

HealthReach Community Health Centers



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FOR IMMEDIATE RELEASE

Madison Health Center Recognized as a Let's Go! Site of Distinction.

MADISON – Madison Area Health Center has been recognized as a Let's Go! Site of Distinction.

5210 Let's Go! is a nationally recognized childhood obesity prevention program that helps create healthier communities, reaching children and their families wherever they live, learn, work, and play to promote improved nutrition and increased physical activity.

Madison Area Health Center is one of 11 practices of HealthReach Community Health Centers, which provide medical and behavioral health services to local residents from birth through retirement and beyond.

HealthReach has partnered with Let's Go! since 2013. This past year, Madison engaged children and families with the 5210 message (5 servings of fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity, and no sugary drinks) through posters in the waiting room and in every pediatric exam room. In addition, the staff utilized the Healthy Habits Questionnaire and measured patients' Body Mass Index, or BMI, at every well child check to begin conversations with patients about healthy weight and overall wellness. Madison further engaged the community with the 5210 message by partnering with Maine SNAP-ed to facilitate a free Ten-Tips nutrition class at Madison High School. At this class, participants learned tips for shopping, cooking, and eating healthy on a budget.

"Through our collaboration with the 5210 team, we have integrated evidence-based approaches to discussing healthy behaviors," shared Emma Ansara, FNP, Clinical Medical Director at HealthReach. "Having concrete and easy-to-use tools has made addressing goals for weight, physical exercise and nutrition more of a reality at annual well child visits."

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HealthReach Community Health Centers is a group of eleven Federally Qualified Health Centers in Central and Western Maine. Dedicated providers deliver high quality medical and behavioral health care to citizens in over 80 rural communities. To ensure access for everyone, HealthReach accepts Medicare, MaineCare and major insurances. In addition, an Affordable Care Program is available to uninsured and underinsured residents as well as assistance with applications for programs that help with the cost of health care and medications including the Health Insurance Marketplace. A private, non-profit celebrating a 43-year history, HealthReach is funded by patient fees, grants and individual donations.

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