



615 Cumberland Street,
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LEBANON FAMILY HEALTH SERVICES

BUILDING COMMUNITY THROUGH BETTER HEALTH.

PLEASE JOIN US IN 2016
FOR THESE EXCITING
EVENTS!

SPLASH
OF
COLOR

ANNUAL
DINNER

COCKTAILS
& COMEDY

ERMA M. KAPP
MEMORIAL GOLF
TOURNAMENT

PINK DRINK

CELEBRATING
YOUR HEALTH
LATIN STYLE!

TRAVEL &
LEISURE
AUCTION



FISCAL YEAR
2014-2015
ANNUAL REPORT

Building Community Through Better Health!



Treatable instead of Preventable

Message from the President and CEO Kimberly Kreider Umble

Prevention is the cornerstone of the work that we do at Lebanon Family Health Services. Today, as in the past, we provide the community with services that encourage healthy behaviors where people live, work and play. We strive to create a culture of wellness by reaching out to diverse groups of individuals with a range of services-including nutrition, reproductive health, cancer screenings, physicals, parenting skills and tobacco cessation.

According to *Healthy Workforce 2010 and Beyond*, the workforce of the future is dependent upon primary prevention and risk avoidance in order to curtail the health conditions that inhibit productivity. These conditions include a range of preventable lifestyle-related chronic health conditions such as cardiovascular disease, cancer, diabetes and cardio pulmonary disease (COPD). The services we offer the community are based upon targeting the most pressing preventable health issues of our time. Many of these conditions are diet and nutrition-related diseases. For example, our WIC program provides women, infants and children access to nutrient-dense foods. As a result,

children with quality nutrition experience healthy brain growth which allows them to learn and perform well in school-therefore preparing them for the workforce of tomorrow. Research also shows that for every \$1 spent on WIC, the general public saves \$3.50 on healthcare costs for diet related illnesses.

LFHS plays a vital role in supporting our local workforce under our roof and in the community. Tobacco use is a leading cause of death and disability among American workers. We address this issue by working directly with companies in strengthening their tobacco-free policies and providing our on-site tobacco cessation program, *Freedom From Smoking*®. We also encourage communities to embrace tobacco-free play spaces with our Young Lungs at Play playground initiative.

Promoting prevention for our community is the foundation of all our programs. We continue to deliver prenatal care to women because quality medical care during pregnancy has proven to reduce the likelihood of a mother miscarrying and babies being born with a low birth weight. Breast and

cervical cancer are two of the most treatable forms of cancer, which is why our staff works on a daily basis to educate and provide preventive exams for women in our community. Our confidential testing and treatment of Sexually Transmitted Infections (STI's) allows countless individuals in our community to protect their health.

We are aware that the healthcare landscape is embarking on new challenges with the implementation of the Patient Protection and Affordable Care Act (Obamacare) and Healthy PA (Medicaid expansion). This is why we help our clients and members of the community with enrollment into these health insurance programs by providing assistance at our site on a regular basis during the open enrollment season. This insurance coverage will allow individuals to access a wide range of preventive services, the cornerstone of our work. From our offices, the workplace or the playgrounds, LFHS is *Building Community Through Better Health*.

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Building the health of the community
is grounded in quality communication
between us, our patients, and clients.”

TOBACCO CONTROL

In the late 1990's, after a lengthy legal battle, the tobacco industry settled with states for billions of dollars lost in public healthcare costs from tobacco-related illnesses. This was a groundbreaking moment for public health. As a result, tobacco use declined 21% between 1997 and 2005, according to the United States Department of Agriculture.

Lebanon Family Health Services has played a major role in this historic public health movement. As a recipient of the Master Settlement Agreement dollars, we have been providing tobacco cessation services in our community during this historic decline. This

year we expanded our services to include locations in Lebanon, Lancaster, Berks and Schuylkill counties. We provided policy improvements and cessation services to 12 worksites, multi-unit housing and community locations. These included CSR, HACC-Lebanon, Palmyra Interfaith Manor, First Aid and Safety Patrol, Philadelphia Mixers, Lebanon YMCA, Lebanon Valley College, Seneca Foods, Carpenter Industries, HDC Mid Atlantic, Sweet Streets Dessert and Rhoads Energy. These services reached 698 individuals.

LFHS also promotes clean air where our smallest citizens play. In the past year we welcomed 9

community playgrounds to our Young Lungs at Play tobacco-free playground initiative. The members of our Young Lungs at Play (YLAP) honor role are Cleona Parks and Recreation, Bethel Township, Richland Borough, Richland American Legion, Lebanon Valley Family YMCA, Swatara Township, Jackson Township and HDC MidAtlantic Housing (Deer Lakes, Plum Tree, Duke Manor and Umbrella Works). These playgrounds are committed to providing a tobacco-free environment for children. YLAP signs are posted throughout their facilities. Together we are *Building Community Through Better Health*.

OUTREACH

Building the health of the community is grounded in quality communication between us, our patients, and clients. This year we updated and modernized our customer service survey that is provided to all our patients and clients when they visit LFHS. With the data we collected we were able to obtain more accurate quantitative and qualitative assessment of our patient/client needs and enhance our communication when they registered for our electronic newsletter, an initiative we began last year. Through this survey, we were able to build our electronic communication by 45%.

We continued to build upon our social media program this year. A QR code was utilized to drive traffic to our Facebook page and staff initiatives also increased our following. At the end of the fiscal year, we had 868 Facebook Followers and an increasing number of Twitter followers.

Targeted Outreach initiatives included a regular presence at the Lebanon County Christian Ministries, a health insurance enrollment event in February, an STI event in April, a women's health month outreach in May and a "Farm to Table" event in June in order to increase the WIC

Farmer's Market Nutrition Program participation. We also donated over 1,700 water bottles promoting our physicals to local school districts.

Finally, a new initiative this year was our Thematic Publication, a content-driven magazine which has replaced our traditional newsletter. The first publication was about contraceptive access. The second publication focused on e-cigarettes. Through these bi-annual publications, we educate the community about the topics in which we are a voice of knowledge in order to augment our role in *Building Community Through Better Health*.

REPRODUCTIVE HEALTH

Recently, the American Cancer Society released a hopeful report that stated that death rates from breast cancer have dropped 34% since 1990. This sharp decrease is a strong testament to the steadfast efforts of health advocates working to promote national and local awareness campaigns about the importance of early detection and increased research for breast cancer. Lebanon Family Health Services has been at the forefront of this issue for the Lebanon Community.

This year we saw over 3,100 patients for our gynecological services, which include preventive breast cancer screenings in addition

to cervical cancer screenings and birth control. Through our targeted STI outreach event, we tested 84 individuals; including 67 new patients. Our prenatal program provided 1425 visits this year—helping to ensure a healthy pregnancy, mom, and baby.

Due to many changes in the healthcare field and local community, we conducted a lot of strategic outreach this year. Because the state family planning program (Select Plan) was ending in June 2015, we called over 800 patients in order to have them participate in the 2-day health insurance enrollment event we hosted in February. We also

continued to reach out to the Latino population, a rapidly increasing demographic of the community, by providing breast cancer screenings at the annual Celebrating Your Health . . . Latin Style. This year, the Latino population represented 37.8% of our reproductive health patients compared to 26.6% five years ago. Finally, we continued to reach out to the community by providing STI testing and treatment on-site at the Lebanon County Correctional Facility once a month and at Lebanon Valley College twice a year.

Whether it is under our roof or out in the community, we are *Building Community Through Better Health*.

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Our prenatal program provided 1,425 visits this year – helping to ensure a healthy pregnancy, mom, and baby.

OTHER MEDICAL SERVICES

The workforce of the future is dependent upon primary prevention and risk avoidance in order to curtail the health conditions that inhibit productivity. LFHS is at the forefront by providing physicals, our largest growing program. This year we provided 1052 employment, educational, sport and driver's license physicals, a 44.7% increase

from last year. These services were provided on-site and twice in the academic year at Lebanon Valley College.

Drug screening services continued to increase and fingerprinting services were added as of July 1st.

Seasonal flu vaccines were provided to adults 18 and over free of charge.

We hosted a number of flu shot clinics on site and provided many at Celebrating Your Health . . . Latin Style. By the end of flu season, 310 individuals received flu vaccines from LFHS. Reaching out, one person at a time, we are *Building Community Through Better Health*.

WIC

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With adequate nutrition, children are more likely to perform well in school. This is the work of our WIC program!”

The nutrients found in WIC-approved foods are essential building blocks for child development. For children, eating a healthy diet in the early months of life greatly impacts a child's ability to speak, understand language, use fine and gross motor skills, learn social/emotional behavior and process information. With adequate nutrition, children are more likely to perform well in school. This is the work of our WIC program!

A big initiative this year was increasing our distribution of electric breast pumps in order to encourage longer breastfeeding duration. Twenty-three pumps were provided free of charge to our breastfeeding clients. Additionally, we partnered with the Nutrition

Links Program to provide valuable nutrition classes for pregnant women and parents with children under age 19.

This year, WIC launched the WE CAN (Ways to Enhance Children's Activity and Nutrition) program. This program provided community nutrition education to individuals about healthy eating and exercise. Presentations included the YMCA day care center, Henry Houck Elementary, the Migrant Education program, the Take Off Pounds Successfully (TOPS) program and Head Start. WE CAN was also present at the annual Celebrating Your Health . . . Latin Style where “Potter, Potter the Healthy Otter” children's book was read and distributed.

A variety of outreach initiatives were conducted this year including the distribution of seed packets with WIC information to local child care centers, Bible Schools, Summer Lunch Programs and Head Start. The WIC program was also presented at the staff meetings of 6 doctor's offices.

We completed the year with a very successful “Farm to Table” event. While Olaf and Elsa from Frozen greeted our youngest guests, over 400 clients received their Farmer's Market Nutrition Program (FMNP) vouchers and were able to purchase produce on-site thanks to our partnership with Risser's Market. Every day we are providing the essential nutrients needed to *Build Community Through Better Health*.



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164 appointments occurred during the 2014-15 open enrollment period and 55% were enrolled during our February enrollment event.

EDUCATION

The changing world of healthcare has put education and awareness at the forefront. From companies embracing wellness through tobacco free-policies and cessation to consumers learning more about how to navigate the healthcare system, LFHS is playing a role in advancing health education in this community.

In addition to our 6 regularly scheduled parenting courses, this year our education staff presented to 41 community groups, 28 school groups and 8 college classes about a variety of health

topics including nutrition, tobacco control, the Affordable Care Act and reproductive health. A popular topic this year has been educating our community about the rise of vaping or e-cigarettes. Many of our presentations were also to local doctor's offices and human service agencies about how to use the free PA Quitline. Other participants included Circles of Palmyra, Lebanon Ministerium, Schuylkill United Way, Reading Area Chamber of Commerce, Northern Lebanon Parks and

Recreation, The Fredericksburg Rotary Club, The Lebanon Lions Club, Youth Advocate Program, Lebanon County's County Assistance Program (CAP), Education Leading to Employment and Career Training (ELECT), and Head Start.

The wellness of our community is improved as individuals become empowered with the knowledge, skills, and tools to take command of their health. Our education staff works with them to *Build Community Through Better Health*.

ENROLLMENT

Since 2013, the first year of the Affordable Care Act (ACA) open enrollment, LFHS has partnered with Welsh Mountain Community Health Centers (Lebanon Ridge) by conducting outreach in order to enroll Lebanon County residents into ACA Marketplace health insurance and Medicaid plans. We expanded our partnerships this year to include the Pennsylvania Health Access Network (PHAN). During open enrollment, all clients received personal phone calls and were encouraged to visit the enrollment specialist or attend an enrollment event we hosted on February 6 and 7. This in-reach effort was done by all LFHS staff, board members and volunteers. Over 800 calls were made. 164

appointments occurred during the 2014-15 open enrollment period and 55% (86 individuals) were enrolled during our February enrollment event.

This year, thanks to a grant received by the National Family Planning and Reproductive Health Association's "Get Covered" opportunity grant program, LFHS trained 7 Certified Application Counselors (CAC's). This program will allow LFHS to conduct further outreach and provide in-person assistance for health insurance enrollment in Lebanon County. These CAC's will assist individuals with exploring health insurance options through the ACA Marketplace or Pennsylvania's newly expanded Medicaid program.

On June 12, 2015, Lebanon Family Health Services presented its new Affordable Care Act Health Insurance Enrollment Program at the national Enroll America conference in Washington DC. This conference was attended by individuals from all 50 states and the keynote speaker was the US Secretary of Health and Human Services, Sylvia Burwell. Alongside representatives from the Office of Populations Affairs (a division of the US Department of Health and Human Services) and the National Family Planning and Reproductive Health Association, Lebanon Family Health Services examined the role of family planning centers in reaching medically underserved populations in order to *Build Community Through Better Health*.



FUNDRAISING AND DEVELOPMENT

Building Community Through Better Health is not done alone! We recognize that it has been the philanthropic support of the community that has allowed us to continue to provide quality services. For decades, 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 year included several special events, an annual appeal campaign and partnership in Sunset Bingo to support our services.

The 2014-15 special event calendar began with the Erma M. Kapp Memorial Golf Tournament, hosted at Royal Oaks Golf Course in July. We are 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. Participants enjoyed 18 holes of golf followed by a

luncheon where the winners were announced. New to the event this year was a ball drop, with 4 lucky winners receiving cash prizes.

As the crisp fall days approached, all around the county you could not miss our new tradition, “The Pink Drink”, an awareness initiative in honor of “Breast Cancer Awareness Month”. In numerous establishments throughout the county, a signature “Pink Drink” was created and sold. Proceeds benefitted the work LFHS does related to breast cancer education and screening.

In November we hosted the annual Travel & Leisure Auction, held at the Lebanon Country Club. Over 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.

Innovative energy has kept LFHS on the forefront of the community for over 40 years. This year we channeled that same energy to

create a new event. We were thrilled to introduce the “Splash of Color Party and Art Auction”. This contemporary evening event featured the sophisticated talent of countless artisans that reside in the Central Pennsylvania region and beyond, featuring art in its many forms including music, dance, literary, theater, and fine art. We were thrilled to have over 175 guests for the first year of this event.

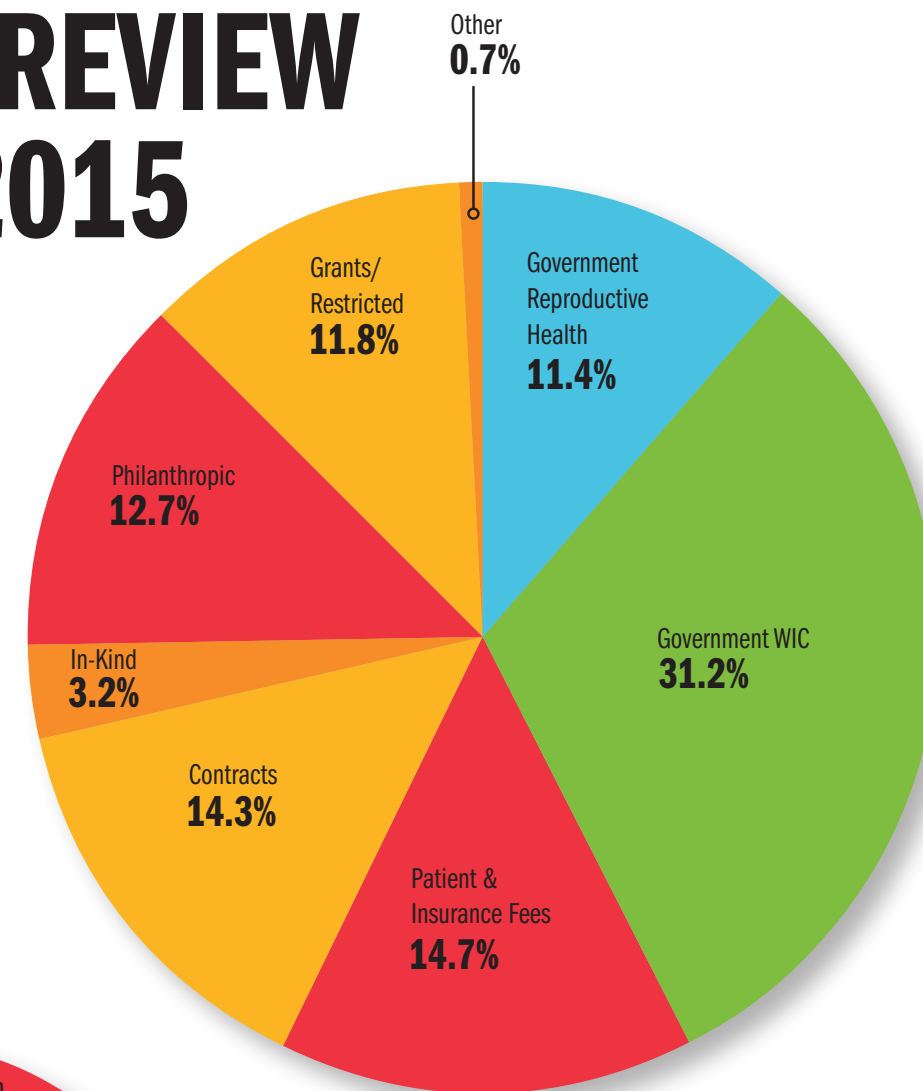
Back by popular demand, in April we were excited to present the second annual “Cocktails and Comedy” graciously hosted by the owners of the Cornwall Inn. It was a night filled with laughter thanks to Vince Barnett and Danny Rolando.

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. Proceeds from Bingo help us to provide services to the Lebanon community.

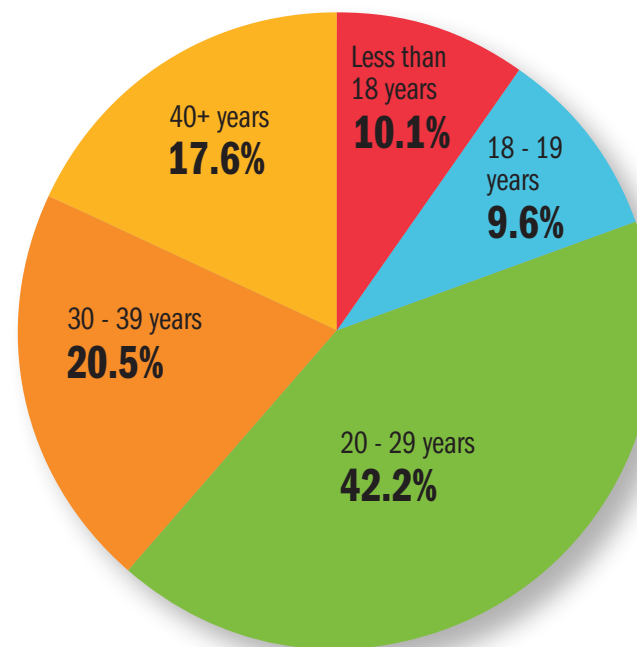
Each of these fundraising initiatives helped us *Build Community Through Better Health*.

YEAR IN REVIEW 2014 - 2015

FUNDING BREAKDOWN CALCULATIONS - FISCAL YEAR 2014 - 2015



POPULATION SERVED IN REPRODUCTIVE HEALTH PROGRAMS BY AGE



POPULATION SERVED IN WIC PROGRAM

