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TOGETHER FOR BETTER HEALTH.

Lebanon Family Health Services Annual Report 2020/2021



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TOGETHER
FOR BETTER
HEALTH.





MESSAGE FROM THE PRESIDENT AND CEO KIMBERLY KREIDER UMBLE

When COVID-19 appeared in March 2020, we took action immediately. As an essential organization, we never closed our doors; instead, we created safe ways to keep them open to meet the needs of our patients and clients. As a result, the past year and a half has transformed our lives and challenged us in new ways to keep moving forward while remaining faithful to our mission.

We aim to provide our patients and clients with the best experience and state-of-the-art facilities, so our building embraced a new look amid the pandemic. By mid-summer, we secured grant funding which allowed us to upgrade floors, paint, furniture, and install ventilation systems. Air purifiers and disinfecting equipment ensure optimal safety, while our new contemporary look symbolizes the advent of a new age for Lebanon Family Health Services. It means we are committed to coming out on the other side of the pandemic new, improved, and forward-thinking.

Beyond the physical spaces of our building, our programs and services are moving forward into a new age as well! Our education programs now offer online options, and our outreach efforts dove deeper into the digital age this year. Our WIC benefits are now electronic and offer more streamlined experiences for our clients. As for our medical services, we now provide telehealth options in addition to in-person visits.

We adapted our fundraising efforts to work within this new world. For example, the StreamYard platform allowed for more complete access to our remote fundraising events, such as our Travel and Leisure Auction and Splash of Color events. In addition, home-based 'Pink Parties' during October's Think Pink month provided opportunities to fundraise in a creative and intimate setting. All of this translated into one of the most successful fundraising years in recent history.

A new look, a new age, and moving forward **together for better health.**

Sincerely,

Kimberly Kreider Umble
President and CEO

COMMUNITY EDUCATION & TOBACCO CONTROL

As we emerge from one of the most transformational years in of our lifetime, many lessons have been learned on how we engage and connect with each other. Bernard Kelvin Clive, a pioneering leader in digital communication states, “The pride of the digital age is not just in the possession of innovative tools, but the ability to skillfully connect with humans behind them.”

The fundamental purpose of our education programs is human connection. In order to bring about meaningful lifestyle change, genuine human connection must be present. Building relationships

by engaging in active listening, showing compassion, and building trust allows our students to be open to learning. Learning is more than just exchanging information, it is an exchange in our humanity.

While the COVID pandemic challenged us to engage in new ways and reach new audiences through the use of technology, it also allowed us to examine our core values as educators. We teach people first, curriculum second and the technology is merely one tool in which to do this. In the end, it is the person at the end of the computer screen or classroom table who

matters, and it is our job to meet them with programming that will have a profound impact on their life.

One of our primary goals this year was to find a balance between offering online as well as in-person programming that connects with all our participants and allows them to be engaged, despite many COVID-related barriers. This year we maintained our relationship with Lebanon Middle School and Yellow Breeches Education Center and implemented the *Making Proud Choices*® curriculum to 338 students in an online format for Lebanon Middle

School and in-person for Yellow Breeches Education Center. Our *T2: Diabetes Prevention Program* remained strong in a hybrid format serving over 29 participants. Our *Freedom From Smoking*® curriculum was also provided in a combination of in-person, online and hybrid formats to 52 participants. Lastly, our *Be The One* parenting series reached 48 participants in an online format and participants were provided with tablets on-site at LFHS if they did not have access to technology at home.

Despite the COVID-related barriers, our other tobacco control programs remained active

and the community continued to be engaged. In collaboration with the Community Health Council, we began discussions with local school districts to implement vaping education and cessation programs called INDEPTH (Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health and N-O-T (Not On Tobacco®) and all of our educators are now trained in both curriculums. Our TRU (Tobacco Resistance Unit), peer education program was active with both online and in person programming. Annville Cleona Middle School created a school-wide YouTube presentation and the youth at the Salvation

Army hosted an awareness campaign for the community. Lastly, our *Young Lungs at Play* program was very busy this year as we welcomed Myerstown Borough, Clarence Shock/Governor Dick Park and Annville Recreation Association to the growing list of communities committed to providing tobacco-free play space for children and families. We are proud to announce that at the present time, 65% of county municipalities are part of *Young Lungs at Play* and are working **together for better health.**



COMMUNICATION & OUTREACH

The digital age has transformed how we live, work, learn and engage with our community. The past year has transformed our digital footprint at a rate never seen before. As the world navigated the rapidly changing digital age this year, we embraced new technologies to connect with our community in innovative ways and enhanced the methods we were using prior to the pandemic.

A new relationship we established this year was with the company, “ClickUpon.” Through this partnership, we were able to strategically distribute ads through our social media channels and Google to promote our services and connect with our patients and supporters. In addition, we continued to grow our audiences and spread information through the cyber-world. Our Facebook following increased by 22%, Twitter by 5% and Instagram by 44%. These proved to be reliable tools to reach new and younger audiences.

We remained connected with our patients and clients over this past year by maintaining relevant and up-to-date information on our website and e-blasts. We hosted in-person community outreach events such as STI days, Farm to Table, and the Saved by the Scan program. Other methods of communication remained helpful in staying connected this year such as radio appearances,

agency publications, public service announcements, press releases, direct mail campaigns, billboards, and public transportation bus ads.

We participated in 19 community health fairs/expos with some



new and unique opportunities to engage in a safe way during the pandemic. These included several “Pop Up Bodegas” hosted by the REACH team and Aetna Better Health. We joined our partners in a “Health Equity Tour” hosted by the YMCA and in numerous back to school events. To modify our in-person outreach to meet COVID safety guidelines, we offered information packets to various groups through day care centers and “Smart Start Story Time” at the libraries.

Community presentations also found an electronic home using Zoom. This year we served over 588 individuals with 35 presentations, most of which were conducted via Zoom. These included a range of topics from parenting, contraception, tobacco prevention, vaping, weight management and general LFHS service presentations. This year we began promoting an exciting new community initiative called “The Basics Lebanon Valley” in partnership with the Connected Together action team of the Better Together Lebanon initiative.

Community group presentations included individuals from SARCC, Lebanon County P3, United Way, Lebanon School District K4, Early Head Start, Head Start, The Foundation for Enhancing Communities, Lebanon County Correctional Facility, Annville and Lebanon First 10 initiative, Lebanon Valley College, WellSpan Family Practice, Lebanon County Family and Consumer Sciences Association, Palmyra First United Methodist Church, Annville and Lebanon libraries and the Salvation Army Ladies Fellowship. This year taught us the importance of connection to bring us **together for better health.**



WIC

Despite the challenges of this year, our WIC program remained a mainstay during this unpredictable time. We continued to be open, available and present to meet the needs of our clients. Each day, our staff could be seen meeting clients at the curbside to fill benefits, counseling about nutrition over the phone or holding breastfeeding education via Zoom. Through this tumultuous time, we served an average of 2,562 individuals each month.

We maintained the Farmers' Market Nutrition Program vouchers to make sure that fresh fruits and vegetables ended up in the hands of those who needed them through our annual "Farm to Table" event. However, instead of having our traditional event, we hosted a walk-through format where clients could receive their Farmer's Market vouchers, purchase \$6 grab bags and wave at "Henrietta Hippo." 528 individual vouchers were issued.

The benefits of breastfeeding are undeniable and we are always working to encourage and educate new and expectant mothers about the wonders of nursing. Two of our staff members have additional certifications in breastfeeding – one as an International Board-Certified Lactation Consultant (IBCLC) and one as a Certified Lactation Consultant (CLC). Having staff with these certifications provided more in-depth breastfeeding support to our patients and clients. In addition, 23 Symphony breast pumps were deployed to encourage longer

breastfeeding. Pumps were made available for participants who needed to pump on a regular basis so that they could return to work or school. Pumps were also made available to help moms of premature or high-risk infants as breastmilk promotes optimal growth.

This year, the REACH (Racial and Ethnic Approaches to Community Health) program worked tirelessly to serve the Latino/Hispanic community which makes up 50% of our patient base. The program provides health literacy, breastfeeding education/support and the *Prevent T2: Diabetes Prevention Program* in Spanish. A new partnership with Family First Health helped us to reach more people in the Latino/Hispanic community by hosting a WIC clinic on-site to provide WIC benefits.

Remaining a reliable home for good nutrition was evident this year as we maintained many of our dependable programs such as MOM Matters and the "Blankets, Booties and Bibs" program for new moms and babies. Many of these items are created with love by local knitters and church groups demonstrating another way that we are working **together for better health.**



REPRODUCTIVE HEALTH CARE

This year, the Latino population represented 50.5% of our reproductive health patients compared to 26.6% nine years ago. Continued outreach to the Latino community and the addition of several bi-lingual staff were responsible for a large percentage of the increase in Latino patients. We are able to offer a full range of reproductive health care services to this population and the community. These services can be made by appointment or as part of our popular walk-in-clinic on Fridays.

Our STI (Sexually Transmitted Infection) awareness days and satellite clinics have proven to be an asset to the community. To accommodate for COVID, we hosted multiple STI awareness days to encourage individuals to be tested. Over 4 days we saw 378 individuals, including 84 new patients. In addition to our regular STI events held on site, we partnered with White Deer Run and Lebanon Valley College to provide off-site services. Due to COVID-19, we had to put our satellite clinic at the Lebanon

County Correctional Facility on hold for 2020-21. In order to adjust to the challenges of COVID, telehealth medical services were implemented in March of 2020. In addition, contraceptives could be mailed, sent to a pharmacy for pick-up or provided curbside at LFHS. Patients appreciated the convenience and safety of telehealth services which allowed us to work **together for better health.**



ANCILLARY MEDICAL SERVICES

For almost a decade, LFHS has partnered with several community organizations and businesses to provide outpatient physical services for their staff and clients. As a reliable partner, we have provided a low-cost alternative to employment physicals, drug screening, TB tests and driver's license physicals so we can get people back to work. Ancillary medical services were greatly impacted by the COVID-19 pandemic. 2021 saw a significant

decline in these services. However, as businesses begin to bring in new employees, we are eager to support the economic advancement of the citizens of Lebanon County. In addition to providing seasonal flu vaccines to 100 individuals this year, we worked in partnership with Penn State Health and WellSpan to offer COVID-19 vaccine clinics at our site. LFHS staff and volunteers

worked tirelessly to call our patients and clients to offer them this life-saving opportunity. Our site was able to provide over 100 COVID vaccines. We also partnered with Family First Health to provide the vaccine at their location. Through the pandemic we have worked with our local healthcare providers coming **together for better health.**

FUNDRAISING, DEVELOPMENT & FINANCE

This year has challenged all of us to reimagine how we do the things we cherish in a different way. Fundraising and development was no exception. This year we recreated many of our events in new formats and it worked! After a year of transitioning the *Travel and Leisure Auction* and the *Splash of Color* event to online platforms; navigating and adhering to COVID restrictions for bingo and hosting a socially distanced golf outing, our special events raised 26.1% more revenue than last fiscal year. Thanks to the dedication and commitment of our friends, volunteers and supporters we raised over \$255,000 from our fundraisers, special events, annual appeal and development contacts.

The 2020-21 special events calendar began in the summer with the *Erma M. Kapp Memorial Golf Tournament*, which was held at the Royal Oaks Golf Course. The tournament featured a grill station during play rather than a sit down dinner after the event. The fall brought us an active *Think Pink* month, which encouraged members of the community to patronize partner establishments with in-person and takeout orders. In order to ensure safety, *Think Pink* parties were created to allow for small group gatherings and encouraged participants to donate to LFHS.

In late fall we hosted the *Travel and Leisure Auction*. Held virtually, utilizing StreamYard, participants were able to engage through Facebook or YouTube. Likewise, the spring *Splash of Color* event saw the same success on these platforms. Ready Set Auction was utilized to facilitate online bidding for both events. These new tools allowed us to reach new audiences and provided supporters with the opportunity to be a part of our events from states all over the country.

This was a unique year for financial opportunities. In addition to philanthropic community support from community connections, donors and memorial contributions, which totaled almost \$28,000, we had the unprecedented opportunity to apply for CARES Act funding. The CARES Act funding allowed

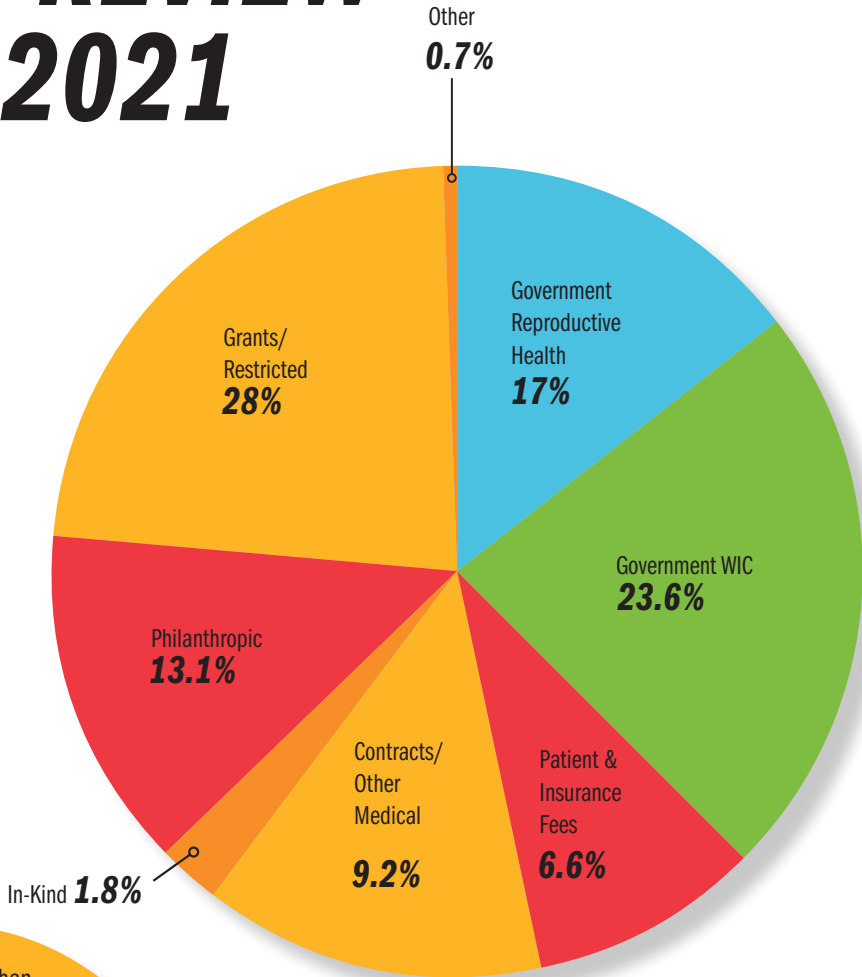
us to lighten the burden of the pandemic. Through the Payroll Protection Program, we were able to maintain staffing. Other COVID-related grants were received from the Family Health Council of Central Pennsylvania, WellSpan, Palmyra's Great Give, The Lebanon County Mask Up Campaign and Lebanon County Cares to help improve our facility and safety measures.

Lastly, a wide variety of grants have been maintained and received to support the many programs we offer. These include our *Prevent T2: Diabetes Prevention Program*, Be The One Parenting Classes, PREP Teen Education Program, Tobacco Control Programs, The Farmers' Market Nutrition Program, the breastfeeding program provided in Spanish, medical services for low-income individuals and flu shot clinics. Another unique grant opportunity this year was to provide family planning services at White Deer Run. Thanks to our sponsors, supporters, business community, friends, donors and funders we are able to work **together for better health**.

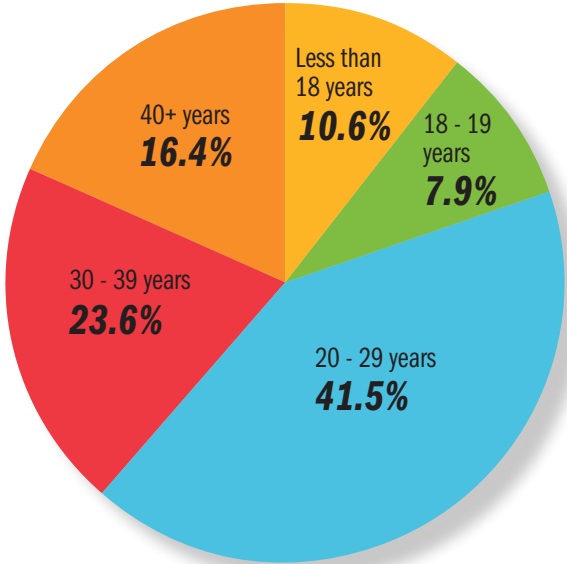


YEAR IN REVIEW 2020 - 2021

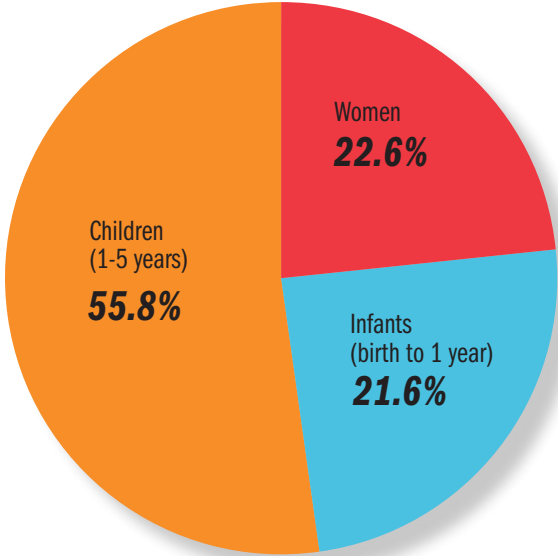
FUNDING BREAKDOWN
CALCULATIONS - FISCAL
YEAR 2020- 2021



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 who have contributed toward our 2020-21 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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