

Brunswick Story 3

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Partnering with our Local HMP Yields Media Attention

From the start, the Brunswick Healthy Maine Street program has had a strong partnership with our local Healthy Maine Partnership, Access Health. An Access Health staff member attends each of our wellness committee meetings, and even serves as the head of one of our subcommittees. They have brought several resources to the attention of our participating businesses.

One particular benefit of this partnership is media attention that we might not otherwise have achieved on our own. Each month, Access Health writes an op-ed piece in the Times Record, the local daily newspaper. Last October, they approached us to offer their November slot to highlight Brunswick Healthy Maine Street. Of course, we jumped at the opportunity to showcase our work! Access Health provided us with samples of other op-eds they have submitted, wrote a portion of the article highlighting their role in the program, and provided their communication expert to review and edit the piece prior to publication.

We are thankful that Access Health has been such a supportive partner in this endeavor. We are doing our best to return the favor by connecting them to our businesses and other partners to meet the needs of their initiatives.