

# LifeFlight the Glue for Maine's Trauma System

Linking community hospitals, physicians, nurses and emergency medical providers with trauma and specialist centers in Portland, Bangor, Lewiston and Boston, LifeFlight of Maine is making a difference, sometimes all the difference, in patients' lives. Transport teams stabilize patients' conditions in emergency rooms, ICU or at the scene and transport them to specialist care that might not otherwise be available to them. LifeFlight's services have been used by all of Maine's hospitals and directly from emergency scenes in over 200 of Maine's communities and islands.

In 2002, The Bingham Program provided LifeFlight with funding for a three-year outreach project to improve the assessment and stabilization skills of those who care for critically ill and injured patients in Maine.

Through the grant, skills-based education is being provided to EMT's, paramedics, RNs, mid-level practitioners and physicians throughout the state. LifeFlight recently co-sponsored with Eastern Maine Medical Center a one-of-a-kind conference focusing on pediatric critical illness for 220 rural providers from community hospitals in Maine with funds from the grant. At the conclusion of the grant, two positions will be rolled into one community outreach position funded by LifeFlight and the LifeFlight Foundation to ensure continuation of the safety education program, case review and the bi-annual pediatric stabilization and transportation conference.



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THE BINGHAM PROGRAM  
61 Winthrop Street • Augusta, ME 04330

## Physicians in Rural Practice Symposium Detection and Treatment of Colon and Breast Cancer – Issues and Strategies

Friday, November 5, 2004, 9:30 AM - 4:30 PM  
at Franklin Memorial Hospital in Farmington, Maine

For more information, please call 779-2381

### The Symposium

This symposium is an opportunity for rural, community, and primary care focused clinicians to look at screening for and treating the two most common cancers, breast and colon: what should and shouldn't be done, where it should be done and how paid for,



proper medical therapy, and developing more extensive care systems for the sick person.

### Keynote Speaker

Paul S. Frame, MD – is a full-time rural family physician who has had a career-long interest in evidence-based preventive medicine and the implementation of preventive services in practice.

He published one of the first evidence-based critical reviews of clinical preventive services in 1975. He has been a member of the United States Preventive Services Task Force since 1992 and a member of the Institute of Medicine since 1998.



## THE BINGHAM PROGRAM

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A Bi-Annual Report from THE BINGHAM PROGRAM

Fall/Winter 2004-05

## Bingham Focus on Special Populations

Access to and affordability of healthcare are issues for most Mainers but there are some populations that face greater challenges than others. The Bingham Program has over the past few years allocated funds to help change that picture for rural residents, women, recent immigrants and seniors.



Fitness, a fitness center without walls; ASK (Active Schoodic Kids), an initiative working on after-school mentoring and activities to keep young people active, learning, exposed to positive role models and engaged in their communities; a comprehensive community health assessment; and partnerships with WERU-FM, the Hancock County Planning Commission and the Healthy Peninsula Project.

### Rural

For many residents of rural areas transportation is a significant barrier to healthcare. When a major employer leaves the area, the bar is raised even higher. That's what happened on the Schoodic peninsula when the base at Winter Harbor closed. To begin planning for the June '02 shutdown, a collaboration of citizen-based organizations pulled together a Healthy Community Coalition for the region and undertook a community needs assessment. After identifying residents' priorities they began addressing prevention activities aimed at reducing high blood pressure, increasing physical activity, decreasing youth substance abuse and creating a public transit system. Their community forums have resulted in the creation of Schoodic

### Immigrants and Refugees

For anyone who's read the book *The Spirit Catches You and You Fall Down*, by Anne Fadiman, (if you haven't read it, it's fabulous), you know that the miracles of modern western medicine are often at odds with traditional medical practices of many cultures. When you add language differences to the mix, the misunderstandings that can occur

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(Special Populations Continued)

can and do have disastrous consequences for the patient. In addition, word spreads in the community that going to the hospital or to see a medical provider is something to avoid. While Maine's population is 97% white, there is a growing number of people from other cultures coming to live here and the medical system needs to be able to care for them.

For that reason, in addition to currently funding Somali Community Service of Maine to work in



Lewiston, in the spring of 2002, The Bingham Program funded The Institute, a division of Welcoming Light, Inc., to work in collaboration with the Portland-based Race, Class & Health Community Initiative. The jointly sponsored Cultural Competence in Health Care training event created a team of cultural competency trainers to provide training throughout the state of Maine. Ira Sen Gupta, of the Cross Cultural Health Care Program in Seattle conducted a one week program for 19 participants who used the knowledge presented to conduct their own trainings for groups including the State WIC providers; the American Cancer Society; Maine Migrant Health & HIV/STD Programs; and, Primary Care Providers at their annual symposium.

### Women and Girls

The Bingham Program has funded a number of initiatives concerning the health of women, generally aimed at focusing on particular behaviors (i.e. Eastern Maine

Healthcare's Tobacco Treatment for Low Income Women or MCD's Cardiovascular Disease Prevention Initiative) however, the program has also supported the paradigm shift for healthy girls' development created at the Girls' Health Summit in 2000. The traditional approach to girls' healthy development has focused on individual pathologies and behaviors such as smoking, disordered eating, pregnancy, self-cutting, rather than looking at the bigger picture of what lies behind those behaviors. The summit participants took a different approach, calling for a change in the culture that values girls for their looks – thin, sexy and beautiful – rather than for who they are on the inside.

The Bingham Program is currently supporting this approach with a grant to the Women's Health Campaign that focused on raising awareness of the opportunities the paradigm shift presented and providing resources for those working with girls to support them in creating "hardiness zones" -- safe spaces in which girls can experience challenges, commit to something larger than themselves, and experience control over their environments. Workshops, website development, roundtables and networking meetings provided the opportunity for dis-



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semination of best practices in working with girls to teachers and other school personnel, counselors, girls' organizations and community members. Mini grants provided opportunities for organizations to make communities more girl-friendly. The grant culminates this October in *Media Literacy & Girlfighting: Connecting the Dots...Changing the Culture*, a conference hosted by Hardy Girls Healthy Women and co-sponsored by the Department of Education, the Bureau of Health, Colby College among others.

### Seniors

The Maine Council of Senior Citizens (MCSC) has been tireless in its efforts to help seniors with the problems they face when trying to follow their physician's orders regarding medications. Skyrocketing costs have put thousands of seniors in the untenable position of being unable to afford critical medications without giving up other necessities such as housing or food. MCSC has organized numerous bus trips to Canada both to highlight awareness in the general population of this issue and to allow seniors to purchase

their medications at a fraction of the price they pay here.

Because the politicians have addressed this issue with a confusing array of options for seniors, MCSC is working to provide people with information they need to understand what is available to them. Funded by The Bingham Program, MCSC hosted 10 educational forums this summer to reach seniors and educate staff of senior housing facilities and staff of service organizations so that they can answer questions on an ongoing basis. The education and outreach effort is designed to shed some light on a very confusing, complex process and to educate and energize people to become more actively engaged in issues of economic and social justice.



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Please send to: Bingham Program, 61 Winthrop Street, Augusta, ME 04330  
OR REPLY TO: bingham@gwi.net

# Recent Grant Awards

## Spring/Summer 2004

**Accessing Mental Health Services for Kids in a Changing State Climate (Pine Tree Legal Assistance, Inc.)**

**Augusta (one year grant of \$10,721)**  
To attend meetings of the DHS and DBDS merger workgroup, draft comments to proposed administrative rule changes and attend rulemaking proceedings focused on children's mental health services.

**Eastport Memorial Nursing Home (one year grant of \$16,750)**

Funding to establish a volunteer and outreach program to involve more family and community members in supporting elder residents of the nursing home.

**Move and Improve (Eastern Maine Medical Center), Bangor (one year grant of \$5,000)**

For evaluation of their exercise program, which recruited businesses throughout the region to sponsor the program in their workplaces and resulted in 1000s of participants.

**Maine Center for Economic Policy, Augusta (six month grant of \$15,000)**

Funding to support analysis and distribution of MeCEP's survey of 400 small businesses' health insurance needs. Results of the survey are to be used to inform the Dirigo health insurance product.

**Maine Center for Public Health, Augusta (two year grant of \$50,000)**

Operating funds to broaden the MCPH's work to formulate public health policy, expand public health leadership and evaluated programmatic outcomes.

**Tobacco Treatment for Low-Income Pregnant Women (Eastern Maine Healthcare), Bangor (one year grant of \$29,465)**

Funding to analyze barriers to adoption of clinical practice guidelines for tobacco treatment in four pilot rural practice sites.

**Somali Community Service of Maine, Lewiston (one year grant of \$5,070)**

Funds to be used for core support of SCS's health-related work with recent Somali refugees and immigrants.

**Congratulations to Blue Hill Memorial Hospital.**

At the Governor's 7th Annual Cardiovascular Health Summit, the hospital was awarded the Maine Cardiovascular Health Council's Heart Healthy Recognition Award for its Healthy Peninsula SCORE Program. The Bingham Program funded the hospital to develop a program of outpatient case management of high-risk chronic disease patients, which also seeks the support of community-wide health promotion programs and resources.



maine public health association

## 20th Annual Meeting

**Health Communications:  
Getting the message across for healthier lives**

**Participants have the opportunity to:**

- Get a fresh perspective on how to translate your valuable message into language your audience will hear.
- Get hands-on experience with powerful tools to uncover barriers to healthier behaviors.
- Understand how best to engage activists and influence public policy to support health goals.
- Celebrate 20 years of the MPHA and public health in Maine ... and have some fun in the process!

**October 29, 2004 8:30 a.m. to 4:30 p.m.  
Augusta Civic Center**

**Call 622-7526 to register.**