

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Spring 2012



Expanding to Meet Community Need.



Architect: P. Richard Frantz

Creative Health Services

When you have a vision and it begins to come to fruition, it's a very exciting time. Dr. Andy Trentacoste, Executive Director of Creative Health Services, knows this very well. This summer, Creative Health Services will have a new 15,000 square foot building in its arsenal—a three-storey, environmentally friendly unit that will not only serve as a long-term structured residence, but also accommodate expanded out-patient services.

"We worked with Montgomery County to secure the grant to build and operate this highly staffed, long-term structured residence, which will house up to 16 adults in need of our supports," comments Trentacoste. "This opportunity allows us to build the second facility at our campus, which we

began planning for five years ago. What is really unusual is that we will also be expanding our out-patient services, allowing us to provide better access to counseling services for our community."

The \$4.5 million expansion will be completed in two Phases. Phase I, the residence, will be completed this summer, and Phase II, the expanded out-patient services, will be completed during the rest of 2012.

Trentacoste goes on to say, "We worked closely with the Borough of Pottstown to help secure the permits and other documentation that was needed to move this project forward so quickly. We appreciated their support and assistance. One in five people meets the criteria for needing behavioral health help in any given year. With the support of the Borough and the Pottstown Area

Health and Wellness Foundation, we are slowly chipping away at the stigma associated with mental illness and giving the community an easy and effective way to reach out and get help. This new building is just another step forward for us and the community we serve."

For more information, go to www.creativehs.org or call 484-941-0500.

Pottstown Area Senior Center

Big changes are on the horizon for the Pottstown Area Senior Center. They have officially "settled" on their new home at 288 Moser Road and will embark on a major capital campaign to raise the funds for the renovations. "Our goal is to turn our new home into a "senior positive-aging center" that not only offers more services to seniors, but also develops a bond with their families," states Brad Fuller, Executive Director, Pottstown Area Senior Center. "We want to become THE community senior resource center for the Tri-County, Greater Pottstown area."

This endeavor has been almost four years in the making, and it hasn't been easy to find the right location. "Our new location

(continued on page 2)

a message from our director



Dear Community,

Happy spring! We hope you were able to keep motivated throughout the winter months and stay on track with eating healthily and getting exercise, which is not always easy when it's cold outside. No? Well, spring has sprung and if you wandered off the healthy track over the past few months, now is the time to get back on track.

We all know smart phones and iPads have permeated our lives, so why not use them to help you stay healthy? I know there are more than a few great apps out there that are sure to give you the nudge you need. Here are just a few that are tried and true—and Foundation staff recommended:

- **MyFitnessPal** – a food and fitness log to track your daily nutrition and exercise. The app is super user-friendly—you can check goals, track water intake, provide target calorie ranges and much more. Free.
- **Distance Free** – calculates distances for doing different activities, such as running, biking, etc. It helps you determine your pace and provides altitude and GPS directions. Free.
- **Fooducate** – scans any food product bar code to provide a nutritional “score” from A+ to F. It provides options for product comparison and offers healthier alternatives for your choices if needed. Free.

To check out more staff recommended apps, go to www.missionhealthyliving.org!

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

David W. Kraybill, Executive Director

(continued from page 1)

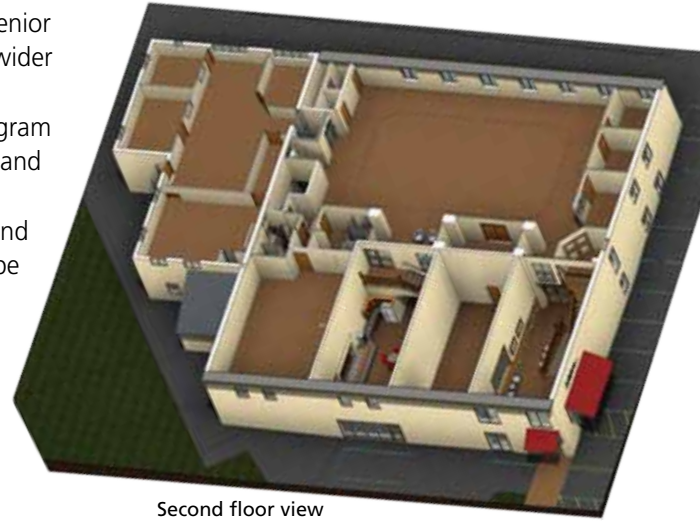
will be a significant increase in size, some of which may be leased to other organizations, with over 82 off-street parking spaces and more program and meeting space,” comments Fuller. “Since our inception in 1976, we’ve grown from 200 members to more than 3,400 members, so there is clearly a need in the community to expand our offerings.”

Once in the new facility, the Senior Center will be able to offer a wider variety of services such as an expanded nutrition-based program that would include breakfasts and dinners and evening exercise programs like Tai Chi, Pilates and Yoga. The Center would also be a convenient location for flu shots and is already on board to be a new voting site.

Another part of the vision is to make the Senior Center a community resource for all ages. “We are envisioning classes on saving for retirement,” remarks Fuller. “We also are looking to combine a number of resources under one roof. Once such example would be to eventually move the local Office of Aging to our facility.”

The Senior Center will always be there for seniors and to help them maintain independence, and by expanding its scope and reach, it will truly be a one-stop resource for seniors and their families.

For more information, go to www.greaterpasc.com or call 610-323-5009.



Second floor view

“Resiliency – Learning How to Cope with Adversity” Webisode Series

Resiliency...what exactly is that? By definition, resiliency is the ability to adapt and get through tough situations in life—a death of a loved one, a job loss, a series of personal misfortunes—by finding a way to cope and deal with the situation that allows you to keep moving forward in life. The Foundation has created a new series that explains what resiliency is and why it matters in your life. The series also discusses how you can help yourself become resilient and demonstrates techniques to teach your children to be resilient.

In the first webisode, Joe Pyle, Executive Director, [Scattergood Foundation](http://www.scattergood.org), explains what resiliency is and why it matters and what can happen in your life if you are not a resilient person. The next webisode features Dr. Andy Trentacoste, Executive Director, [Creative Health Services](http://www.creativehealthservices.org). He delves into ways people can recognize that they are not resilient and how they can begin to help themselves recover from situations that are difficult. Finally, Kelly Bergen, Life Skills Teacher, Owen J. Roberts School District, elaborates on why it is necessary to help your children become resilient and how to recognize if they are not. She also gives you some ideas and tools to help teach them how to cope in certain situations.

[To view these webisodes](#), visit the “Media” section of Mission Healthy Living today.

www.pottstownfoundation.org



profile

Burlington B. Latshaw, Board Member



When you talk with Pastor Burlington Latshaw, you cannot help but be immediately drawn into his genuine enthusiasm about where he's been in life and where he's going. It's hard to believe he's actually retired...sort of.

Pastor Latshaw is a Lutheran minister who served congregations in the Philadelphia area for more than 40 years, most recently at Emmanuel Lutheran Church in Pottstown. He served on the board of the Pottstown Memorial Medical Center at the time it was purchased. Proceeds from the sale created the Pottstown Area Health & Wellness Foundation, and Pastor Latshaw transitioned to the Foundation's board as an original member. "I always embraced and sunk my teeth into social ministry during my career," comments Latshaw. "I loved initiating and getting involved in projects that had major tentacles, cast a wide net and served and impacted a large group. The Foundation's breadth is exactly what enables it to do just that—have far reaching effect and impact a lot of people—I've enjoyed being part of its mission and growth."

What would he like to see for the Foundation moving forward? "I'd like to see the Foundation branch out more into education. They are in a unique position to be a catalyst for change for our community in health and wellness. I'd like to see them expand their outreach and leadership and increase their visibility in addition to continuing to provide grants."

When not working part-time as a minister in Reading, PA, Pastor Latshaw can be found on his horse farm where he breeds and raises Tennessee Walking horses. He also enjoys spending time with his wife Marion, his children and grandchildren.

www.pottstownfoundation.org



Local Public Schools to Benefit from L.L. Bean Mini-Grant

L.L. Bean has celebrated the opening of their new retail store in King of Prussia by partnering with the Pottstown Area Health & Wellness Foundation and the Phoenixville Community Health Foundation. Each foundation received \$5,000 to fund a mini-grant program that will benefit local students within their respective service areas. The purpose of this program is to encourage outdoor experiences through field trips and programs that are specifically related to physical activity and environmental education.

Nine individual applicants have requested funding through this mini-grant program. Students will experience the outdoors through programs such as backpacking in French Creek State Park, hiking and installation of bird houses on the grounds of Montgomery County SPCA, and bike riding on the Schuylkill River Trail. Other students will learn about fish habitat, entomology and stream conservation through the sport of fly fishing, and the release of brook trout. Teachers can apply individually, and there is no limit to the number of applications from a school.

The mini-grant funds are designated to benefit kindergarten through middle-school aged students in local public schools. In addition to using grant dollars to access local and free resources, funds can also be used towards the field trip's transportation costs. Funds are still available. All area teachers in public elementary and middle schools are encouraged to apply. There is no deadline for submission, and grants up to \$300 will be awarded on a first-come, first-served basis.

The Schuylkill River Heritage Area is available to assist educators in planning and coordinating trips or activities funded by the mini-grant funds. Contact Tim Fenchel at 484-945-0200 for information.

For questions, application and a list of local outdoor experience resources contact: Anna Brendle, Pottstown Area Health & Wellness Foundation, ABrendle@pottstownfoundation.org; or Lynn Pike Hartman, Phoenixville Community Health Foundation, LPHartman@pchf1.org.



L.L.Bean



"Foundations of Life" Blog with Dr. Laurie Betts

Find inspiration and advice by following Dr. Betts as she discusses family life, exercise, nutrition, and more. She covers topics everyone can relate to, so join in the conversation and share your successes and your challenges.

[Click here](#) to follow Dr. Betts today!

Borough of Pottstown Memorial Park Phase II – Continued Growth

The Borough of Pottstown's Parks & Recreation Department is prepared to begin construction activities of Memorial Park Phase II improvements this Spring/Summer, 2012.

Phase II improvements include the installation of a new skate park facility, construction of connecting walking paths



at Memorial Park (at King & Manatawny Streets), parking improvements, and the reorientation and construction of ball field #2. Recommendations of the John Potts Parks Master Site Plan, (2000) and Riverfront and Memorial Park Master Plan, (2004) will be used as the basis of these improvements.

The Borough plans to stage the construction in coordination with park events, so that the annual Volleyball Rumble tournament, July 4th activities, Trilogy Park events, and other recreational activities can take place without impact. The Borough looks forward to providing the community with new and enhanced public recreation opportunities at Memorial Park, and plans to have all construction completed by Fall, 2012. The Parks & Recreation Department strives

to continue implementing their comprehensive plans as they aim to strengthen connections between outdoor recreation, healthy lifestyles, and economic benefits in the Borough of Pottstown.

These improvements are made possible through funding from the Pottstown Area Health and Wellness Foundation (PAHWF) and the Department of Conservation and Natural Resources (DCNR).



Pottstown's First Community Garden Brings New Life to Chestnut Street

This spring MOSAIC Community Land Trust is building Pottstown's first community garden at 423 Chestnut Street. They are providing for approximately 40 raised bed garden plots for the 2012 season on a vacant lot donated by the Pottstown School District. In addition to the garden plots, there will be compost bins, rain barrels, pavers, fencing, trellis, perennial gardens, a storage shed, and water service for irrigation.



The MOSAIC Community Garden is being built with a \$30,000 grant from the Pottstown Area Health and Wellness Foundation. Other major donors include Genesis Housing, Susquehanna Bank, Lowes, Davey Tree Experts, Andrew Monastra, Esq., the Borough of Pottstown, Montgomery County Workforce Development, and many other individuals and volunteers.

According to the American Community Gardening Association, a community garden is "any piece of land gardened by a group of people." Typically, community gardens transform vacant lots into beautiful and positive community gathering places. While fresh, organic food is usually more expensive and out of the financial reach for many people, the cost to grow and harvest one's own food is significantly lower. Residents pay a small annual fee to lease their plots and actively cultivate them throughout the entire growing season. MOSAIC will provide educational workshops for new and experienced gardeners.

[MOSAIC CLT](http://mosaiccommunitylandtrust.org) is a Pottstown-based non-profit organization with a mission to stabilize neighborhoods by increasing homeownership, building community gardens, supporting arts and culture, and increasing pride in Pottstown.

For more information, contact Sue Repko, MOSAIC Executive Director, at 609-658-9043 or srepko@mosaiccommunitylandtrust.org.



Harvard Associate Professor Discusses The Brain-Body Connection in Boyertown



Dr. John Ratey, author, researcher and Associate Clinical Professor of Psychiatry at Harvard Medical School recently traveled to Boyertown Area Senior High School to discuss the brain-body connection. Author of *Spark*, Dr. Ratey addressed a group of more than 150 faculty, staff and board members from the Boyertown School District. Neighboring school districts were also represented in addition to local organizations and the Pottstown Area Health & Wellness Foundation.

The discussion focused on the neuroscience of human brain development, its relationship to movement, and how it directly relates to our ability to learn and process new information. Questions and answers focused on the connection between students' physical activity,

test results, depression and incidences of discipline.

To continue this conversation, the Boyertown Health & Physical Education Conference scheduled for June 26, 2012 will feature presentations by faculty members from Naperville Central High School, Naperville, Illinois. The concept of the mind-body connection has been incorporated into the school curriculum, and Naperville's faculty members will be presenting programs and activities to faculty and staff attending the June conference. Area teachers will have the opportunity to learn about the impact of action-based learning, learning readiness, and the use of SMART boards to boost movement in the classroom.

For information on the Health and Physical Education Conference, contact Stephanie Petri, K-12 Health and PE Lead Teacher at spetri@boyertownasd.org or 610-473-3482.



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Spring School Collaborative Meeting

All schools in the Foundation's service area are invited to join a semi-annual discussion on different aspects of health and wellness in our school systems. Faculty, staff, and administration who strive to make local schools a healthy environment for learning are invited to attend.

Date: Wednesday, April 18, 2012

Time: 3:45 p.m. – 5:30 p.m.

Place: The Hill School, Pottstown

Guest Speaker:

- Linda Woods Huber, Executive Director Pennsylvania State American Alliance of Health, Physical Education, Recreation and Dance

Additional Topics:

- Active Learning
- Resiliency
- Childhood Obesity, BMI Data & School Nutrition

For additional information, contact Anna Brendle, Program Officer for Schools, Recreation, and Active Living, at abrendle@pottstownfoundation.org, or 610-323-2006 x29.



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