMS Program Coordinator to work directly with the Local Program to act as liaison with the Local Program and to facilitate communications between the Local Program, the Maine Downtown Center and MCD Public Health.
  2. Provide training and technical support to the Wellness Councils on evidence based Workplace Wellness practices by the MCD Program Coordinators and via webinar. Training will be provided on:
    - Wellness Council Development and Operation
    - Effective use and strategies for obtaining maximum benefit from use of the Healthy Maine Works tool; and
    - Strategy specific support to address individual needs of each Wellness Council.
  3. Fund the Local Program \$10,000 per year to compensate administrative costs associated with staffing and programmatic expenses of the local Wellness Council, according to the terms of the performance contract to be provided by January 1, 2013. These funds will be dedicated only to the purpose, goals and criteria contained herein and accounted for accordingly.
  4. Provide annual assessments and recommendations from the Center.
  5. In general, facilitate learning among all 20 Healthy Maine Street communities, the program partners, state and federal agencies, the National Main Street Center and the general public.
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**SECTION III. The Parties hereto otherwise agree as follows:**

1. The term of this agreement shall be for a period of two years beginning December 1, 2012 and ending September 30, 2014. It may be extended or revised by a written amendment signed by both parties.
2. Either party may terminate this agreement with or without cause upon thirty (30) days prior written notice to the other party.
3. Notwithstanding any other provision of this agreement, if funds anticipated for the continued fulfillment of the agreement are at any time not forthcoming or insufficient, the Center shall have the right to terminate this agreement without penalty upon thirty (30) days written notice.
4. The contract constitutes the entire understanding and agreement between the parties and incorporates and supersedes any previous agreements or negotiations, whether oral or written.
5. Nothing herein shall be construed to create an employer-employee relationship between the Center and the Local Program.
6. In the event any conflict between this contract and the attachments hereto, the terms of the contract shall prevail.
7. This agreement shall extend to and be binding upon the Local Program, its successors and assigns and all persons claiming under or through the Local Program; and the words "Local Program" when used herein shall include all persons liable for the return or repayment of any indebtedness or any part hereof, whether or not such persons have executed this agreement.

8. This contract shall be governed by the Maine Downtown Center. The Local Program shall at all times comply with and observe all federal, state and local laws which are in effect during the period of this contract and which, in any manner, affect the work or its conduct.
9. The representations and warranties made herein shall survive the signing of this agreement and any investigation made by, or on behalf of, the Center at any time.
10. The Center and the Local Program acknowledge and agree that in no event, shall the Center be deemed a partner or joint venturer with the Local Program, or any beneficiary of the Local Program.

Full compliance with this Agreement is expected, and will be taken into account when considering participation as a Main Street Maine community in the future.

IN WITNESS WHEREOF, the parties acknowledge receipt and review of the HMS Grant Narrative and have executed this agreement.

BY: \_\_\_\_\_  
Signature: Town of Dover-Foxcroft official representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name



BY: \_\_\_\_\_  
Roxanne Eflin  
Senior Program Director, Maine Downtown

December 1, 2012  
\_\_\_\_\_  
Date



# HEALTHY MAINE STREETS



## Healthy Maine Streets (HMS) Project Timeline

Note: Depending on your community's readiness, these tasks may be completed outside of designated quarter.

### Quarter 1

- MDC and MCD organize Leadership Team
- MDC and MCD roll out to Leadership Team
- Leadership Team prepares for unveiling program/Kick Off

### Quarter 2

- MDC and MCD organize HMS Kick Off/celebration
- Each community recruits at least ten employers/organizations, plus other local wellness partners
  - Participant letters signed
- Each community to develop a Wellness Committee (subcommittee of your downtown network/Main Street organization)
  - Wellness Committee created
  - Wellness Committee Chair designated
  - Wellness partners invited
- Additional training as needed
- Provide testimonials/success stories
- Submit quarterly report to MDC

### Quarter 3



# HEALTHY MAINE STREETS



- Wellness Committee Chairs (community contacts for HMS project) to participate in Healthy Maine Works (HMW) training session with HMS program coordinators and CDC trainer
  - Wellness Committee sends survey to all employees in participating worksites
    - Employees complete the survey online, or
    - Wellness Committee receives and enters survey results into HMW
    - HMW Employee Survey completed (one plan per community)
    - Give feedback on HMW tool – ask questions, relay comments and suggestions
- Wellness Committees develop and submit wellness work plans related to community/multi-site initiatives and environmental changes (one plan per community)
  - Wellness Committees make sure goals are S.M.A.R.T. (Specific. Measurable. Attainable. Realistic. Time bound.)
  - Determine and propose “seed money” budget to MDF
- Participating employers/organization primary contacts participate in training session with HMS coordinators and CDC trainer
  - Participating employers/organization primary contacts to complete HMW Worksite Inventory assessment (one plan per participating company/organization)
  - Give feedback on HMW tool – ask questions, relay comments and suggestions
- Participating employers/organizations develop wellness work plans related to worksite wellness (one plan from each participating company/organization)
  - Participating employers/organizations make sure goals are S.M.A.R.T. (Specific. Measurable. Attainable. Realistic. Time bound.)
  - Participating employers/organizations submit work plans to Wellness committee
- Troubleshoot/problem solve with other communities
- Additional training as needed
- Give us feedback



# HEALTHY MAINE STREETS



- Provide testimonials/success stories
- Submit quarterly report to MDC

## Quarter 4

- Wellness Committees and local officials implement environmental and policy changes to support wellness pursuits (physical activity, nutrition, tobacco, and other, if applicable)
- Participating employers/organizations institute necessary environmental and policy changes to support wellness pursuits (physical activity, nutrition, tobacco, and other, if applicable)
- Troubleshoot/problem solve with other communities
- Additional training as needed
- Give us feedback
- Provide testimonials/success stories
- Submit quarterly report to MDC

## Quarter 5

- Participating employers/organizations submit summary report of progress on work plan to Wellness committee
- Troubleshoot/problem solve with other communities
- Additional training as needed
- Give us feedback
- Provide testimonials/success stories
- Submit quarterly report to MDC

## Quarter 6

- Wellness Committees submit summary reports from participating communities to MDF/MCD coordinators



# HEALTHY MAINE STREETS



## Quarter 7

- Wellness Committees will conduct follow up HMW Employee Surveys, collect results and input into HMW tool (one assessment per community)
- Participating employers/organizations will complete follow up Worksite Inventory (one assessment per participating company/organization)
- Submit quarterly report to MDC

## Quarter 8

- MDC and MCD to compile data and analyze results, compare and describe changes
- MDC and MCD to compile and submit final report
- CELEBRATION!!