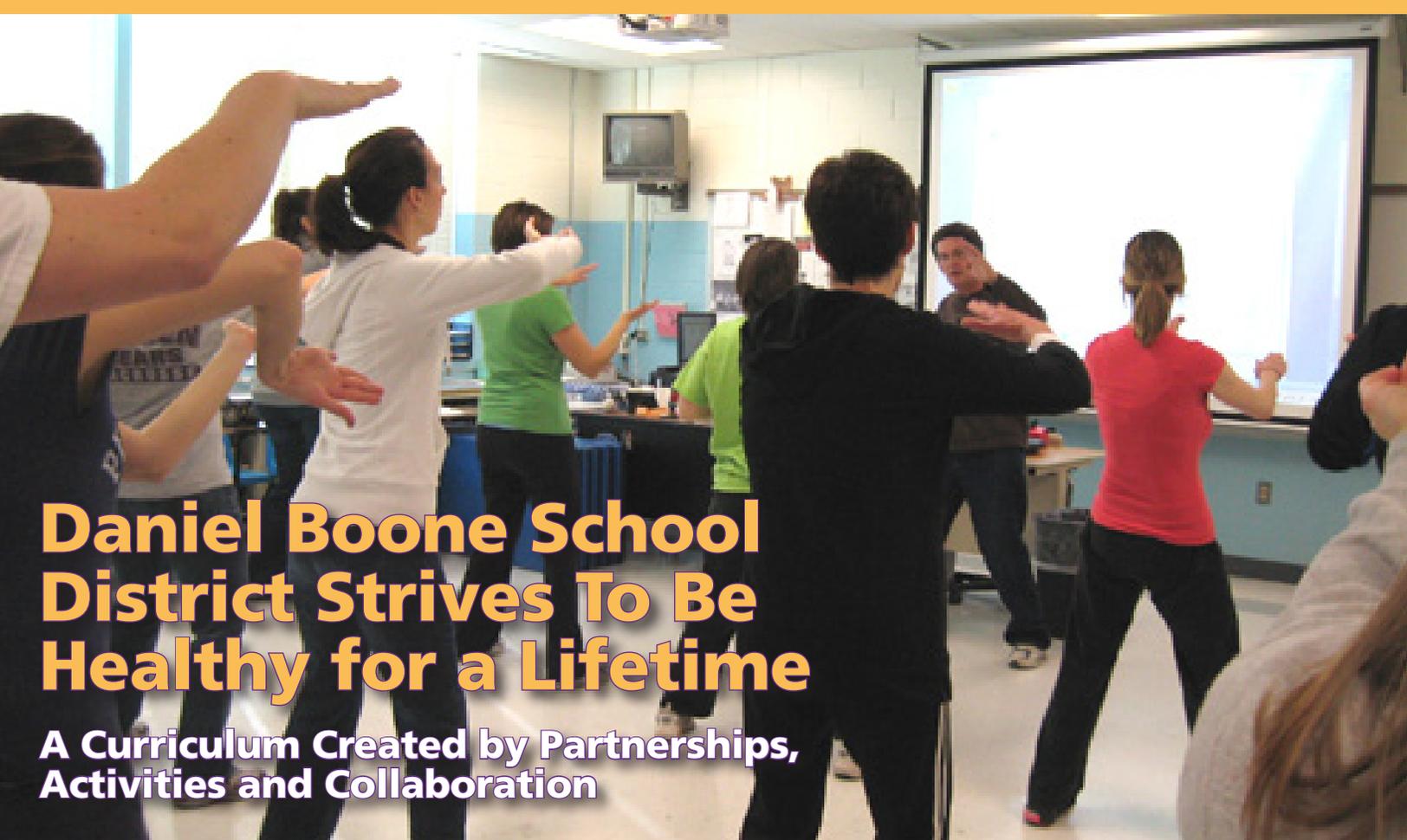


Well-Informed

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



Daniel Boone School District Strives To Be Healthy for a Lifetime

A Curriculum Created by Partnerships, Activities and Collaboration

Daniel Boone School District's Assistant Superintendent Ann Marie Traynor remembers when health and wellness initiatives were not a priority for the district. "We never really had a heightened sense of awareness of the role nutrition and other health initiatives could play in the lives of our staff and students," comments Traynor. "Now it's a completely different story. Learning to live healthy has become an integral part of our curriculum not only for our students, but for our staff as well. So much so, we've actually applied to be recognized by the Alliance for a Healthier Generation for a Bronze Healthy Schools Program National Recognition Award!"

Over the course of almost seven years, Daniel Boone School District has transformed

its curriculum and after-school activities to include health and wellness initiatives through the dedication of school administrators, staff and 19 community partners. The partners have given everything from grant money to donated manpower to food and other items. Included in the list of partners are the [Pottstown Area Health & Wellness Foundation](#), Reading Hospital and Medical Center, Sodexo Food Service Corporation, Greater Berks County Food Bank and the Amity Township Recreation Board. "We couldn't do what we do without all our community partners," states Traynor. "The faculty is appreciative of the manpower, money and donations we receive. They use all our resources wisely so we are sure we are making the biggest impact we can on

our school's overall health. The ideas they have come up with have been hits not only because they are innovative and fun, but they make learning about good health easy."

Some of the programs that have been infused into the curriculum for the students and staff include:

- After-school programs for grades one through twelve that offer opportunities to engage in exercise and/or intramural activities
- Health fairs for students, staff, parents and community

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a message from our director



Dear Community,

Summer is in full swing and I hope you are taking advantage of all it has to offer!

This is a great season to step back and evaluate if you are getting enough exercise. With the nicer weather it's easy to get outside and get moving. Consider all the small ways you can burn calories and not even realize you're getting exercise: mowing your lawn (if you're walking behind your mower, not riding it), gardening, pulling weeds and playing outside with your kids.

Of course, with summer comes more daylight—take an early morning or late evening walk when it's cooler outside. If you are a weekend athlete, the daylight would allow you more time to get out during the week, too. The important thing is whatever activity you start, work on incorporating it into your daily life.

Another place to look to incorporate activity is your vacation. If you haven't already planned one, consider one that involves fun exercise. One of the best vacations is a "staycation." Choose fun, local activities that you'd never get a chance to do otherwise. For some great local locations, go to www.missionhealthyliving.org.

Finally, healthy lifestyle changes also include your food choices. There is no better time to incorporate fresh fruits and vegetables into your menu. Summer equals grilling, and there's nothing better than grilled vegetables and fruit. Do you have a great grilling recipe? Share it on www.missionhealthyliving.org.

I wish you an enjoyable, safe and healthy summer!

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

David W. Kraybill, Executive Director

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- Awards for students in kindergarten through second grade who are "caught eating healthy foods"
- A nutritional theme that runs throughout the school with periodic visits by Lift Off, Sodexo's nutrition mascot
- Book packets sent home with students that include information on nutrition and exercise
- Wellness backpack program for low-income students to provide nutritional staples for their families on weekends
- A \$500 scholarship for a senior who is pursuing a career in the nutrition/wellness field
- Emotional support group for students in sixth through eighth grades who are in the first year of experiencing divorcing parents
- nrgBalance Nutritional Program "nrg for a Healthy Me" for students and parents developed by Penn State Hershey Children's Hospital
- Fitness center and after-school programs for staff featuring Pilates, volleyball, weight-training and aerobics
- Biggest Loser contest between staff
- Blazer walking trail and contest that tracks how many steps the staff at each school takes
- Education for teachers with Wellness Wednesday tips and Friday Food Facts
- Expanded menu of educational programs for teachers that includes a variety of health-related topics

"In addition to all our programs, we have a dietician on staff who has been an amazing resource for students and parents," says Traynor. The dietician was provided to the District through the generosity of Sodexo Food Service Corporation who manages the District's food service department. Traynor goes on to say, "The feedback we get on our dietician and all the other programs and classes from our students, parents and staff has made it all worthwhile, especially since we are seeing the healthy behavioral changes starting to stick. And that will be the biggest success—being the catalyst for them to be healthy for a lifetime."

www.pottstownfoundation.org



profile

Laura DeFlavia, CPA, Staff Member

Every well-run organization has one. The behind-the-scenes person who keeps everything running smoothly financially. For the Foundation, this person is their controller, Laura DeFlavia. Laura has been crunching numbers for the Foundation since 2005 and oversees all aspects of the Foundation's multi-layered financial portfolio.

For starters, she works with the investment manager at Vanguard to monitor and report on the health of the Foundation's current \$80M endowment. She also works with Vanguard and an actuary to monitor the health of the Pottstown Memorial Medical Center's \$42M pension plan that falls under the Foundation's watch.

She pulls together the Foundation's budget and works with the Board and its committees, especially the Finance committee, to balance, approve, monitor and maintain the budget. She coordinates the annual audit and gathers, produces, and analyzes all monthly reports. Laura works on all cash management functions, coordinating payments to the grantees and pension recipients. Finally, her responsibilities extend to handling controller issues prior to the sale of the Pottstown Memorial Medical Center and anything else that may be needed by the rest of the Foundation's staff on a day-to-day basis.

So, have you hugged your controller today?

Laura received her BS in Accounting from Cabrini College and is a CPA. She currently lives in Collegeville with her husband, Vince and two daughters, Alyssa and Gianna. If her children aren't keeping her busy, or she's not running for exercise, you can find her coaching "Girls on the Run," a non-profit program that trains 3rd to 6th grade girls to run a 5K, all while building their confidence and self-esteem.

Laura can be reached at 610-323-2006, ext. 24 or ldeflavia@pottstownfoundation.org.



ACLAMO is a Key Community Partner

Collaboration and partnerships are primary goals of ACLAMO. "The organization looks for ways to improve the health status and reduce health disparities for its target community of limited English-speaking children and adults in Pottstown," says Juan Guerra, Executive Director.

In an effort to achieve its goals, ACLAMO has partnered with Fox Chase Cancer Center (FCCC) to provide bilingual cancer information and free mammograms to women in the Pottstown area. A partnership with Pottstown Memorial Medical Center (PMMC) has provided them with the outlet to assist in providing radiology and other service appointments for Medicaid patients with a focus on prenatal and maternity services for the uninsured.

Also, a health fair in the Pottstown area was made possible due to the collaboration with the Maternity Care Coalition, Community Health and Dental Care (CHDC), PMMC, Montgomery County Health Department and FCCC. Free mammograms were provided in a mobile mammography unit at this successful event.

The ACLAMO staff works closely with the Pottstown School District (PSD) by providing education to families with preschoolers that enables them to complete necessary health exams and vaccinations for their children.

In addition, translation and interpretation services are provided at CHDC to assist case managers in their communication with limited English-speaking patients. This partnership has resulted in improved access for pediatric care.

"Our *Conexiones por Salud* program, funded by the Pottstown Area Health & Wellness Foundation, has enabled us to work closely with other key organizations in the Pottstown area to provide a variety of screenings, education and services,"

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grants in action

Boyertown Residents Benefit from Collaborative Efforts

"Bingo Walking for Seniors" at the Boyertown Senior High school has become quite a hit. Seniors of all levels enjoy the fresh air, in addition to the soft, all-weather track as they walk and socialize with their peers. Henry and Betty Haydt are prime examples.

"We have been coming to the track every month, weather permitting, and feel great about getting outside to be active. We look forward to this outing," said the Haydts. "We even increased how far we walk in an hour. Playing bingo and winning prizes while walking just makes the experience all the more fun. Carla Haydt and the Boyertown Area Community Wellness Council do a great job of making this event fun."

The Boyertown Area Community Wellness Council collaborates with the Boyertown Senior Center to provide this exercise opportunity. This joint effort provides senior citizens with a unique social activity, plus an opportunity for physical activity in a safe and controlled environment.

Free movie nights at the Hard Bean Café are another way the Council teams up with local businesses. Located at 128 East Philadelphia Avenue in Boyertown, the Hard Bean Café is the site for monthly viewing of documentary movies such as "King Corn," "Super Size Me," "Food Matters" and "Food Stamped."

The Wellness Council recently began working with the New Hanover Upper Methodist church in organizing their annual 5K race called "If You Build It, They Will Run." This race is scheduled for Saturday, August 13, 2011 at the church located at 2211 Swamp Pike, Gilbertsville. For more information on this race, [click here](#).

Another popular event, held at the Boyertown Senior High School, is the annual wellness fair, which benefits residents of all ages. The "running of the bears" is a favorite among elementary students. And the Zumba demonstration, provided by the Boyertown YMCA, is enjoyed by many. Area vendors and businesses provide health information and screenings to local residents in an effort to promote healthy living.

For more information on these and other programs provided by the wellness council, log on their new website effective July 1st at www.boyertownwellness.org.



“Assisting families in becoming independent and self-sustaining is a primary goal at PCRC....”

“Learning how to cook healthy meals for my family was so important to me, and the cooking classes provided by the Pottstown Cluster were the perfect answer,” said Tamara, a young mother of two.



Driven by their mission of feeding the hungry and being kind to the poor, the Pottstown Cluster of Religious Communities (PCRC) has become the central hub for the Greater Pottstown community. “Assisting families in becoming independent and self-sustaining is a primary goal at PCRC as we

address the spiritual, social and basic needs of persons within the Greater Pottstown community,” according to Barbara Wilhelmy, Executive Director.

Area churches of all denominations, including the local synagogue, are members of the PCRC, and they all work together to achieve the common goal of providing for the less fortunate. An Emergency Food Pantry provides necessary food, formula and diapers, and the Community Meals Program serves prepared meals. The Clothes Closet program offers donated clothing, shoes, toys and linens in addition to appliances and furniture by appointment.

PCRC is also available for private consultation and referrals when someone needs assistance or resources such as health care and social services. Emergency financial aid may also be provided for rent, utilities



and fuel when funds are available.

In order for PCRC to expand their services to the community, they have purchased a new location at 57 North Franklin Street in Pottstown. “A new refrigeration/freezer system purchased through funding from the Pottstown Area Health & Wellness

Pottstown Cluster of Religious Communities is the Central “Hub” in the Pottstown Area

Foundation was a key part of our renovation project. This system will allow us to act as a central hub to local food banks in the Greater Pottstown community and provide access to fresh food as we work more closely with Philabundance (www.philabundance.org), the region’s largest food bank,” stated Wilhelmy.

For more information on Pottstown Cluster of Religious Communities, visit their website at www.pottstowncluster.org.



TriCounty Community Network (TCN) Believes in Community Collaboration



"I never thought I would be grateful for my daughter's high school to present a play on 'safe dating.' However, the information she received encouraged her to start a conversation at home about this serious issue, which was beneficial to the entire family. It was especially meaningful since her older sister dealt with an abusive relationship in the past."

This is the sentiment of a Pottsgrove School District mom. The safe-dating play, *Mirror, Mirror*, is organized by the S.A.F.E. program and presented in area high schools. After viewing the play, students participate in facilitator-led group discussions on safe dating and healthy relationships.

TCN sponsors a program called Supporting Abuse Free Environments (S.A.F.E.) which is one of the many programs provided to local residents to improve health, social and environmental conditions by collaborating with local non-profits, businesses and community members.

In working with students at the Western Center for Technical Studies, the

S.A.F.E. program designed and constructed wooden silhouettes of women, men and children in an effort to raise awareness of domestic violence. Personal testimonies and statistical information on domestic violence were posted on these wooden silhouettes and used as an education

tool for the S.A.F.E. program. Students from the graphic design department, as well as the carpentry and auto collision departments, all played an important role in this project.

According to Theresa Brinkman, a Health Science Technology instructor at the Western Center, her goal was "to help students realize that it is important to be connected to their community and to utilize their acquired skills to give back to the community on occasion."

Jen Doyle, TCN Executive Director, saw firsthand how another program immediately impacted a group of area students. During a team building activity at the Annual Youth Leadership Summit, members of a team were making rude comments to their fellow team member because she was not able to keep up with the group. "After acknowledging this issue and facilitating a group discussion on teamwork," stated Jen, "I was able to make the students realize the importance of working together for the success of the group. This minor setback resulted in a changed behavior and positive attitude for the entire team."

For more information on TCN's many programs and collaborative efforts, visit their website at www.tcnetwork.org.

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states Guerra. "For instance, there is a seven year-old boy named Carlos who has experienced these efforts firsthand. He suffers from Cerebral Palsy and had no access to medical care and he wasn't enrolled in school. Due to a collaborative effort between the PSD and CHDC he now has a wheelchair that allows him to attend school and is monitored closely with medical appointments

and nutritional supplements. We are very proud to be part of these types of collaborations knowing that we are making a difference in the community."

For more information about ACLAMO go to www.aclamo.org.

www.pottstownfoundation.org



Spring 2011 Grant Round: Below is a list of 23 grants totaling more than \$742,787 awarded to local non-profit organizations and school districts. These programs play a major role in supporting the Foundation's mission of promoting healthy lifestyles within the community.

Goal #1: Reduce Behavioral Risks

Boyertown Area School District – Brain Body Connection

Brookside Montessori – Growing Up Fit

Carson Valley Children's Aid – Women's Voices, Healthy Choices Program

Coventry Christian School – Team Nutrition at CCS

Friendship House – The Parent-Child Home Program

The Growing Center, Inc. – Horticultural Therapy

Montgomery County Head Start, Inc. – Extended Summer Program

NAACP – National Association for the Advancement of Colored People – Youth HDAV Prevention Program

Olivet Boys & Girls Club – Services to Ricketts Center

Owen J. Roberts School District – Fit For Life Program

Pope John Paul II High School – Health & Wellness Programming

Pottstown School District – PEAK (Pottstown Early Action for Kindergarten) Readiness Initiative

Pottstown School District – Healthy School Communities Initiative

Royersford Outreach, Inc. – Operating Support

Spring-Ford School District – Healthy Choices Program

The Tennis Farm – Summer Scholarship Program for Free Tennis Instruction

The Wyndcroft School – Cooking for Real

YWCA Tri-County Area – Healthy Pathways

Goal #2: Improve Access to Medical Services

ACLAMO – Conexiones por Salud – Community Health Projects

Goal #3: Enhance Formal and Informal Supports

TriCounty Community Network – Community Collaboration, Prevention, Education

United Way of Boyertown – Matching Grant for Annual Campaign

United Way of Southeastern PA – Matching Grant for Annual Campaign

Goal # 4: Improve Physical and Social Environment

Sacred Heart School – Gym Divider



USDA Food Pyramid Replaced by My Plate

"My Plate" is the USDA's new healthy eating symbol. It aims to show that nutrition doesn't have to be complicated. "My Plate" is a simple circle divided into quadrants that contain fruits, vegetables, and proteins and skips referencing sugars, oils and fats. "It's grabbing the consumers' attention now that we are not making it so complicated," said Robert Post of USDA's Center for Nutrition Policy and Promotion. "There is something really inviting about this familiar setting for meal time." Learn more at www.choosemyplate.gov.

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



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