



# Community Health Implementation Plan (CHIP)

October 1, 2025 -  
September 30, 2028

**Mid Coast  
Community/  
MaineHealth  
Mid Coast  
Hospital**



# Implementation Plan for Community Health Needs Assessment FY2025-FY2028

**MaineHealth Hospital:** MaineHealth Mid Coast Hospital

**County:** Sagadahoc / Northern Cumberland

**Health Priority:** Social Drivers of Health

**Goal of Health Priority:** Policy and advocacy steps as a health system to support decrease in SDOH impact; addressing social drivers of health, not just individual health-related social needs.

Strategies	Proposed Measures	Partners / External Organizations
<b>Strategy 1:</b> Increase key age-appropriate social drivers of health (SDOH) screening for inpatient and outpatient.	<ul style="list-style-type: none"> <li>• % of appropriate patients screened for SDOH – inpatient</li> <li>• % of appropriate patients screened for SDOH - outpatient</li> </ul>	<ul style="list-style-type: none"> <li>• MaineHealth CMS SDOH Rules Compliance Committee</li> </ul>
<b>Strategy 2:</b> Increase the number of referrals to resources supporting patients with positive SDOH screens.	<ul style="list-style-type: none"> <li>• % of care team members who used findhelp</li> <li>• # of connections made using findhelp</li> <li>• Years 2 &amp; 3: % of patients referred to social worker or case manager</li> </ul>	<ul style="list-style-type: none"> <li>• findhelp Community Engagement Workgroup, local SDOH resource providers</li> </ul>
<b>Strategy 3:</b> Standardize a community-based community health worker (CHW) model and disseminate throughout the MaineHealth service areas.	<ul style="list-style-type: none"> <li>• Year 1: Standard community-based CHW model developed</li> <li>• # of CHW FTEs</li> <li>• # of local hospital communities with CHW FTE</li> <li>• % of CHWs that completed core competency training</li> </ul>	<ul style="list-style-type: none"> <li>• MaineHealth CHW Workgroup, Maine CHW Initiative (including external CHW programs), MaineHealth Medical Group, Immigrant Resource Center (IRC) of Maine, Brunswick team</li> </ul>
<b>Strategy 4:</b> Increase connections to coverage and care through Access to Care programs.	<ul style="list-style-type: none"> <li>• # of MaineCare enrollments for people under 21 years old</li> <li>• # of Medicare Savings Program applications submitted</li> </ul>	<ul style="list-style-type: none"> <li>• MaineHealth Access to Care, local ACT team</li> </ul>

# Implementation Plan for Community Health Needs Assessment FY2025-FY2028

**MaineHealth Hospital:** MaineHealth Mid Coast Hospital

**County:** Sagadahoc / Northern Cumberland

**Health Priority:** Provider Availability (Mid Coast only)

**Goal of Health Priority:** Decrease wait times for appointments

Increase primary care patient panels

Strategies	Proposed Measures	Partners / External Organizations
<b>Wait Times</b>		
<b>Strategy 1:</b> Increase patient use of provider cancellation wait lists/Fast track.	<ul style="list-style-type: none"><li>• # promotions</li><li>• # patients offered Fast Track</li></ul>	<ul style="list-style-type: none"><li>• MaineHealth Mid Coast Hospital Providers</li></ul>
<b>Strategy 2:</b> Identify barriers and strategies to decrease wait time from referral to specialty care appointment.	<ul style="list-style-type: none"><li>• Year 1: # workgroup meetings</li><li>• Year 2: # strategies piloted</li><li>• Year 3: Days to appointment</li></ul>	<ul style="list-style-type: none"><li>• MaineHealth Mid Coast Hospital Providers</li></ul>
<b>Patient Panels</b>		
<b>Strategy 3:</b> Increase use of find a provider resources (phone & web).	<ul style="list-style-type: none"><li>• # on wait list</li><li>• # of promotions (social media, community events)</li></ul>	<ul style="list-style-type: none"><li>• MaineHealth Mid Coast Hospital Providers</li></ul>
<b>Strategy 4:</b> Decrease onboarding time.	<ul style="list-style-type: none"><li>• Patient panel</li></ul>	<ul style="list-style-type: none"><li>• MaineHealth Mid Coast Hospital Providers</li></ul>

# Implementation Plan for Community Health Needs Assessment FY2025-FY2028

**MaineHealth Hospital:** MaineHealth Mid Coast Hospital

**County:** Sagadahoc / Northern Cumberland

**Health Priority:** Healthy Eating Active Living

**Goal of Health Priority:** Improve healthy eating and active living behaviors across the lifespan.

Strategies	Proposed Measures	Partners / External Organizations
<b>Strategy 1:</b> Increase implementation of evidence-based healthy eating active living (HEAL) environmental and policy change strategies.	<ul style="list-style-type: none"><li>• % of Let's Go! enrolled sites that complete the Let's Go! self-assessment</li><li>• # agencies improving policies or practices</li></ul>	<ul style="list-style-type: none"><li>• MaineHealth HEAL Workgroup, Maine Prevention Network HEAL Partners, Get Active Southern Midcoast, Access Health Coalition, Merrymeeting Food Council</li></ul>
<b>Strategy 2:</b> Increase participation in the Matter of Balance program across the system.	<ul style="list-style-type: none"><li>• # of referrals to Matter of Balance</li><li>• # of participants in Matter of Balance – Virtual</li><li>• # of participants in Matter of Balance – in person</li></ul>	<ul style="list-style-type: none"><li>• MaineHealth Healthy Aging, Older Adult Serving stakeholders, Harpswell Aging at Home, Age Friendly Communities of the Lower Kennebec</li></ul>
<b>Strategy 3:</b> MaineHealth Food Service Directors will explore and identify strategies that will have an impact on climate change.	<ul style="list-style-type: none"><li>• Year 1: Develop strategy to reduce meat purchasing</li><li>• Years 2 &amp; 3: \$ spent on animal products</li></ul>	<ul style="list-style-type: none"><li>• Hospital Food Service Director Workgroup, local Food Service Team, Food &amp; Nutrition Services Operating Model 2.0 Workgroup</li></ul>
<b>Strategy 4:</b> Increase implementation of Food is Medicine (FIM) interventions.	<ul style="list-style-type: none"><li>• # of FIM treatment interventions per local hospital community</li></ul>	<ul style="list-style-type: none"><li>• Food Is Medicine Workgroup, Mid Coast Lifestyle Medicine, Mid Coast Food Pantry, Cooking Matters</li></ul>

# Implementation Plan for Community Health Needs Assessment FY2025-FY2028

**MaineHealth Hospital:** MaineHealth Mid Coast Hospital

**County:** Sagadahoc / Northern Cumberland

**Health Priority:** Mental Health

**Goal of Health Priority:** Youth Mental Health - Improve the mental health status of Maine youth

Adult Mental Health - Decrease the prevalence of unmanaged depression and decrease number of suicides and suicide attempts.

Strategies	Proposed Measures	Partners / External Organizations
<b>Youth Mental Health</b>		
<b>Strategy 1:</b> Increase awareness and number of youth mental health best practices strategies being implemented/supported by MaineHealth (e.g. MindUp, SOS, Youth / Teen Mental Health First Aid (MHFA), Trauma-Focused Cognitive Behavioral Therapy, Adolescent Community Reinforcement Approach).	<ul style="list-style-type: none"> <li># of trainings conducted</li> <li># of people trained</li> </ul>	<ul style="list-style-type: none"> <li>Youth Mental Health Workgroup, schools (RSU 1, SAD 75, Brunswick and Richmond Schools), youth serving agencies (Bath Area YMCA, Midcoast Youth Center, Brunswick Teen Center)</li> </ul>
<b>Strategy 2:</b> Increase the number of referrals to resources supporting patients with positive trauma screens.	<ul style="list-style-type: none"> <li>Year 1: # of local programs serving ages 19 and under on MaineHealth findhelp</li> <li>Years 2 &amp; 3: % of pediatric patients with a positive trauma screening and symptomology with a referral action</li> <li>Years 2 &amp; 3: # of connections to youth serving programs via findhelp</li> </ul>	<ul style="list-style-type: none"> <li>Agencies offering trauma resources; findhelp Community Engagement Workgroup; MaineHealth Medical Group; MaineHealth CHI Trauma, Resilience, and Innovation; youth serving agencies (Bath Area YMCA, Midcoast Youth Center, Brunswick Teen Center)</li> </ul>
<b>Strategy 3:</b> Increase the number of strategies / positive youth experiences that increase feelings of mattering being implemented / supported by MaineHealth.	<ul style="list-style-type: none"> <li># experiences supported/offered</li> </ul>	<ul style="list-style-type: none"> <li>Local schools (RSU 1, SAD 75, Brunswick and Richmond Schools), youth serving agencies (Bath Area YMCA, Midcoast Youth Center, Brunswick Teen Center), MaineHealth Mid Coast Hospital / MaineHealth Lincoln Hospital Community Health Improvement Fund (MMCH-MLH CHIF) Board, Working Communities Challenge, Sagadahoc team</li> </ul>

## Implementation Plan for Community Health Needs Assessment FY2025-FY2028

Strategies	Proposed Measures	Partners / External Organizations
<b>Strategy 4:</b> Identify impact of social media and cell phone use on youth mental health and promote best practices locally to address the issue.	<ul style="list-style-type: none"> <li>Year 1: % of schools offered assistance with developing personal electronic device policies</li> <li>Year 1: Tip sheets on personal electronic device and social media use created and disseminated</li> <li>Years 2 &amp; 3: % of schools offered assistance with communicating and implementing personal electronic device policies"</li> </ul>	<ul style="list-style-type: none"> <li>Youth Mental Health Workgroup; RSU 1, SAD 75, Brunswick and Richmond Schools; Bath Area YMCA, Midcoast Youth Center, Brunswick Teen Center</li> </ul>
<b>Adult Mental Health</b>		
<b>Strategy 5:</b> Provide training to care team members across the healthcare system using Question, Persuade, Refer (QPR) model as part of the Zero Suicide program to effectively address suicidality in patients.	<ul style="list-style-type: none"> <li>% of non-clinical staff trained and recertified in Question, Persuade, Refer model</li> </ul>	<ul style="list-style-type: none"> <li>Zero Suicide grant team, MaineHealth Behavioral Health Ambulatory Services</li> </ul>
<b>Strategy 6:</b> Increase community awareness and number of adult mental health best practice strategies being implemented / supported by MaineHealth, to include vulnerable populations	<ul style="list-style-type: none"> <li># of trainings conducted</li> <li># people trained</li> <li>Years 2 &amp; 3: # higher risk populations reached</li> </ul>	<ul style="list-style-type: none"> <li>Youth Mental Health Workgroup, National Alliance on Mental Illness (NAMI) Maine, Southern Midcoast Chamber of Commerce, Maine Street Bath, Brunswick Downtown Association, Tedford Housing, Mid Coast Hunger Prevention Program, Access Health</li> </ul>
<b>Strategy 7:</b> Meet and/or maintain the MaineHealth target for % of adults screened for depression.	<ul style="list-style-type: none"> <li>% of patients 12+ screened for depression in the last year and, if positive, had a follow-up plan documented within 2 days</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Medical Group</li> </ul>

# Implementation Plan for Community Health Needs Assessment FY2025-FY2028

**MaineHealth Hospital:** MaineHealth Mid Coast Hospital

**County:** Sagadahoc / Northern Cumberland

**Health Priority:** Substance Use

**Goal of Health Priority:** Decrease the prevalence of substance use disorders and decrease the number of drug overdose deaths.

Strategies	Proposed Measures	Partners / External Organizations
<b>Strategy 1:</b> Increase referrals to substance use disorder (SUD) treatment (including ambulatory alcohol withdrawal management (AWM), medication for opioid use disorder (MOUD), contingency management, MaineMom, etc.).	<ul style="list-style-type: none"> <li>Year 1: Plan developed to disseminate stigma training to care team members</li> <li># of patients receiving buprenorphine</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Addiction Specialty Council</li> </ul>
<b>Strategy 2:</b> Increase access to harm reduction services (e.g. recovery center, recovery coaches, stigma training, MaineHealth peer support services, Syringe Services Programs (SSPs), drug overdose prevention).	<ul style="list-style-type: none"> <li># of safer drug supplies distributed to patients / community members</li> <li># of community members that participated in stigma trainings</li> <li>Years 2 &amp; 3: # of patient encounters with Peer Recovery Partners</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Behavioral Health Peer Support Program, hospital emergency departments, Sagadahoc County Board of Health, Midcoast Recovery Alliance, Tedford Housing, Southern Midcoast Communities for Prevention</li> </ul>
<b>Strategy 3:</b> Increase the number of schools working on substance use prevention initiatives, including tobacco (such as Student Intervention Reintegration Program (SIRP), Lifeskills, vaping prevention).	<ul style="list-style-type: none"> <li># of schools implementing evidence-based substance use prevention programs</li> <li># of students who completed substance use prevention education</li> <li>% of high school students who vaped in the past 30 days</li> </ul>	<ul style="list-style-type: none"> <li>Local schools (RSU 1, SAD 75, Brunswick and Richmond Schools), Southern Midcoast Communities for Prevention, Midcoast District Coordinating Council</li> </ul>
<b>Strategy 4:</b> Increase referrals to evidence-based tobacco treatment services to meet and/or maintain the MaineHealth target.	<ul style="list-style-type: none"> <li>% of patients 18+ who were screened for tobacco use within the last 2 years and, if a smoker, received cessation counseling</li> <li># MaineHealth Medical Group Clinical Orientations at which Brief Intervention &amp; Referral training was provided</li> <li>Years 2 &amp; 3: # of provider referrals to Maine QuitLink per 1,000 patients using tobacco</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Center for Tobacco Independence, MaineHealth Medical Group</li> </ul>

## Implementation Plan for Community Health Needs Assessment FY2025-FY2028

Strategies	Proposed Measures	Partners / External Organizations
<b>Strategy 5:</b> Assess and develop a plan for youth intervention and treatment for SUD.	<ul style="list-style-type: none"><li>Year 1: Assess current state of youth treatment for SUD at MaineHealth</li></ul>	<ul style="list-style-type: none"><li>CHI teams, Programmatic Steering Committee (youth/adolescents), Certified Community Behavioral Health Clinic (CCBHC) workgroup, local schools (RSU 1, SAD 75, Brunswick and Richmond Schools), youth serving agencies (Bath Area YMCA, Midcoast Youth Center, Brunswick Teen Center)</li></ul>

# Implementation Plan for Community Health Needs Assessment FY2025-FY2028

**MaineHealth Hospital:** MaineHealth Mid Coast Hospital

**County:** Sagadahoc / Northern Cumberland

**Health Priority:** Chronic Disease

**Goal of Health Priority:** Cancer – Reduce deaths from cancer

Diabetes – Improve patient health outcomes through the achievement of proven risk reduction measures for patients with and at-risk for type 2 diabetes.

Dementia – Provide better support and care for people living with dementia and their caregivers.

Obesity / Overweight – Increase adherence to current standards of care for prevention, assessment, management, and treatment of metabolic disease.

Strategies	Proposed Measures	Partners / External Organizations
<b>Cancer</b>		
<b>Strategy 1:</b> Maintain or increase human papilloma virus (HPV) vaccination rate.	<ul style="list-style-type: none"> <li>% patients 13 years old who have completed their HPV vaccinations by age 13</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Medical Group</li> </ul>
<b>Strategy 2:</b> Increase rates for lung, breast, and colorectal cancer screenings.	<ul style="list-style-type: none"> <li>% of female patients 50-74 seen in the last year who had a mammogram within the last 27 months</li> <li>% of patients 45-75 seen in the last year who had appropriate screening for colorectal cancer</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Medical Group</li> </ul>
<b>Diabetes</b>		
<b>Strategy 3:</b> Increase the annual number of eligible individuals systemwide that are referred to the Living Well with Diabetes Self-Management Program.	<ul style="list-style-type: none"> <li># of eligible individuals that are referred to Living Well with Diabetes Self-Management Program</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Diabetes Prevention and Control Program, MaineHealth Medical Group, Mid Coast Food Pantry, Mid Coast Hunger Prevention, Mid Coast Lifestyle Medicine</li> </ul>
<b>Strategy 4:</b> Increase the annual number of eligible individuals systemwide that are referred to the National Diabetes Prevention Program.	<ul style="list-style-type: none"> <li># of eligible individuals that are referred to National Diabetes Prevention Program</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Diabetes Prevention and Control Program, MaineHealth Medical Group, Mid Coast Food Pantry, Mid Coast Hunger Prevention, Mid Coast Lifestyle Medicine</li> </ul>

## Implementation Plan for Community Health Needs Assessment FY2025-FY2028

Strategies	Proposed Measures	Partners / External Organizations
<b>Dementia</b>		
<b>Strategy 5:</b> Train care team members in every local health system to provide care for people with dementia.	<ul style="list-style-type: none"> <li># of participants in dementia education trainings</li> <li># of local hospital communities represented at dementia education trainings</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Healthy Aging, local Healthy Aging groups</li> </ul>
<b>Obesity / Overweight</b>		
<b>Strategy 6:</b> Increase pediatric provider adherence to childhood obesity clinical practice guidelines.	<ul style="list-style-type: none"> <li>Years 2 &amp; 3: % of patients ages 10-17 with obesity class I, II, or III with an HbA1C ever ordered</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Pediatric Quality Improvement group, MaineHealth HEAL</li> </ul>
<b>Other</b>		
<b>Strategy 7:</b> Implement an educational intervention that demonstrates the impact that climate change and pollution have on overall health.	<ul style="list-style-type: none"> <li># of educational strategies implemented</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth Cardiology Department</li> </ul>
<b>Strategy 8:</b> At least one practice in each LHS will be applying Silver Diamine Fluoride (SDF) in partnership with and with support from the From the First Tooth program.	<ul style="list-style-type: none"> <li># of local hospital communities with at least one practice implementing SDF</li> <li># of SDF trainings</li> <li>Years 2 &amp; 3: # of providers trained on SDF</li> </ul>	<ul style="list-style-type: none"> <li>MaineHealth From the First Tooth</li> </ul>