

LEBANON FAMILY



HEALTH SERVICES

*CELEBRATING
40 YEARS OF
COMMUNITY
CARE.*

Fiscal Year 2012 - 2013
Annual Report



Message from the President and CEO Kimberly Kreider Umble

When we first opened our doors in 1973 the world of women's health was a much different place. Cervical cancer was still one of the leading causes of death among women in child-bearing years and access to birth control for all Americans had just become legal in the United States. In July of 1973, Lebanon Family Health Services began our 40 year commitment to the health of the citizens in Lebanon County, a commitment to being a leader in this ever-evolving landscape. As we celebrate our 40th Anniversary this year, we remember how our journey began. It began with solely meeting the reproductive health needs of 300 women in the community. Today, LFHS serves over 13,500 men, women and children in over 10 areas of health, educational outreach and nutrition. In our 40 years of growth, we have arrived as a trusted member of the local healthcare industry.

We have seen a lot change in 4 decades- advances in medical technology, changes in public policy and reshaping of funding streams. Since the introduction of the Pap test, the United States has seen a drastic reduction in women dying of cervical cancer. LFHS is proud to be an integral part of bringing vital health services, such as the Pap test, to the Lebanon community. We've been a leader in opening up access to healthcare to vulnerable populations such as the uninsured and underinsured—members of our community that would otherwise not have access to this care.

Our 40 year journey has proven that LFHS can adapt, evolve and adjust in order to continue meeting the needs of Lebanon County.

We are aware that the healthcare landscape is about to embark on a new challenge with the implementation of the Patient Protection and Affordable Care Act. Our 40-year track record has proven that we are equipped with the ability to adjust while not wavering from our mission. Our history has taught us that we are skilled and equipped to bring healthcare access to those that are in need.

While we look to new horizons, we continue to celebrate the strong programs we have developed over 40 years. While we started with reproductive health and education services, we responded as the community need arose. In 1980, we incorporated the WIC program to provide nutritional education and nutritious foods to qualifying individuals. In the early 1990's, we began our prenatal program as a response to a community need. As recently as 2011, we added other medical services such as employment physicals and drug screenings—once again, responding to a gap in service in the Lebanon Community.



This year, our anniversary year, has been a particularly exciting one. We've made historic accomplishments in our tobacco program, adopted a fresh new look for the new decade and stayed true to our original mission while expanding our newer medical services. This year we continued to bring nutrition education to the community with an exciting "5210" initiative in the WIC program and expanded our education efforts into new territories. Finally, for our 40th anniversary, our fundraising and development committees reached a historic goal of increasing contributions and major annual gifts, helping the agency exceed its \$40,000 goal.

As we celebrate our 40th Anniversary this year, we also celebrate that so many of our cherished community organizations look to us as a quality resource for healthcare and education. Connecting with the community is what we have done best for 40 years. While the technology has changed since 1973, we worked hard to adapt in order to remain a leader in the community. Join us as we "Celebrate 40 Years of Community Care"!

TOBACCO CESSATION:

A HISTORIC ACCOMPLISHMENT

The world was a different place in 1973. Smoking was everywhere! On airplanes, in office buildings, at schools and even inside your doctor's office! "We've come a long way baby" and LFHS has helped that happen in the Lebanon Community. In 2004 we first began our Freedom From Smoking® tobacco cessation program. As we approached the 10 year anniversary of this valuable program, we recognized record accomplishments this year.

This year we provided almost 2700 tobacco cessation education sessions to over 650 individuals in our individual and group sessions. In particular, our group cessation classes reached 237.8% of our 2012-13 fiscal year goal. The demand in the community

has grown at record rates as individuals see the health benefits of quitting the habit and area employers recognize the health and economic benefits of a tobacco free workplace. As a result, we have brought our tobacco cessation program to 4 different work sites in the county and conducted 10 classes since January 2013.

In the Spring we conducted classes at GF Bowman in Cleona and ASK Foods in Palmyra. By summer we crossed the county and held multiple classes at Bayer Healthcare in Myerstown. In the fall we began classes at the Lebanon Valley Home in Annville. From East to West we crossed Lebanon County continuing the tradition of 40 years of community care.

OUTREACH:

A FRESH NEW LOOK FOR THE NEW DECADE

We are looking better with age! As we turned 40 this year we adopted a new look. With the help of a marketing consultant from Invictus, we adopted a new logo and redesigned all our print material. Everything from our quarterly newsletters, physician newsletters, agency stationary, service flyers and promotional materials we embraced a look that will help us withstand the test of time. Our new look can also be seen in our newly designed web site, Facebook page and Twitter feed, all tools we have grown this year as part of our outreach efforts.

Along with our new social media and technology outreaches, we continued to use many of the traditional styles as well. This year

we became a regular presence in the area food pantries. In April we visited patrons at Lebanon County Christian Ministries and the Caring Cupboard in Palmyra. This is an initiative we hope to continue on a regular basis. We also gave out over 500 give-aways during Women's Health Month at the Lebanon Valley Mall as well as men's health information during Men's Health Month. We were present at several locations for National Night Out and during the free children's movies at the Lebanon Valley Mall.

We continue to have an active presence among human service agencies, at area health fairs, in local school districts and conducting speaking engagements for community organizations in order to pave the way for another 40 years of community care.

DID YOU KNOW?

IN THE PAST YEAR,
LFHS HAD OVER
48,000 VISITS.

WIC SERVES
APPROXIMATELY 3,100
INDIVIDUALS PER MONTH.

REPRODUCTIVE HEALTH:

OUR ORIGINAL MISSION IS STILL GOING STRONG

When LFHS first opened our doors in 1973, we were originally called "Lebanon Family Planning" and met the reproductive health needs of 300 women in the community. Today, we still hold on to our original mission but now reach out to men for reproductive health as well.

During our 40 years of community care we have been the place to come for early detection of breast cancer and cervical cancer, access to contraception, quality prenatal care and free screenings for Sexually Transmitted Infections (STI's). This care has always been provided to everyone in the community regardless of age, income level or availability of insurance. Individuals reach out to LFHS because we are a caring environment and a confidential place to receive needed reproductive health services.

Throughout the month of April we recognized "Sexually Transmitted Infection Awareness Month" by reaching out to our WIC clients and encouraging them to get tested for STI's as part of a routine medical exam. While we were able to detect and treat many individuals, this also created awareness around the importance of early detection in order to prevent Pelvic Inflammatory Disease (PID) and maintaining regular preventive reproductive health—a message we have been sending to the community for over 40 years.

OTHER MEDICAL SERVICES:

LAYING A PATH FOR THE FUTURE

In 2004, we had our first flu shot clinic, in 2009 we began offering employment physicals, and in 2011 we began our drug screening program. As the community needs changed, so did we. As we look ahead to the future and foresee the

changing healthcare climate, we recognize the things that will be needed by our community in the years to come.

Likewise, we have gone beyond our doors to meet the diverse medical needs of the community. In November we hosted the Latino Health Fair where we provided medical services including breast

exams and flu shots. We also brought our services to Lebanon Valley College where we provided an STI clinic on-site. Our ability to evolve and adapt to the changing healthcare climate will allow us to continue towards another 40 years of community care.

WIC:

BRINGING NUTRITION TO THE LEBANON COMMUNITY FOR OVER 33 YEARS

It's hard to believe that our WIC program is in its 33rd year. When the WIC program joined Lebanon Family Health Services in 1980, we provided supplemental nutritious foods to 106 families per month. This past year, the WIC program reached an all-time high, averaging 3,130 clients per month and a total of 37,569 visits for the year.

The theme of this year's WIC outreach program was "5210". Throughout the year, LFHS staff were in the community talking to individuals and groups about a simple guideline to assist in nutrition and health management. This concept states that each day, make sure your child gets at least **5** fruits and vegetables, no

more than **2** hours of recreational screen time (TV, video games, etc.), gets at least **1** hour of physical activity and consumes **0** sugary beverages. It's a simple concept that provides a quick guide for busy parents and children.

This year we continued to see an increase in moms that breast-feed through our peer breastfeeding program, which is facilitated by a Certified Lactation Counselor. The WIC program continues to support the local community with regular education programs in day cares, Head Start, civic and church groups and having a presence at area health fairs. Furthermore, the in-house farmer's market held during the month of June allowed us to bring the bounty of our farming community directly to our clients.



Every Day!

EDUCATION:

STILL PART OF THE TRADITION

In 1978, the tradition of offering community health education programs was born at LFHS and is growing stronger each year. This past year our education programs reached over 1500 individuals in Lebanon County.

This year we offered many sessions of parenting classes—Parents of Young Children and Guiding Good Choices (for individuals parenting adolescents). Our tobacco programs continued to be held on site each week in addition to the many classes offered at work sites. In the community we presented health lessons to school students in day care centers, elementary, middle and high schools. We also partnered with Head Start, IU-13 and Children and Youth Services to bring nutrition education and reproductive health programs to the parents participating in their programs. In addition, we worked with many community organizations such as Palmyra Circles, Palmyra Area Churches and the Lebanon Ministerium to further our efforts at getting our education programs to as many people in our county as possible.

In the spring we were able to reach out to teens in Palmyra by being a speaker at their annual "Thon", a major fundraising event for cancer research. LFHS staff presented information on early detection of breast, cervical and testicular cancer to groups of teens at 1am as a part of their all night lock in. At every hour of the day or night, LFHS has been there for over 40 years of community care.

DID YOU KNOW?

APPROXIMATELY 50% OF ALL BABIES BORN IN LEBANON COUNTY RECEIVE WIC.

OVER \$2 MILLION DOLLARS FROM WIC VOUCHERS SUPPORT THE LOCAL ECONOMY ANNUALLY.



FUNDRAISING AND DEVELOPMENT

AS WE CELEBRATE 40 YEARS OF COMMUNITY CARE,

we recognize that it has been the community that has allowed us to continue to provide quality services. For 40 years it has been our volunteers, staff, donors and the community that have nurtured our rich history. This is accomplished through fundraising efforts to support annual operations and development efforts to assure the long term security and viability of the organization.

THE FUNDRAISING EFFORTS THIS PAST YEAR INCLUDED

several special events, an annual appeal campaign and partnership in Sunset Bingo hall to support our services.

THE SPECIAL EVENT CALENDAR BEGAN

with the Erma M. Kapp Memorial Golf Tournament, hosted at Pine Meadows Golf Complex in August. The Kapp and Smith families, golf committee, LFHS staff and board members worked hard to plan the tournament. The day began with registration and refreshments. Participants enjoyed 18 holes of golf followed by a fabulous chicken luncheon. At the luncheon, the winners of the team prizes, closest to the pin and longest drive prizes were announced.

AS THE SUMMER FADED,

the fall brought us the 22nd annual Travel & Leisure Auction, held at the Lebanon Country Club. With the theme of "Start Spreading the News", approximately 200 guests bid on exciting getaway vacations, sports tickets, restaurant and theater certificates and beautiful gift baskets. The planning committee assured that there were a variety of items on the live and silent auctions, providing interests for everyone who attended the event.

AFTER A SHORT HOLIDAY BREAK,

the staff, board members and volunteers began to plan for the Garden Party at Brasenhill featuring local artists. This year's event was again hosted by Kaj Skov, previous owner of the Washington Tavern, the Lantern Lodge and Stirling Guest Hotel in Reading. The event featured the work of over 45 local artists, offering a variety of artwork such as oils, acrylics, watercolor, ceramics, jewelry, stained glass, textiles, and mixed media. While the show-ers that day worked their magic to bring about May flowers, the guests were therefore given the opportunity to enjoy the intricate architecture of the Mansion, a historic Lebanon County gem! Guests enjoyed fabulous food and a jazz ensemble while selecting the artwork they wished to bid on in both live and silent auctions. Through the efforts of the host, underwriters, sponsors, advertisers, planning committee, volunteers, artists, local businesses and the participants at the event, the Garden Party was a phenomenal success!

IN JUNE, THE KRALL FAMILY MEMBERS AND PLANNING COMMITTEE ORGANIZED

the 12th annual Ron Krall Memorial Golf Tournament and donated the proceeds to Lebanon Family Health Services. Golfers came out to the Lebanon Valley Golf Course on a Saturday afternoon to enjoy a round of golf and Kauffman's chicken bar-b-que, all to support Lebanon Family Health Services.

SOON AFTER THE GOLF TOURNAMENT,

our signature event, Jazz in June, was held at a lovely new location on the grounds of Lebanon Valley College. Beside the fountain of Yuhas Commons, guests enjoyed fabulous jazz music performed by some of Central PA's finest jazz musicians, fantastic food and the company of good friends. The beautiful blue skies and elegant setting made this year's evening a great success.

LEBANON FAMILY HEALTH SERVICES

participated in the fall and spring CLA art/jazz festivals, where our board members and volunteers sold refreshments to benefit LFHS and created awareness about the services that we provide to the Lebanon Community.

A PARTNERSHIP

with the Sexual Assault Resource and Counseling Center (SARCC) and Lebanon County Foster Parents Association, supported efforts of Lebanon Family Health Services with weekly bingo at Sunset Bingo hall.

COLLECTIVELY,

these events, the annual appeal and your support helped raise almost \$144,000 to provide preventive health, education and nutrition services to the residents of Lebanon County.

PHILANTHROPIC SUPPORT FOR LEBANON FAMILY HEALTH SERVICES

goes far beyond the special events hosted by our organization. Support this year included memorial and honorarium gifts, grants from local foundations and various funding organizations, and gifts toward the endowment program for Lebanon Family Health Services. Through the efforts of the development committee, individuals committed dollars and/or planned gifts to the endowment program. This philanthropic support helped to assure that the services provided by Lebanon Family Health will continue for many years to come without relying solely on external funding sources. This year's development committee also focused its efforts on helping to meet the 40th anniversary annual appeal campaign goal of \$40,000 - and it was a success!

THE FUNDRAISING AND DEVELOPMENT EFFORTS

and the philanthropic support of the Lebanon Community helped Lebanon Family Health Services move forward and helped us to look toward another 40 years of community care. Thank you for your ongoing support and philanthropy!

DID YOU KNOW?

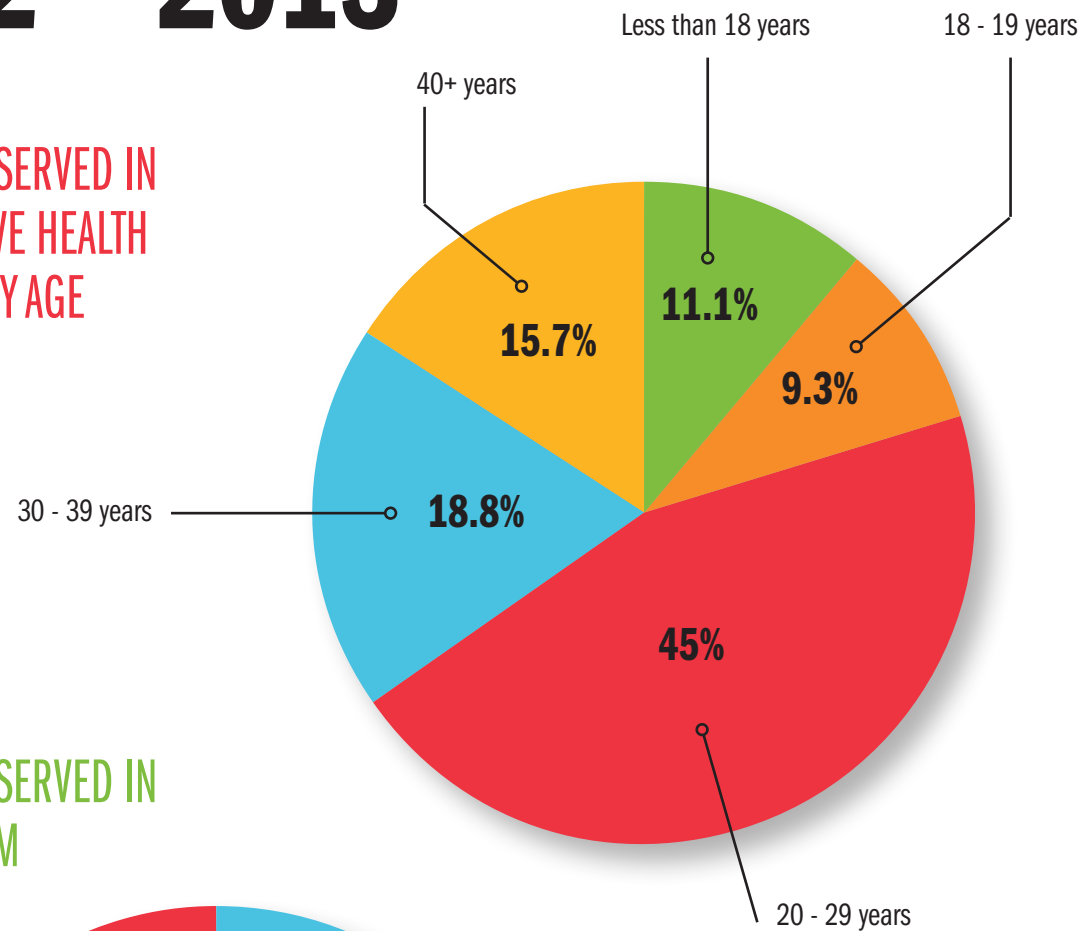
\$0.83 OF EVERY REVENUE DOLLAR IS UTILIZED FOR DIRECT SERVICES.

25 LFHS STAFF MEMBERS HAVE OVER 220 YEARS OF SERVICE.

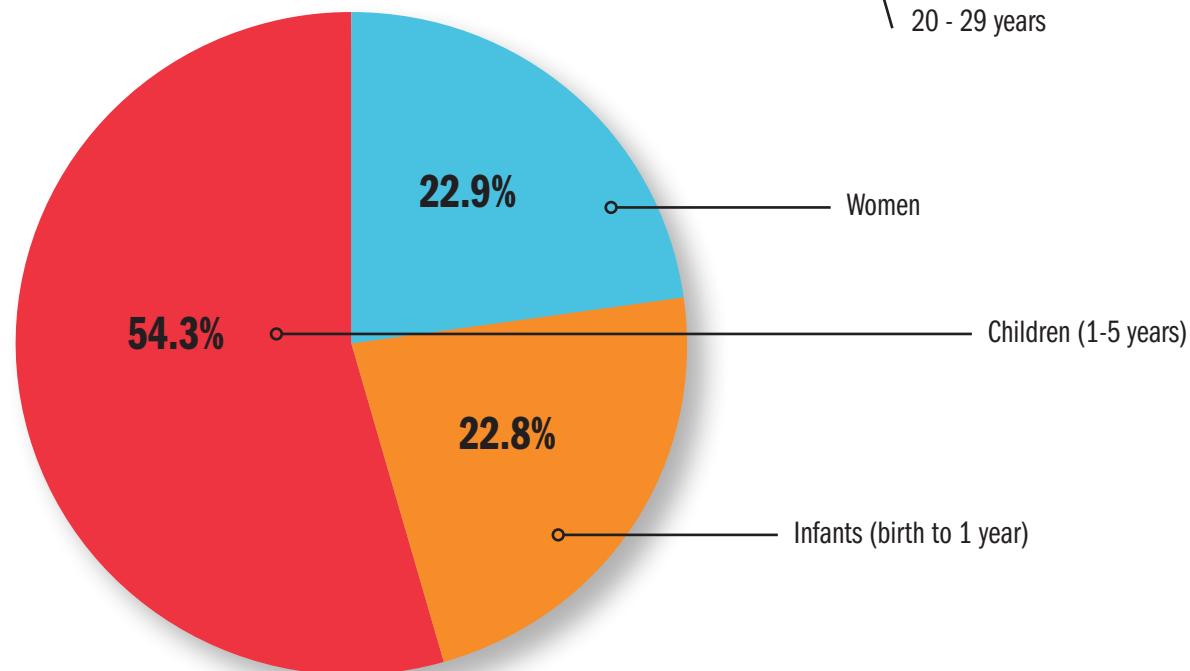
IN THE PAST 8 YEARS, LFHS HAS ADMINISTERED OVER 4,000 FREE FLU SHOTS TO THE LEBANON COMMUNITY.

YEAR IN REVIEW 2012 - 2013

POPULATION SERVED IN
REPRODUCTIVE HEALTH
PROGRAMS BY AGE

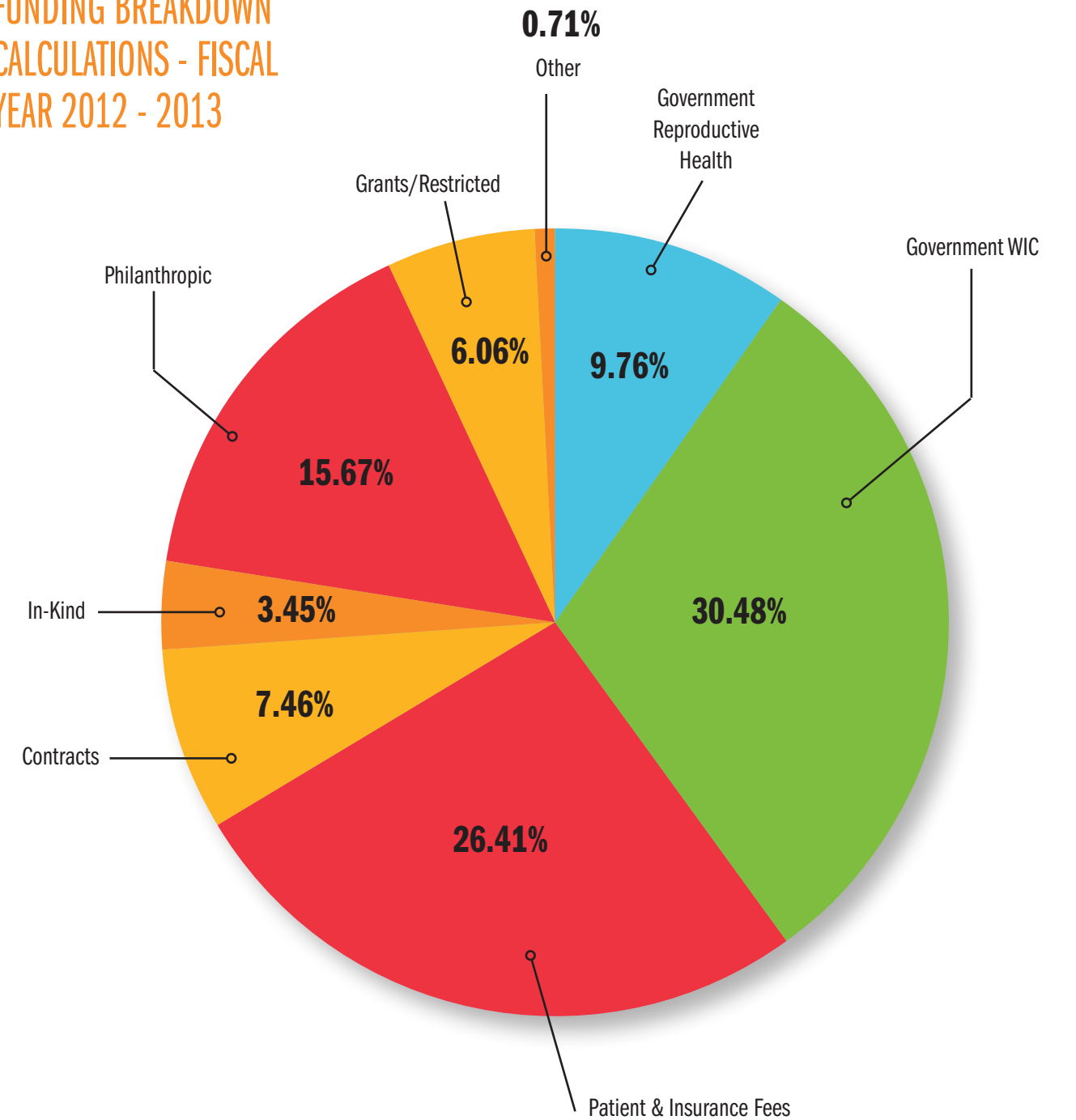


POPULATION SERVED IN
WIC PROGRAM



YEAR IN REVIEW 2012 - 2013

FUNDING BREAKDOWN
CALCULATIONS - FISCAL
YEAR 2012 - 2013





615 Cumberland Street,
Lebanon, PA 17042

Lebanon Family Health Services shall not discriminate against any employee, applicant for employment, independent contractor, or any other person based on race, age, gender, color, ancestry, sexual orientation, national origin, legal residence, ability to pay, religious creed, parenthood, marital relationship, contraceptive preference or disability.

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Non-Profit
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U.S. Postage
PAID
Lebanon, PA
Permit No. 27

23rd Annual **Travel & Leisure** *Auction*

LEBANON COUNTRY CLUB

FRIDAY, NOVEMBER 8, 2013 | 3375 W. OAK STREET
DOORS OPEN 6:30 P.M. | BIDDING BEGINS AT 7:30 P.M.

Complimentary Wine, Beer
& Hors d'oeuvres

\$25.00 per person

Tickets available at:
Lebanon Family Health Services
615 Cumberland St., Lebanon
Phone: 717-273-6741
lebanonfamilyhealth.org
LIMITED NUMBER OF TICKETS!
NO TICKETS SOLD AT THE DOOR!