

Memorandum of Understanding

From: Union River Healthy Communities

To: Downeast Regional Coordinating Council

Date: 10/29/2007

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

This Memorandum of Understanding acknowledges the importance of coordinating efforts for preventing Substance Abuse in Hancock County. Our organization will be a partner in this important initiative. We will provide the following resources:

1. A representative of Union River Healthy Communities will participate in semi-annual planning meetings as needed to provide input identifying current challenges we are facing with substance abuse and will assist in identifying goals, objectives and strategies for the future.
2. Our organization will take the following steps to further program goals
 - Coordinate the CMCA (Communities Mobilizing for Change on Alcohol) and Social Norms Marketing campaign, including student surveys, teacher and parent presentations each year, a plan to send postcards with prevention messages to parents, and outreach through local news media. This will also include work toward a two-county (Hancock & Washington) community marketing campaign, with the involvement of all media and law enforcement partners.
 - Assist existing YAP groups (Sumner High School My Choice & Ellsworth High School Student Health Awareness Group) to develop plans and interventions, including Sticker Shock.
 - Work with Hancock County SPEP partners (including law enforcement) to facilitate communications and collaboration strategies in both our Worksite Wellness programming (e.g., self-help materials) and our "It's True!!"/ Social Norms Marketing campaign.
 - Work with Hancock County SPEP partners to increase community knowledge of health risks associated with high-risk drinking in young adults through early intervention, communication, collaboration, our social norms campaign, and increased enforcement. Our HMP Action Team, with input from our Advisory Board, SPEP partners and the Hancock County Substance Abuse Prevention Plan, will work to develop a community marketing plan.
 - Work with Hancock County SPEP partners to develop relationships with Chamber of Commerce leaders and members, identifying Chamber members that participate in promotions and pricing that affect young adults (while maintaining awareness that Chamber of Commerce members represent retailers who might be adversely affected by this objective). Gather information for a brief presentation to the Chamber, and work with our Advisory Board and Chamber leaders to develop an action plan which may include Worksite Wellness initiatives.
 - Work with our state partners and Hancock County SPEP partners to identify sources of data on/ indicators of young adult high-risk drinking, and monitor these indicators.