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TOGETHER
FOR BETTER
HEALTH.



Lebanon Family
Health Services
Annual Report
2019/2020



WE'RE HERE. WE'RE READY.



TOGETHER
FOR BETTER
HEALTH.



Message from the President and CEO Kimberly Kreider Umble

As we look back on this past year, COVID-19 seems to have overshadowed all events and memories. COVID-19 has marked this year like no other. For better or worse, some of the impacts on our lives will stay with us for years to come. Above all, the lessons learned from this year are that we must embrace change, be adaptable and most of all, move forward. It has taught us what it means to be a leader in our community.

As Martin Luther King, Jr. said, "The ultimate measure of a man is not where he stands in moments of comfort or convenience, but where he stands at times of challenge and controversy." Along with our world

citizens, we were unexpectedly confronted with a global pandemic that caused us to reimagine how we did things. There really was no other option. Life as we knew it had to be reinvented and we had to function beyond our comfort zone. The needs of our patients and clients depended upon us figuring it out.

Through every single program, service, policy and infrastructure, we adapted to this new reality. In our clinical services we adopted telehealth visits to ensure social distancing, and for those patients who needed an office visit, we quickly adopted the appropriate safety procedures. Exam rooms are sanitized after each patient, all staff and patients began wearing masks, and other personal protective equipment, meticulously washing hands and taking daily temperature screenings. When we entered 'green' status as stated by the PA Department of Health, we continued to maintain these safety practices.

In our WIC program, we quickly adapted with nutrition counseling over the phone. Thanks to a special grant, we were able to provide our clients with basic

supplies such as groceries, diapers and masks in emergency situations. Curbside pick-up began for both our clinical and WIC services and is still in place today.

Online education programs began almost immediately in all of our curriculums. These platforms are being maintained as we continue to navigate the pandemic and an in-person hybrid format was added upon entering 'green' status. Finally, our fundraising efforts were reinvented in an online format and remain online to ensure safety throughout the remainder of the year.

Someday this pandemic will pass. What will not pass is the need to be flexible, rise to a challenge and lead ***Together for Better Health.***

Sincerely,

Kimberly Kreider Umble
President and CEO

Tobacco Control

A STUDY CONDUCTED BY STANFORD UNIVERSITY SCHOOL OF MEDICINE IN MAY 2020 FOUND THAT TEENAGERS AND YOUNG ADULTS WHO VAPE OR USE E-CIGARETTES ARE 5-7 TIMES MORE LIKELY TO BECOME INFECTED WITH COVID-19 THAN THEIR COUNTERPARTS WHO DO NOT VAPE. THE REASON: VAPING DAMAGES LUNG TISSUE, MAKING IT MORE SUSCEPTIBLE TO INFECTION.

Sadly, vaping has increased exponentially in recent years among youth. The 2019 Pennsylvania Youth Risk Behavior Study (YRBS) shows that from 2014 through 2019 the rates have increased from 40.8% to 52.6% among all high school students. For students in their senior year of high school, 61.5% report having used vaping products. This includes electronic vapor products such as e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens (such as blu, NJOY, Vuse, MarkTen, Logic, Vapin Plus, eGo, and Halo).

While LFHS has been actively working with youth groups and teens for a number of years to combat the vaping epidemic, this year, with the advent of the COVID-19 pandemic, our work has become even more critical. Through our Tobacco Resistance Unit (TRU) program, we worked with Northern Lebanon Middle School and Northern Lebanon High School on a school-wide vaping education program. The students coordinated educational programs and displays for their peers. Additionally, students at Annville Elementary School created an earth day project to present to their peers where they collected 5612 cigarette butts throughout 9 locations along the Quittapahilla Creek to demonstrate how cigarette butts pollute our waterways. This was shared at the statewide “Day at the Capitol” advocacy day.

Keeping recreation spaces such as waterways, playgrounds and parks safe continues to be a strong initiative. This year, our *Young Lungs at Play* program welcomed Cornwall Borough to the growing list of Lebanon County communities committed to tobacco-free play spaces. Cornwall Borough is the 11th municipality in the county to participate, with 44% of all county municipalities now involved.

Finally, our worksite and community initiatives for tobacco cessation continued to flourish this year. We assisted 13 worksites and community organizations in either strengthening their policy or offering cessation services including the *Freedom From Smoking*® class. The sites included, Salvation Army, SARCC, Jubilee Ministries, Stoneridge Retirement Community, UPMC Pinnacle, Cedar Haven, Careerlink, Bayer Healthcare, Plain and Fancy Cabinet Company, Compass Mark, United Way of Lebanon County, Lebanon School District, and Early Learning Resource Center. Throughout the community we are committed to working ***Together for Better Health.***



Outreach

FRIEDRICH NIETZSCHE’S FAMOUS QUOTE, “INVISIBLE THREADS ARE THE STRONGEST TIES”, TOOK ON A NEW MEANING THIS YEAR AS THE COVID-19 PANDEMIC DESCENDED UPON US.

Lebanon Family Health Services is an agency known for our interpersonal connections. We knew we had to reimagine how to do this when the pandemic hit. We also discovered that the partnerships we have developed through the years remain a vital force in meeting the needs of those struggling in the community due to COVID-19.

Embracing new technologies became essential this year in order to connect with our community while people were confined to their homes. As a response, we adopted telemedicine for daily appointments, video conferencing with our partner agencies, online education, outreach presentations on Zoom and a YouTube channel for social media outreach.

The invisible ties of Wi-Fi and broadband technology have allowed us to transcend this crisis and at times have enabled us to reach countless individuals from new and diverse groups. Prior to COVID-19 we forged new horizons in the community. Early in the year we were proud to welcome the WellSpan Dixon Foundation Health Center to the community, when they officially opened their doors in February, 2020. They have been a valued partner as our community looks to them for COVID testing and primary care services. Other partnerships that have allowed us to stay connected this year include Lebanon Valley College, PA LINK Partners, Lebanon County Council of Human Service Agencies, The Community of Lebanon Association, The Lebanon Valley Chamber of Commerce, The Community Health Council and Better Together Lebanon.

We had a very active year participating in dozens of health fairs and providing presentations to numerous community groups. These included Head Start, Grace Point Learning Center, Lebanon County Children and Youth, HACC Staff, Area Agency on Aging, Support Connections of Lebanon County, Fresh Start, Case Management Unit, Palmyra High School Staff, Lebanon High and Middle School Students, Philhaven, UPMC Pinnacle, PA Counseling Services, and the Better Together Summit.

Our large outreach events were also very successful. This year we were proud to celebrate the 15th Anniversary of our beloved *Celebrate Your Health Latin Style!* with over 40 of our community partners. Due to the huge success of our bi-annual STI walk-in days, we added a third day in January. This event allowed us to screen and treat dozens of individuals for STI’s, and to share information with them about our many services. We provided screenings for our *T2 Diabetes Prevention Program* and the *Saved By The Scan* lung cancer screening program. Our annual “Farm to Table” event occurred soon after the COVID pandemic began. We modified the event and provided over 200 farmer’s market produce checks to our WIC families, while ensuring social distancing and safety measures.

This year showed us the importance of connection, be it in person or through the invisible threads of the internet. In the end, we are still ***Together for Better Health.***

Reproductive Health

A JUNE 2020 REPORT FROM THE GUTTMACHER INSTITUTE REPORTS THAT NATIONWIDE, 33% OF WOMEN STATED THAT THEY HAD TO DELAY OR CANCEL VISITING A HEALTHCARE PROVIDER DUE TO THE COVID-19 PANDEMIC. THIS INCLUDES HAVING DIFFICULTIES ACCESSING THEIR BIRTH CONTROL.

As a result, 24% of those using birth control pills opted to use telemedicine in order to keep their appointment and therefore access their prescription.

More than ever, telemedicine has become a lifeline to fill the gaps for healthcare access. The COVID-19 pandemic has illuminated the value in this technology that has been underutilized nationwide prior to the pandemic. Immediately after the COVID-19 pandemic hit our community, we responded by implementing telehealth visits. This technology has allowed us to stay connected with our patients, whether it be accessing birth control or for prenatal care. In addition to telehealth, other non-contact practices were implemented including mailing or curbside pick-up of birth control.

This year we provided 795 prenatal visits and added an additional STI walk in day, resulting in 380 individuals being tested. The positivity rate for testing was 6.2%, 3.4% and 5.04% respectively. Individuals testing positive

were treated appropriately and referred to other sources of care as needed. This year, our percentage of Latino patients continued to increase. The addition of several bilingual staff was responsible for a large percentage of the increase in Latino patients served in the reproductive health program. This year, the Latino population represented 49.9% of our reproductive health patients compared to 26.6% eight years ago.

Longstanding partnerships continued this year, such as our weekly clinics at the Lebanon County Correctional Facility, onsite clinics at Lebanon Valley College, consultation with WellSpan Family Medicine, colposcopy services with referrals to Hershey Medical Center. We offered services along with over 40 community partners at the Celebrating Your Health Latin Style event.

By embracing new technologies and fostering our longstanding partnerships, we have come **Together for Better Health.**



Ancillary Medical Services

THE WORKFORCE OF THE FUTURE IS DEPENDENT UPON RISK AVOIDANCE IN ORDER TO CURTAIL THE HEALTH CONDITIONS THAT INHIBIT PRODUCTIVITY.

Lebanon Family Health Services provides a low-cost alternative for individuals seeking employment as well as those needing physicals for education, sports or driver's licenses. While COVID-19 greatly impacted employment nationwide, this service is still being provided at levels greater than it was 5 years ago, maintaining our standing as a trusted partner among the business community.

Furthermore, for our business partners, we continue to be a reliable resource for rapid drug testing. Our community depends on us for access to the seasonal flu shot and the students at Lebanon Valley College depend on us 2-3 times a year to provide physicals on site at Shroyer Health Center.

Lebanon Family Health still offers convenient care services. This includes testing and treatment as needed for the following illnesses: strep throat, mononucleosis, conjunctivitis, ear infections, Influenza, sinus infections, upper respiratory infections and urinary tract infections. These services are offered at a low cost and antibiotics are available on site as necessary. Either on site at LFHS or out in the community, we are working **Together for Better Health.**



WIC

AS INDIVIDUALS HAVE LOST THEIR JOBS DURING THE COVID-19 PANDEMIC, FOOD INSECURITY REMAINS AN ONGOING CONCERN.

The WIC (Women Infants and Children) Supplemental Nutrition Program has always been a trusted resource for individuals working in industries that have been hardest hit by this pandemic-the service sector, transportation, production, domestic work, construction and maintenance. Serving individuals up to 185% of the federal poverty level, pregnant and nursing moms and children under the age of 5, WIC is a reliable resource for essential nutrients that promote healthy pregnancies and brain development in children.

Lebanon Family Health Services' WIC Program celebrated its 40th year of helping low to middle income families in Lebanon County improve their nutritional health. When the program first started, we saw 105 clients in our first month. Today, the WIC Program serves over 2,800 individuals each month. In these 40 years, the program has expanded to meet very unique needs of our clients. Programs that have been added since the early days of WIC include MOMS Matter, Blankets, Booties and Bibs and the Breastfeeding Peer Counseling Program. In our breastfeeding program, we are proud to offer our clients the expertise of an IBCLC (International Board Certified Lactation Consultant) and CLC (Certified Lactation Consultants). Thanks to the REACH (Racial and Ethnic Approaches to Community Health) grant, we are able to offer breastfeeding services in Spanish.

Another successful program which has evolved in the 40 year history is the Farmer's Market Nutrition Program (FMNP). Pregnant, breastfeeding and postpartum women and children ages 1-5 years enrolled in WIC are supplied with vouchers to be used to purchase Pennsylvania-grown produce at participating farmer's markets throughout the state. This year, 3000 vouchers were issued to eligible WIC participants. About 5 years ago, in order to effectively distribute these vouchers we created the annual "Farm to Table" event. This event featured Princess

Elsa and her Frozen friends. At the event, Princess Elsa taught the children about healthy eating while parents redeemed their vouchers at a stand provided by Risser-Marvel Farm Market.

In order to adapt to the COVID-19 pandemic and provide social distancing, this event was modified this year. We scheduled appointments for walk-through or drive by voucher and produce pick-ups. During their appointment times, grab bags with various types of seasonal produce were available for purchase with Farmers Market vouchers. 109 sets of vouchers (436 individual vouchers) were issued this day and 134 were redeemed for Grab Bags; a dollar value of \$804. While we missed Princess Elsa and the fun festivities in the parking lot, the food needs of our clients were met just as magically!

Other modifications to ensure social distancing in the WIC program during the COVID-19 crisis included the use of telehealth services, curbside pick-up and mailing benefits. Ensuring access to nutrition took on many forms this year. We hosted satellite clinics at Head Start and Palmyra's Caring Cupboard on a regular basis and started the new eWIC program. eWIC involved transitioning from paper checks to using electronic benefit transfer (EBT) to deliver WIC food benefits. The transition to EBT, now known as eWIC, created an easier shopping experience. Families were able to purchase products over multiple trips to the store rather than purchasing everything at one time during the month.

Finally, LFHS WIC staff continued to reach out to the community by presenting the WE CAN (Way to Enhance Children's Activity and Nutrition) education programming, participating in health fairs and community collaboratives. Even through these unprecedented times, WIC is working **Together for Better Health.**

Education

“BRIDGING THE DIGITAL DIVIDE” WAS AT THE FOREFRONT OF EDUCATION PROGRAMS THIS YEAR AS WE CONFRONTED THE COVID PANDEMIC.

All of our education programs were in full swing when the week of March 16, 2020 arrived and the world retreated to their homes. We immediately responded. By the end of the week, we were offering classes over Zoom, delivering books to participant's homes and when needed, offering lessons over the phone. We soon discovered that our class participants were in different places with regards to technology access, knowledge and skills. Our motto became “meet them where they are” and bridge whatever divided them from their coursework.

We were having one of the busiest years ever for the education programs and we would not let the COVID pandemic stop this. This year we began a partnership with the Lebanon School District and implemented the Personal Responsibility Education Program (PREP) in the entire 7th and 8th grades. This partnership allowed us to increase our student reach to 755 students this past year. We also continued our work with our other partners - Youth Advocate Program, Yellow Breeches Education Center and Lebanon High School. Through the PREP program, we offer 2 curriculums (*Making Proud Choices* and *Becoming A Responsible Teen*). These programs educate young people about abstinence, contraception to prevent pregnancy and sexually transmitted infections, including HIV/AIDS. They also explore goal setting, sexual decision making, refusal skills and relationship skills. After COVID, we transitioned this program to an online format and are prepared to utilize it if needed in the future.

Our *T2: Diabetes Prevention Program* had a record number of classes occurring this year, including our first class offered in Spanish. Participants must be at least 18 years of age, have a BMI (Body Mass Index) over 24, have been deemed pre-diabetic from a physician's blood glucose test or A1C, had gestational diabetes or have a parent who is/was diabetic. The goal of the program is for participants

to lose 5-8% of their body weight in addition to learning healthier lifestyle habits. To meet the most participants in need, this year we partnered with the Lebanon Senior Center, WellSpan and Covenant United Methodist Church. After COVID, we modified each class to best meet the participants' needs and transitioned to a hybrid in-person/online model in order to accommodate the comfort level of those attending.

Our *Be The One* parenting series also grew this year by adding an additional course. Thanks to a collective impact grant from the United Way, and funding from The Lebanon County Family and Consumer Science Association and Visiting Nurse Association Foundation of Lebanon County we expanded the program by offering classes with Spanish translation and printing parent workbooks. We also partnered with the Communities In Schools (CIS) initiative in order to reach more parents in the Lebanon School District. After COVID, this program was modified to an online format and later expanded to include interactive activities.

Our *Freedom From Smoking®* program continued to be provided in both the community and the workplace setting this year. After COVID, it was also modified to an online format. Doing so not only sustained the program, but allowed us to access individuals who typically have challenges attending in person due to health or transportation issues. Utilizing the online format has also allowed us to offer worksite programming to better meet the scheduling needs of their employees.

The silver lining in the COVID-19 pandemic has been that we reimagined how we do our work. Breaking down barriers through the use of technology and bridging the digital divide has allowed us to work **Together for Better Health.**



Fundraising and Development

THE JULY 2020 ISSUE OF THE *CHRONICAL OF PHILANTHROPY* STATED IN RESPONSE TO COVID-19, “BIG VIRTUAL GALAS ARE GIVING WAY TO SMALL, LOW-COST EVENTS THAT ARE HELPING GROUPS BUILD TIES TO SUPPORTERS, RAISE MONEY, AND PROVIDE INTIMATE CONNECTIONS TO THE MISSION.”

The friends, volunteers, and supporters of LFHS have always been innovative and on the cutting edge of changing times with new and fresh ideas. The world of COVID-19 has been no different. Thanks to our fundraising team, when COVID-19 occurred, they seamlessly transitioned to creative online fundraising with our Splash of Color event going virtual. We were able to feature musicians, live auctions and a 24-hour online auction that was still engaging, personal, intimate, and fun.

The 2019-20 special events calendar began with the Erma M. Kapp Memorial Golf Tournament, which was held at the Royal Oaks Golf Course. We are grateful for the hard work of the Kapp, Longenecker 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 fabulous dinner during which winners of the various prizes were announced.

During the fall season we modified our “pink drink” fundraiser and introduced a month-long “think pink” initiative. In addition to creating awareness and support for the early screening and detection of breast cancer services, we solicited numerous

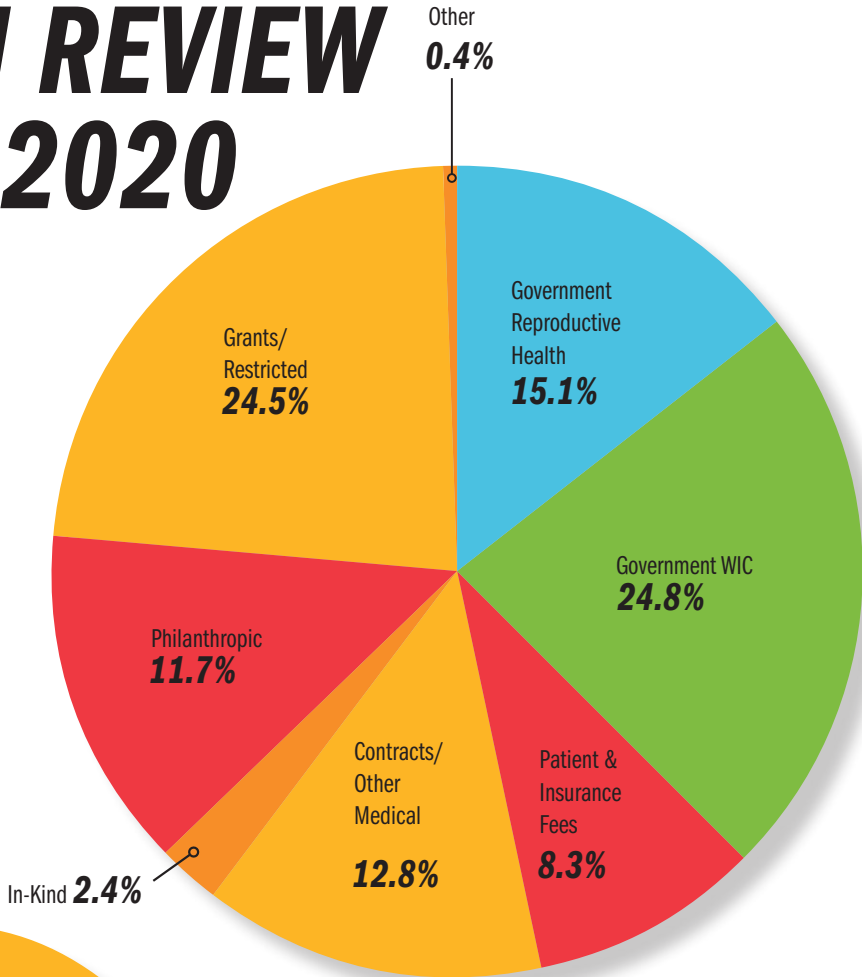
establishments in the county to participate by creating a pink item (drink, pastry, food, item, service, etc.) where proceeds benefited LFHS. So from candles to cupcakes, to nails to “Ta Ta Tinis,” local businesses and community members alike were able to contribute in their own unique way.

November saw the return of our largest fundraiser—the Travel and Leisure Auction, held at the Lebanon Country Club. Approximately 200 guests bid on exciting getaway vacations, sports tickets, restaurant and theater certificates, and beautiful gift baskets. The volunteers on this committee worked tirelessly to present a variety of items on the live and silent auctions, satisfying the tastes of all attendees.

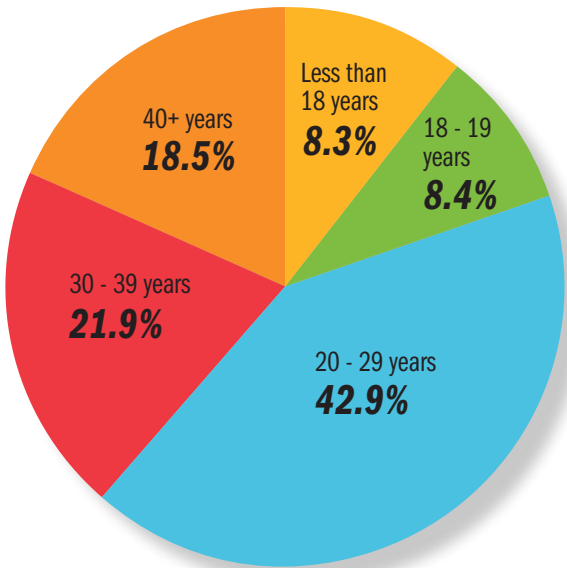
We also continued our partnership with the Foster Parent Association and the Sexual Assault Resource and Counseling Center (SARCC) with weekly bingo at Sunset Bingo Call. Our fundraising committee circulated our annual sponsorship book and annual appeal. Between fundraising events, bingo, sponsorships and our annual appeal, fundraising efforts totaled over \$200,000. Along with volunteers, the business community, friends, sponsors and donors we are working **Together for Better Health.**

YEAR IN REVIEW 2019 - 2020

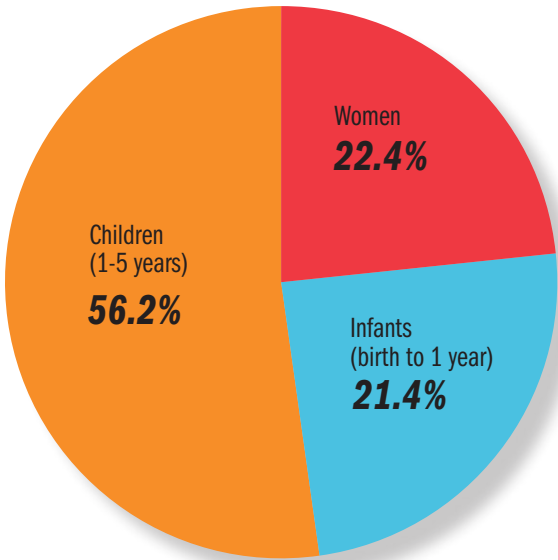
FUNDING BREAKDOWN
CALCULATIONS - FISCAL
YEAR 2019- 2020



POPULATION SERVED IN
REPRODUCTIVE HEALTH
PROGRAMS BY AGE



POPULATION SERVED IN WIC PROGRAM



* All data prior to final audited reports.

Following is a partial list of individuals whom have contributed toward our 2019-20 annual appeal and provided sponsorships for special events.
Approximately 10% of our donors choose to list their contributions as anonymous or as a “Friend of Family Health”



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