

# Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Spring 2011



## Montgomery County Community College

### Two Community Outreach Programs Give Students Meaningful Real-Life Experience



Any experience that gives students an extra edge to secure a job when they graduate from college is invaluable. Montgomery County Community College (MCCC) strives to provide these kinds of opportunities for their students. There are two special programs that MCCC offers that not only provide real-life experience, but also give back to the community of greater Pottstown: Dental Sealant Day and the Service Learning Program. Both are funded by the [Pottstown Area Health & Wellness Foundation](#).

#### Dental Sealant Day

The Dental Sealant Day is a collaboration between the Dental Hygiene Program at

MCCC and the Community Health and Dental Care (CHDC) in Pottstown. Its purpose is to improve the dental health of children aged six to fourteen in the Pottstown area by providing pit and fissure sealants, fluoride varnish applications, oral health education, and screening and referral.

“We hear a lot of great feedback from the families we are serving, how appreciative and thankful they are,” comments Jenny Sheaffer, Director of Dental Hygiene and Dental Sealant Day Coordinator, MCCC. “It really drives home that what we are doing matters.” Sheaffer goes on to say, “Our dental hygiene program is committed to community outreach; the experience it gives our students is wonderful, but even more

importantly, it shows them the value of giving of themselves and what an impact it can make. I’m really proud that our students continue to volunteer their time following graduation. One of our recent grads is currently employed at the CHDC too.”

Dental Sealant Day has been going strong for two years, and MCCC has every intention of continuing the program.

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Promoting Healthy Living

# a message from our director



Dear Community,

Happy Spring! I think it's safe to say we are very pleased that warmer weather is around the corner and it's officially spring. So, no more excuses—it's time to get up, get out and get moving!

If you are looking for ways to jumpstart yourself, may I suggest you head to [www.missionhealthyliving.org](http://www.missionhealthyliving.org)? There you will find an abundance of ideas, including information about the parks and recreation areas in Greater Pottstown; hiking, biking and walking trails; clubs; and information on events like 5K runs or one-mile walks.

In addition to addressing the possible lack of physical exercise you had this past winter, it's also time to reevaluate your diet. So, while you're adding exercise to your daily routine, you should also make sure you're eating well.

One idea to motivate your healthy eating is to start planning and planting a garden. There are many different kinds of gardens that can fit into all living spaces, and you don't have to start big. Not sure where to start? Try [www.missionhealthyliving.org](http://www.missionhealthyliving.org) where you can join a gardening discussion or start one of your own.

Still not motivated? How about attending one of the many local health fairs that are scheduled for this spring in our area. You'll find lots of health-related information and free health screenings. You can find these events and many others on [www.missionhealthyliving.org](http://www.missionhealthyliving.org).

So, no more excuses—let's get healthy!

A handwritten signature in blue ink that reads "David W. Kraybill".

David W. Kraybill, Executive Director

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Sheaffer goes on to state, "We are encouraged by the fact that these families have chosen to make dental health a priority. We hope that word continues to spread and that the number of children we serve continues to grow."

## Service Learning Program

The Service Learning Program, funded by the Foundation, is a collaboration with the Tri-county Community Network and the Pottstown United Way. The purpose of the program is to match local non-profit organizations and college service-learning interns for a mutually beneficial experience. The college chooses five local non-profits who could use extra help and pairs them with qualified MCCC students. The students get hands-on experience and an MCCC mentor who nurtures them. The non-profits get an extra hand and the opportunity to help provide a real-life work experience.

"We've placed students in a variety of different functions at the non-profits," remarks Kathy Shaw, English Professor and Service Learning Grant Supervisor, MCCC. "They've been in the library, accounting department, food distribution, summer camps and after-school programs. Wherever there has been the need, we've found the student." The students are with the non-profits for a full semester or over the summer, and they are paid.

"We are also happy to report that we have more non-profit agencies who are interested in receiving interns," comments Shaw. "MCCC values our outreach relationships in the community. We feel encouraging students to give back to their community is an important part of their learning experience, and to date, students have found this program to be a rewarding and enriching experience. Apparently, the non-profits feel the same; we've already had two students hired full-time after they graduated!"

[www.pottstownfoundation.org](http://www.pottstownfoundation.org) The logo for the Pottstown Foundation, featuring a stylized orange and yellow circular shape with a white outline.

# profile

## Anna Brendle, Staff Member

The Foundation welcomed its newest team member, Anna Brendle, to its staff this past November. She is the new Program Officer for Schools, Recreation & Active Living. In her capacity as Program Officer, Brendle will be responsible for managing grant programs and funding to schools, preschools, parks and recreation centers, and community organizations involved with physical activity programs.

"We are excited to welcome Anna to our team," comments Dave Kraybill, Executive Director of the Foundation. "She brings with her a wealth of experience in managing the grant-making process. Anna is also very familiar with supporting and guiding grantees in their efforts to administer their programs and bring new ideas to the table."

In addition to managing the grant-making process and the programs, Brendle will focus on researching and writing federal and state grants to leverage existing programs in the community, as well as help build new collaborations and partnerships. Brendle is also planning to help maintain and create new partnerships among existing grantees and other organizations. "We have many strong collaboratives already in place, especially between our schools," remarks Brendle. "I will aim to take these partnerships to the next level and expand on what we are already doing. There are many innovative ways we can connect our current grantees and other organizations in the community to give them the opportunity to share ideas and learn from each other."

Brendle received a bachelor of science degree from Penn State University and a Master of Urban and Regional Planning from the University of California Irvine. She currently lives in center-city Philadelphia with her husband.

Anna can be reached at 610-323-2006, ext. 29 or [abrendle@pottstownfoundation.org](mailto:abrendle@pottstownfoundation.org).





## grants in action

### “Healthy Choices” are the Rage at the Spring-Ford Area School District

“It’s good exercise and over before you know it,” says Angela, a 5th grader in the Spring-Ford Area School District (SFASD). She is referring to the After School Walking Club provided to students in grades 3 through 6. This program has been so successful that the 3rd and 4th grade students at Brooke Elementary walked a total of 800 miles this past school year. What an accomplishment!

The After School Walking Club is just one of many opportunities provided to students of all ages in SFASD. At the middle school level, intramural sports are a popular hit. Michael states, “I like that I can play dodge ball after school.” Jessica participates because it “gives me something to do after school,” and “it’s fun.”

According to Dr. Leslie T. Morrill, Principal of Spring City Elementary School and Supervisor of Staff Development for the School District, “The SFASD has incorporated a Board Student Wellness Policy designed to promote lifelong wellness, nutrition and physical activity. Because of the correlation between healthful eating and academic achievement, the Healthy Choices program has become part of the district’s curriculum.”

Mission Nutrition, for grades K-4, encourages students to eat more fresh fruits and vegetables, and stresses the importance of healthy eating. Student assemblies such as the “Brain Show” are an innovative way for students to learn about healthful choices in a fun, game show setting. Health fairs at the high school level teach and reinforce the importance of making “Healthy Choices” to maintain a healthful lifestyle. These, plus the district’s [Health & Wellness website](#), provide a coordinated program that offers a variety of opportunities for students to make “healthy choices.”

### Bullying Series

The Foundation is producing an informative webisode and article series on the very important topic of bullying. The series’ intended audience is parents who may be unaware or aware their child is being bullied. The series also addresses questions parents might have if their child is the bully.

Topics being covered include the evolution of bullying, signs your child is being bullied, what can parents do to stop the bullying, how can parents help their child heal from being bullied, and what to do if your child is bullying other children.

To view the webisodes and read the articles, please go to [www.missionhealthyliving.org](http://www.missionhealthyliving.org).



### Boyertown’s Farmers Market is Going Strong

Picture this...you wake up Saturday morning, put your walking shoes on and head out the door to go grocery shopping. However, you’re not driving to the grocery store. You’re walking to the local Farmers Market.

This has become a common occurrence in Boyertown, as 300-400 residents visit the local Farmers Market each week during the prime months, according to Adrienne Blank, Boyertown’s Main Street Manager. The Boyertown Farmers Market is sponsored by Building a Better Boyertown (BBB).

“People look forward to buying fresh, local fruits and vegetables. Vendors offer pasture-raised, organically-fed chicken and pork. Other market favorites include artisan cheeses, free-range eggs, and preservative-free baked goods made with natural ingredients,” stated Blank.

In addition to the wonderful food, educational demonstrations such as grilling events that feature seasonal foods and health and fitness weekends are scheduled throughout the season.

To accommodate customers at all levels, the market now accepts most major credit cards, debit cards, EBT, and food stamps.

Located at 100 South Walnut Street in Boyertown, the market is held in the parking lot of The Boyertown Museum of Historic Vehicles. Starting June 4, 2011, the market will be open every Saturday from 10:00 a.m. to 1:00 p.m. through October 29, 2011. During the off season, the Farmers Market is open on selected Saturdays. Visit their website at [www.boyertownpa.org/farmersmarket](http://www.boyertownpa.org/farmersmarket) for more details or request their online newsletter at [farmmanager@boyertownpa.org](mailto:farmmanager@boyertownpa.org).

[www.pottstownfoundation.org](http://www.pottstownfoundation.org)



“The Pottstown Area Police Athletic League (PAL) football program has made a tremendous difference in my son’s attitude.”



### Pottstown Area Police Athletic League Focuses on Our Youth

“The Pottstown Area Police Athletic League (PAL) football program has made a tremendous difference in my son’s attitude. Ever since he became part of a team, he has started to realize the importance of working together and respecting others. He no longer only thinks of himself,” remarks Marissa, a local mom.

countless hours donated by hundreds of volunteers, partnerships with local organizations, and fundraising efforts, a new Sports Complex was dedicated on May 15, 2010. Each year, more than 700 youth between the ages of 5-18 enroll in PAL programs such as baseball, football, deck hockey, cheerleading, soccer, basketball and wrestling. With the addition of this new sports complex, they are anticipating even greater enrollment in the programs.

The new PAL Sports Complex is located at 1455 Chestnut Grove Road in Pottstown. For more information on the variety of sports programs available through PAL, visit [www.pottstownpal.org](http://www.pottstownpal.org).

### School Security Team No Longer Has Health Alarms

“The big thing for me was [giving up] soda,” said George Stayton, who used to drink down eight to ten non-diet sodas per day and now drinks none. “I feel completely different; every effort is easier,” offered Barry Boettlin, who dropped 49 pounds between June and October. In June of 2010, the Chief of Security at Owen J. Roberts offered a summer weight loss challenge to his team, many of whom were facing weight-related health challenges such as diabetes.

In a small group setting, the District’s Wellness Coordinator explained some diet pitfalls and how to avoid them, and distributed pedometers and water bottles to support their efforts. The duo is still shedding weight; as of February, 2011, Stayton and Boettlin collectively have lost 99 pounds. Stayton now works with a registered dietician and Boettlin now uses gym equipment in his home. “I understand more now that my choices really do make a difference,” remarked Stayton, who had become diabetic, but now has his numbers in the normal range.





**Fall 2010 Grant Round:** Below is a list of 32 grants totaling more than \$979,879 awarded to 31 local non-profit organizations. These programs play a major role in supporting the Foundation's mission of promoting healthy lifestyles within the community.

**Goal #1: Reduce Behavioral Risks**

- BCS Yes!** – Health, Fitness and Nutrition Program (HFNP)
- Blessed Teresa of Calcutta Parish** – Physical Education and Health Program
- Boyertown Area Community Wellness Council** – Promote Healthy Lifestyles for All
- Boyertown Area YMCA** – Save Our Y–Renovations to Gymnasium
- Centro Cultural Latino Unidos, Inc.** – Fitness and Social Environment
- Chester County 4-H** – After School Program
- Child, Home & Community** – Pottstown Adolescent Prenatal, Parenting and Support
- Coventry Christian School** – Keep ‘em Moving–Enhancement of Physical and Education Programs
- Falkner Swamp Nursery School, Inc.** – Health and Wellness
- Family Services of Montgomery County**– Project HEARTH–Helping Elderly Remain in Their Homes
- Maternal and Child Health Consortium of Chester Country** – Healthy Start Prenatal Program
- Pottstown Area Seniors’ Center** – Enhancing Prime Time Health

- Pottstown Family Center** – Expanded Food and Nutrition Education Program (EFNEP)
- Pottstown Karate Club** – Cross-Fit Certifications, Level 1
- Pottstown School District** – Wellness Campaign with Pottstown Community TV (PCTV)
- St. Columbkil Parish** – Health and Wellness Program
- Schuylkill River Greenway Association** – Bike Pottstown
- St. Aloysius School** – Steps to a Healthier You–Fitness and Nutrition Program
- The Triskeles Foundation** – Food for Thought Nutrition Education for Youth
- West-Mont Christian Academy** – Healthy Eating Initiative

**Goal #2: Improve Access to Medical Services**

- Community Health and Dental Care, Inc.**– Community-Based Healthcare Center Sustainability
- Montgomery County Community College** – Dental Sealant Day
- VNA Community Services, Inc.** – Personal Navigator Program with Expanded Legal Support Services

**Goal #3: Enhance Formal and Informal Supports**

- Child Advocacy Center of Montgomery County** – Mission Kids– Initiative for Research and Development of Infrastructure

- Freedom Valley YMCA** – Specialized Aquatic Wheelchairs
- Montgomery County Community College** – Service Learning to Build the Capacity of Community-based Non-profit Organizations Project
- Pottstown Area Police Athletic League** – PAL Administrative and Operating Support
- The Pottstown Cluster of Religious Communities** – Capacity Building Initiative
- The Pottstown Cluster of Religious Communities** – Walk-In Freezer

**Goal # 4: Improve Physical and Social Environment**

- Camphill Village Kimberton Hills** – Aging in Community Programs
- Pottstown Area Seniors’ Center** – Save Our Collaboration
- Township of Upper Pottsgrove** – Sprogul’s Run Pedestrian Trail



<b>Funds are to be used to benefit Tri-county residents from the following zip codes:</b>	18074	19470	19512
	19435	19472	19518
	19442	19473	19525
	19457	19475	19545
	19464	19492	19548
	19465	19504	
	19468	19505	



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