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LEBANON FAMILY HEALTH SERVICES

# SHAPING THE FUTURE OF OUR COMMUNITY'S HEALTH.

FISCAL YEAR  
2013-2014  
ANNUAL REPORT

PLEASE JOIN US IN 2015  
FOR THESE EXCITING  
EVENTS!

SPLASH  
OF COLOR  
PARTY &  
ART AUCTION

ANNUAL  
DINNER

COCKTAILS  
& COMEDY

ERMA M. KAPP  
MEMORIAL GOLF  
TOURNAMENT

PINK DRINK

CELEBRATING  
YOUR HEALTH  
LATIN STYLE!

TRAVEL &  
LEISURE  
AUCTION





## Message from the President and CEO Kimberly Kreider Umble

SHAPING THE  
FUTURE OF OUR  
COMMUNITY'S  
HEALTH.

Last year, Lebanon Family Health Services celebrated our 40th anniversary. We reflected on our growth, remembering the countless individuals who made LFHS what it is today. It was a nostalgic year. We visited the historic stories of the 300 women who first walked through our doors in 1973 and the evolution of our agency into one now serving over 13,500 men, women and children. Our primary mission of providing reproductive health care to low income women has grown into multiple programs, including prenatal care, nutrition services and health education programming. Our history has shown that we are always community-minded, while at the same time, forward-thinking.

As we turned the page on the calendar and proceeded into 2014, we channeled the same energy that drove us for the past 40 years to propel our

agency into the future. With the Affordable Care Act (new health care law), 2014 presented us with an opportunity to be a leading force in the community in this new age of healthcare. During open enrollment (November 2013-March 2014), we kept in touch with our patient needs by conducting an “ACA Readiness Survey.” Through this survey, we were better able to understand our client’s concerns and needs. As a result, through a partnership with Lebanon Ridge Community Health, we offered our clients and members of the community weekly assistance exploring health insurance options in the new Health Insurance Marketplace.

Evolving with the changing needs of the community has been a part of our history and continues to shape our future. When programs were needed in the community, such as employment physicals, we

responded. Most recently, the need for low-cost student sports physicals presented itself, and again LFHS responded by offering this service. As businesses in the community began embracing healthier lifestyles and promoting tobacco-free policies, we responded by assisting with policy implementation and offering our tobacco cessation programs to their employees, family members and loved-ones. In 2014, we also continued to promote the “5210” nutrition initiative through our WIC program. A history resting on quality programming that meets the needs of a changing community has paved our way. As we open the door to 2015 and beyond, LFHS remains true to its original mission and we are well-positioned for *shaping the future of our community’s health!*

# TOBACCO CESSATION

Fifty years ago, the Surgeon General released its first report on smoking and health. Over the past 50 years, remarkable progress has been made. Since 1964, smoking prevalence among U.S. adults has been reduced by half. When the Surgeon General released the report in 1964, our nation started the journey toward a deeper understanding about the health and financial impact of tobacco use. From these years of experience, we now know that the future of healthcare needs to extend beyond the walls of the doctor's office or clinic. It needs to be engrained in the community.

Today, business leaders are taking the lead in confronting this issue head on and we are there to assist them. As companies are working to become "tobacco free" and encouraging their employees to quit by offering tobacco cessation opportunities, Lebanon Family Health Services is at the forefront of making this happen. In 2013-14, Lebanon Family Health Services worked with many local businesses to strengthen their tobacco policy and offered cessation classes to their employees.

We provided tobacco cessation education to 1,489 individuals in our individual and group sessions. In particular, our worksite group cessation classes more than doubled from 4 worksites in FY 2012-13 to 10 in FY 2013-14. We worked with Bayer Healthcare, Lebanon Valley Home, PRL Industries, Inc., Philhaven, E&E Metal Fab. Inc., Lebanon Village, YMCA, HDC Housing, Jubilee Ministries and hosted a community class at Lebanon Valley College.

Since our community's Spanish-speaking population has grown in recent years, we found that it is pertinent that we offer this course in Spanish. LFHS is proud to employ three Spanish-speaking *Freedom From Smoking*® instructors. Fifty years ago the journey began with the Surgeon General's report; today we take this movement forward in *shaping the future of our community's health!*

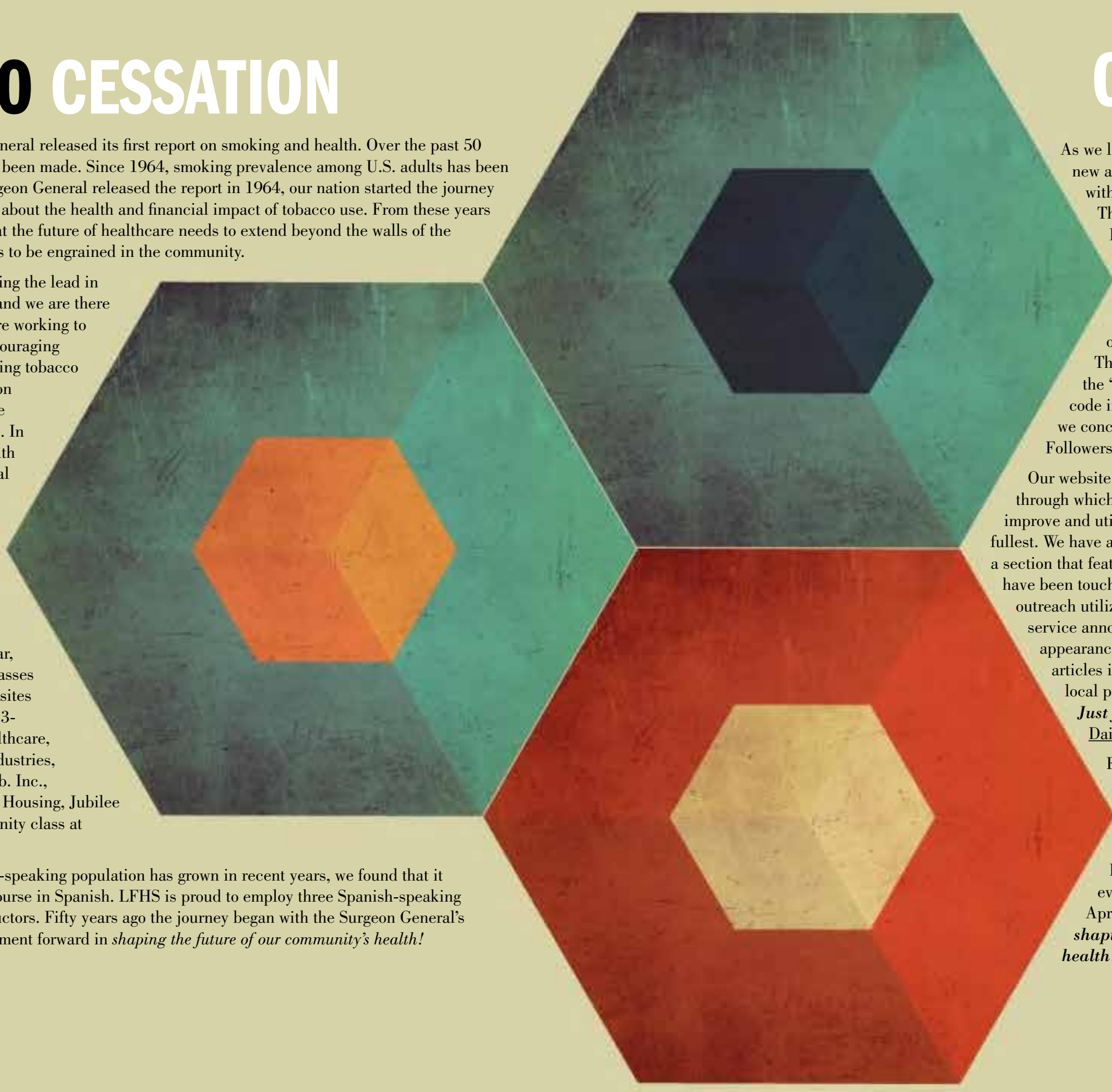
# OUTREACH

As we look to the future, we are embracing new and innovative ways to stay in touch with our clients, friends and supporters.

This year, we proudly introduced our E-Newsletter. Through this modernized approach, we stayed in touch on a regular basis about our special events, programs and awareness topics. At the same time, we grew our social media following by 24%. Through an outreach initiative called the "Summer of 699" and the use of a QR code in "Thank you" notes sent to clients, we concluded FY 2013-14 with 802 Facebook Followers. Our Twitter following also grew.

Our website continues to be a vital avenue through which clients enter LFHS. We continue to improve and utilize this communication tool to the fullest. We have added "Stories from the Community", a section that features over 70 individuals whose lives have been touched by LFHS. Other forms of media outreach utilized extensively include: public service announcements, press releases, guest appearances on our local radio stations, featured articles in the newspapers, advertisements in local print media and our biweekly column, *Just for the Health of It*, in the Lebanon Daily News.

Even in the world of modern technology, meeting people face-to-face is still what we do best! This past year we participated in 40 health fairs and expos, including Lebanon County Christian Ministries every Wednesday in October and April. With every person we meet we are *shaping the future of our community's health!*



SHAPING THE  
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HEALTH.

## REPRODUCTIVE HEALTH

According to the National Cervical Cancer Coalition, 70% of all adults have been infected with the Human Papilloma Virus (HPV), the virus that leads to cervical cancer and genital warts. Fortunately, the majority of these individuals do not develop cervical cancer or warts because their body's natural immune response fights off the infection or the early stages of cancer are detected in a pap test, the screening tool for cervical cancer. Since the day we opened our doors in 1973, we have been providing this vital service to the women of Lebanon County.

In 2013-14, we had over 7,544 visits for our reproductive health services. In addition to cervical cancer screenings, patients also received prenatal care, testing and treatment for sexually transmitted infections, birth control and breast exams.

Each week we continued to provide reproductive healthcare services at the Lebanon County Correctional Facility. In the Month of April we recognized Sexually Transmitted Infection (STI) Awareness month by offering gift cards to individuals who came in for free and confidential screening and

treatment for STI's. Likewise, in May we recognized Women's Health month by conducting targeted outreach to women in the county and offered gift cards to new patients if they came in for a well-woman exam. While we were able to detect and treat many individuals, these initiatives also allowed us the opportunity to create much-needed awareness around early detection and prevention. Reaching out, one person at a time, as we are *shaping the future of our community's health!*

## OTHER MEDICAL SERVICES

The new age of healthcare is one that focuses on prevention. This isn't "new" to LFHS! We have been practicing preventive healthcare since we opened our doors in 1973 and we have evolved with the changing need for prevention over the years. This is clearly seen with the addition of our flu shots, physicals and drug screening services. This year we expanded

our physical services to include sports' physicals.

We have gone beyond our doors to bring prevention to the greater community. In November we hosted the Latino Health Fair where we provided flu shots and coordinated with other agencies to offer an array of preventive health screenings for the Latino Community. We also began a

semi-annual clinic at Lebanon Valley College where we provided physicals for students who needed them for internships or student teaching and provided STI testing. We served 63 students with these off-site medical services. Whether under our own roof or out in the community, we are *shaping the future of our community's health!*

# WIC

Happy 40th Birthday WIC! Recently, the national WIC program celebrated its 40th birthday and we are proud that the program has called LFHS home for many of those years. The popular WIC program has proven to benefit the women, infants and children it serves. For example, the program has allowed children under the age of 5 to acquire foods high in protein, iron, and calcium. As a result, children enrolled in WIC have a decreased risk of

acquiring costly health problems such as obesity-related diseases. They are also less likely to have developmental delays.

We have continued to promote the WIC program in the community with nutrition education initiatives such as 5210. With 5210, the WIC staff taught members of the community to eat 5 fruits/vegetables each day, spend no more than 2 hours a day in recreational screen time (TV, Video games), get at least 1 hour of exercise and drink 0 sugary

beverages daily. The message was presented to numerous parent groups, Head Start programs, staff trainings, day cares and doctors' offices.

Over the summer, we distributed 1,926 packets in the community to educate individuals about the benefits of WIC. By educating our neighbors about the importance of healthy eating, we are *shaping the future of our community's health!*

# EDUCATION

In the new era of healthcare, education will be a central component. The future will embrace prevention and holistic health. Therefore, at LFHS we surge forward to provide education that encourages healthy behaviors in the places where people live, work and play.

This year we strived to create a culture of wellness by reaching out to a diverse group of individuals with a range of topics – nutrition, reproductive health, parenting skills, tobacco prevention and the new addition, CPR and First Aid. LFHS is now an authorized provider of the

American Red Cross, allowing us to certify our staff.

In addition to the 6 parenting classes held on-site, we brought our health education programming to the community in a variety of settings. Participants included Head Start and Early Head Start parents, IU-13 staff, The Circles of Palmyra, Palmyra Area Churches, Annville Free Library, Lebanon Ministerium, Philhaven, Lebanon School District's Family Night Out, YMCA, Quest, DVI and The Kiwanis Club.

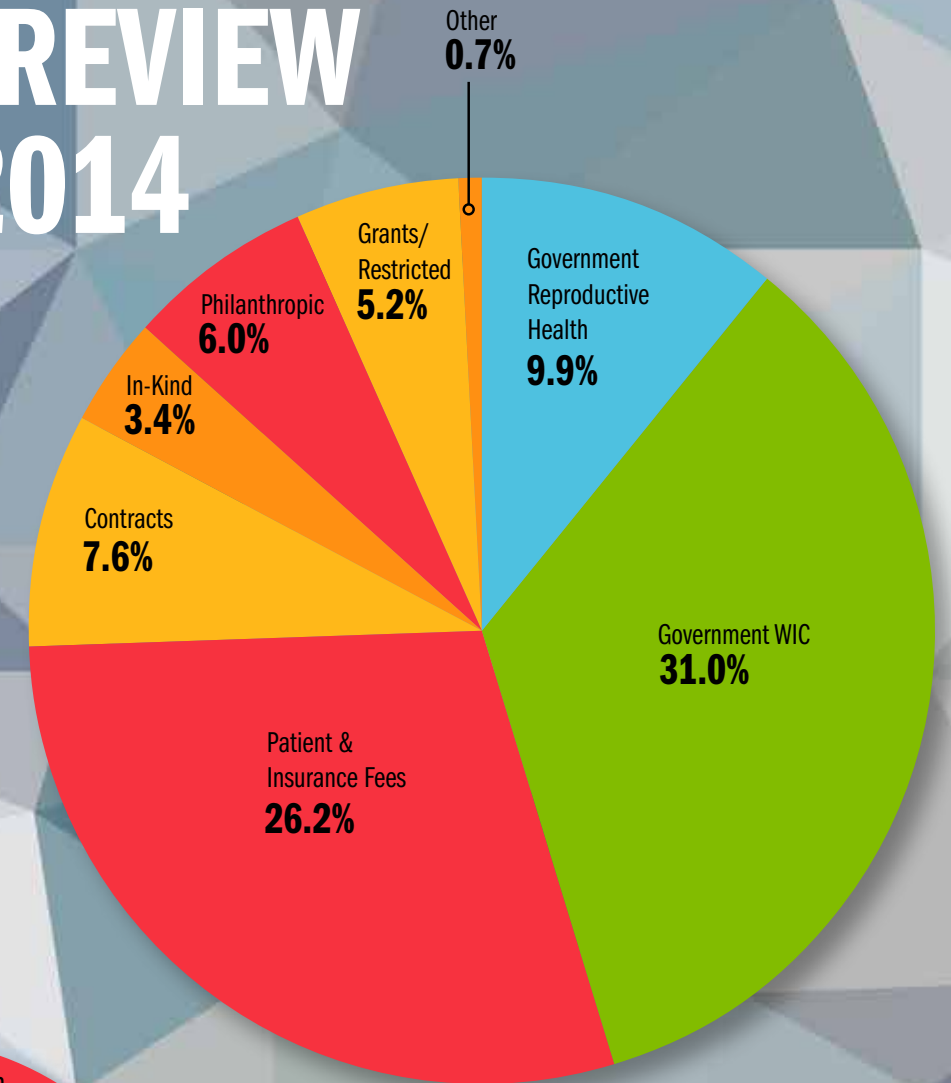
Community presentations were attended by 399 individuals.

We had the opportunity to partner with all 6 school districts with our reproductive health and tobacco prevention lessons. We were able to present a total of 52 lessons to 930 students in the public schools in addition to 3 programs at Lebanon Valley College with 73 students.

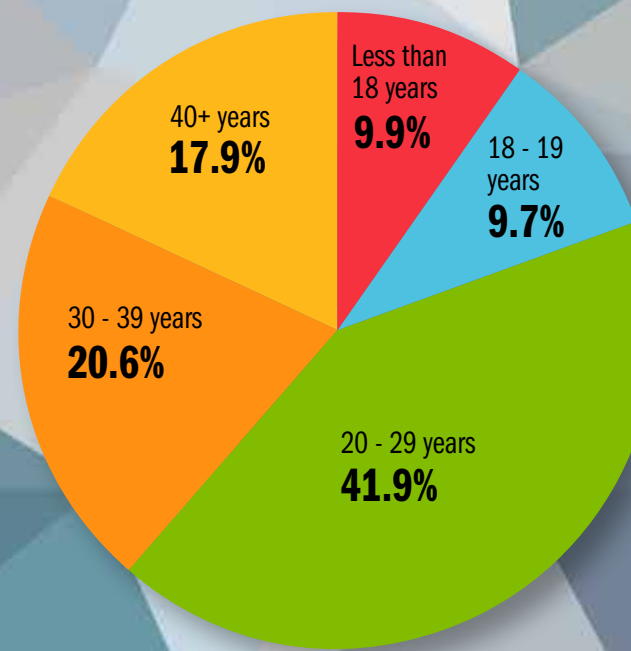
Education is the first step toward improving health outcomes in the rapidly evolving world of healthcare. At LFHS we are continually aligning our programming as we take a lead in *shaping the future of our community's health!*

# YEAR IN REVIEW 2013 - 2014

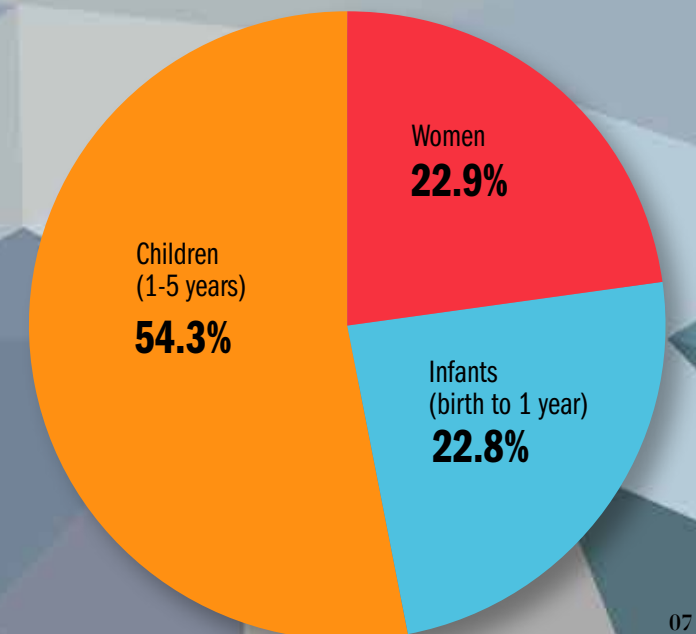
## FUNDING BREAKDOWN CALCULATIONS - FISCAL YEAR 2013 - 2014



## POPULATION SERVED IN REPRODUCTIVE HEALTH PROGRAMS BY AGE



## POPULATION SERVED IN WIC PROGRAM



# FUNDRAISING AND DEVELOPMENT

*Shaping the future of our community's health* is not done alone! We recognize that it has been the community that has allowed us to continue to provide quality services. For over 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 Course in August. We were grateful for the hard work of the Kapp and Smith families and the golf committee as they worked in conjunction with LFHS staff and board members 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 were announced.

As the summer faded, all around the county you could not miss our new tradition, "Pink Drink", an initiative held in honor of Breast Cancer Awareness Month. In 10 establishments throughout the county, a signature "Pink Drink" was created and sold. Proceeds benefitted the work LFHS does to provide education and detect breast cancer.

The fall also brought us the 23rd annual Travel & Leisure Auction, held at the Lebanon Country Club. With the theme of "40 Years of Community Care", 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 owner of the beautiful mansion, Kaj Skov. We 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. Guests enjoyed fabulous food and a jazz ensemble while selecting the artwork they wanted to bid on in both live and silent auctions. Through the efforts of the host, planning committee, volunteers, artists, local businesses and the participants at the event, the Garden Party was a phenomenal success!

In June we were excited to present the first annual "Cocktails and Comedy" graciously hosted by the owners of the newly renovated Cornwall Inn. It was a night filled with laughter thanks to Sidney Gantt from Philadelphia. Sidney is the host of *Captain Action Comedy Show* which is featured monthly at the Conshohocken Café. Opening for Sidney was Lou Misiano from Philadelphia, a known comedian throughout Central Pennsylvania and beyond.

Soon after, our signature event, Jazz in June, was held at the lovely 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 the evening a success.

Lebanon Family Health Services participated in the fall and spring CLA art/music festivals, where our board volunteers sold food and beverages to benefit LFHS.

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

We look forward to starting the new year with added enthusiasm and excitement as we continue our mission and introduce new ideas for our special events. We believe these ideas will continue to inspire our supporters as well as motivate others to join us as we *shape the future of our community's health*.

