

# Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Fall 2010



## Bike Pottstown Continues to Gain Momentum as It Rolls Along



Who knew back in June of 2008 when [Bike Pottstown](#), a community bike share program, was finally realized and rolled out, that it would become the envy of Philadelphia and make the Philadelphia Inquirer newspaper and other regional [news outlets](#)! What started out as just a seed of an idea planted by Dale Mahle, past President of the [Tri-County Chamber of Commerce](#), has blossomed into a successful community program that is already putting Pottstown “on the map.”

Bike Pottstown was a giant collaborative effort that included the hard work and dedication of many people and organizations, including [GVF Transportation](#), the [Borough of Pottstown](#), the Tri-County Chamber of Commerce, Preservation Pottstown, [Tri-County Bicycles](#) and the [Pottstown Area Health & Wellness Foundation](#). Preservation Pottstown, a non-profit organization run by volunteers, was responsible for writing the initial grant to  
(continued on page 2)



[EXECUTIVE DIRECTOR LETTER](#) | [BOARD PROFILE](#) | [GRANTS IN ACTION](#) | [GRANTS LIST](#)

  
POTTSTOWN AREA  
**Health & Wellness**  
FOUNDATION  
Promoting Healthy Living



# a message from our director



Dear Community,

Welcome to our expanded Community Benefit Report that will be delivered right to your email four times a year! We are proud of what our grantees are doing for the health and wellness of our community, so we made the commitment to bring you information about them more often. We hope you enjoy our enriched format, and we encourage you to pass it along.

This past year, we saw that a White House task force on Childhood Obesity released a report to the President—*Solving the Problem of Childhood Obesity within a Generation*. We are happy to say that our area schools are walking the talk and working hard to fight this problem by already providing many of the programs suggested in the report.

Fall is here and it's a perfect time to get outside and participate in activities that provide fitness and fun! Investigate the many options on [www.MissionHealthyLiving.org](http://www.MissionHealthyLiving.org). Or, consider visiting one of the dozens of local park and recreation areas around town. Learn more at [PositivelyPtown.com](http://PositivelyPtown.com).

Finally, look for the Foundation out and about in the community in the coming months. We will be providing seminars about timely topics that can help you and your family live healthier lives.

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

David W. Kraybill  
Executive Director

(continued from page 1)

get the wheels rolling, and they continue to function as the financial agent for the program. For a complete list of contributors, [click here](#).

When Bike Pottstown launched, it had five bikes. Today, 30 bikes are housed, maintained and shared at Tri-County Bicycles at 256 E. High Street, plus an additional four are shared at the Schuylkill River Heritage Center. To date, more than 3,000 bikes have been shared. "It's all about the simplicity of the program," remarks John DiRenzo, Owner, Tri-County Bicycles. "We have kept the rules uncomplicated and because of that, it's easy and convenient for people to check out a bike and go for a ride."

John DiRenzo was part of the initial research team put together to make Bike Pottstown happen. "I came to Pottstown four years ago, and Preservation Pottstown asked me to become involved. I had no experience with bike sharing, but I took a shot and it has been a positive experience." When asked what the community thinks about Bike Pottstown, DiRenzo comments, "Everyone thinks it's great, especially when they hear it's free. People are very respectful of the bikes and we've had very little damage. It's been a pleasure being the hub for Bike Pottstown and getting to meet the community face-to-face."

Bike Pottstown bikes are available Monday through Friday 10:00 a.m. to 5:30 p.m. and Saturdays 10:00 a.m. to 4:30 p.m. In order to use a bike, riders must leave a valid form of ID at the bike shop. Bikers may keep the bikes until closing hours, and helmets and locks are available.

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



# profile

## Sharon Weaver, Board President

Sharon Weaver has been with the Foundation since the beginning. She was a member of the Pottstown Memorial Medical Center board and became a member of the steering committee formed to create the Foundation after PMMC was sold. "Being on the steering committee was a rewarding experience for everyone involved," comments Weaver. "It was like starting a business, and we learned a lot in the first years. We went from being a board focused on expenses to a board charged with giving money away. It was a 180-degree shift, and we adapted and expanded focus as we went along."

Weaver served on the initial executive committee and was the first chair of the grants committee. She has also been a member of the personnel and strategic planning committees.

When asked what she thought was one of the biggest successes for the Foundation, she responded, "Our decision to provide grants to public schools. Initially, we weren't sure if we should fund a public entity, but we soon realized that schools could be instrumental in furthering our vision. All school districts, public and private, have initiated creative programs that hit one of our target audiences – children."

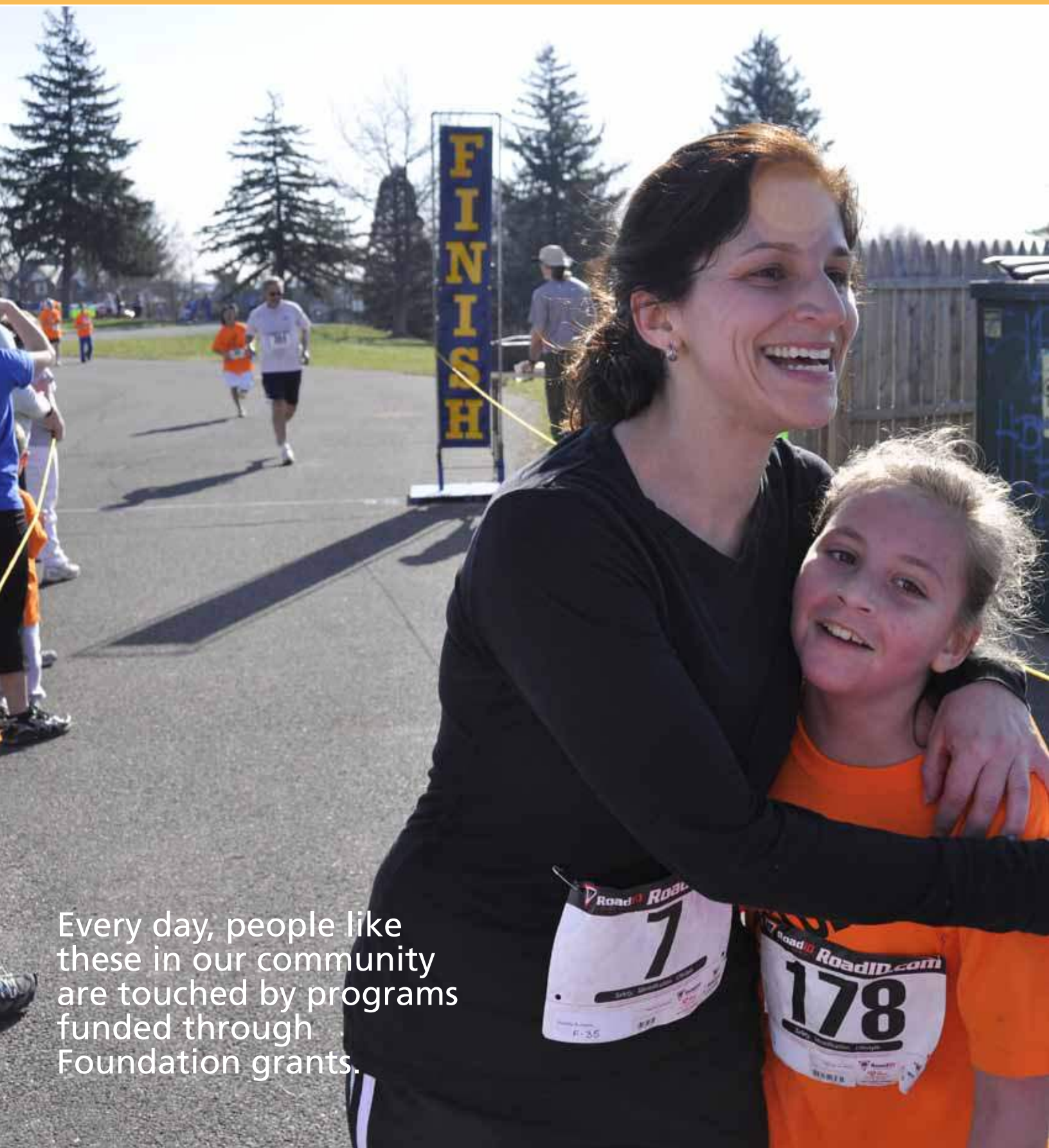
What does Sharon see for the Foundation moving forward? Continued focus on finding measurable improvements in the community for health and wellness. "The greater Pottstown region is close to its tipping point; we have an opportunity to really make a difference. We want the region to be a role model for healthy living for other communities."

On a personal note, Sharon likes to golf, travel and bike. She also enjoys spending time with her friends and family, especially her two sons who live in New York and Florida. Sharon is retired from National Penn Bank and does consulting work.



# grants in action

Dental Sealant Day | Keep 'Em Moving | Prime Time Health | REACH



Every day, people like these in our community are touched by programs funded through Foundation grants.





## Dental Sealant Day creates 44% more smiles at Montgomery County Community College.

"I don't know what was brighter—her smile or her eyes," says Dental Hygiene student Heather M. of a seven-year-old girl she treated at a recent Sealant Day in Pottstown. "I gave her a mirror to look in as I explained proper brushing skills. I don't think she heard me. She was just so surprised at her own smile."

Dental Sealant Day takes place in conjunction with Pottstown's Community Health and Dental Care. Students in MCCC's dental hygiene program have implemented 24 "Sealant Day" programs, providing more than 3,000 sealants to approximately 900 underserved children ages six to fourteen.

Funding provided by PAHWF for the Dental Sealant Day program provides screening for dental problems, as well as sealant, fluoride varnish and a ToothPrint ID. Participation in the 2010 program increased 44% over 2009. Follow-up surveys from parents indicated that they were very pleased with the level of service and would recommend the program to others.

Heather continues, "With this program, everyone wins. I get really valuable "on-the-job" work experience. I learn so much about how to work on children. The kids get to learn about good dental hygiene—and walk away with such beautiful smiles."



## "Keep 'Em Moving" moves the Coventry Christian School toward good-health goals.

Isaiah W. found something more fun to do at recess than hang out with his buds. "We started running laps and counting them up to join the Mileage Club at my school," enthuses the third grader at Coventry Christian School. Elementary kids at Isaiah's school logged miles and miles of healthy physical activity, thanks to their grant from PAHWF. Funding helped the school maintain their current programs that encourage physical activity to not only children, but also area residents.

"Keep 'Em Moving" includes nutrition education (Food is Elementary), which this year, was able to expand to grades K to four, instead of just third and fourth grades. "I love those little baby carrots they give us. They're my most favorite-favorite part of lunch," says Amanda S., grade two.

The program also includes physical activity (CATCH program) and the popular 5K Coventry Challenge—which more than tripled the number of entrants over 2009 and more than doubled the net profit of the previous year's fundraising.

Playing is moving, too. Playground renovations on both campuses are sure to make recess even more fun for Isaiah and his friends.







“Prime Time Health is all about enhancing, promoting and sustaining a lifestyle that’s as independent as possible for seniors.”

**Prime Time Health promotes independence for seniors of all ages and stages.**

“My grandkids can’t figure out why I always beat them at the Wii game. I don’t tell them how much time I spend at the Senior Center playing Wii bowling,” laughs Harold Z. of Pottstown. “I need more practice on Guitar Hero before I break that out on the grandkids. But when I do, watch out!”

More seniors can enjoy more activities, programs and services from Prime Time Health, a component of the Pottstown Area Seniors’ Center, thanks to their PAHWF funding. Prime Time Health

is all about enhancing, promoting and sustaining a lifestyle that’s as independent as possible for seniors.

Programs include a medical information and health series; fitness; support groups for depression, caregivers, nutrition, socialization and single seniors; Wii virtual reality computer games; and special needs assimilation programs.

Program attendance has increased, so Prime Time Health will use funding to add evening programs and replace, refurbish and repair equipment and furnishings. “I’m thinking about suggesting a hip-hop class,” says Harold.



**KenCrest REACHes out to more people with developmental disabilities.**

“Yoga! That’s my favorite because I feel so relaxed after it,” says Norm F., a young man who participates in the REACH (Resources and Education for Achieving Complete Health) program for people with developmental disabilities. “I like the quiet and the stretching.”

The REACH program empowers participants to make healthier lifestyle choices. Because people with developmental disabilities are at higher risk for heart disease, obesity and poor conditioning/fitness, this program is an important resource for learning about fitness and good health.

Nearly 50 participants learned about fitness, nutrition and good health in six wellness classes, and fifteen individuals participated in twice-weekly exercise classes. These classes were filmed for the creation of a DVD for use at KenCrest centers or at home. (Thanks to students in the Spring-Ford High School broadcasting program!)

In addition, 56 people have participated in yoga and massage therapy for stress reduction, with impressive results. “That’s me,” says Norm, “Impressive.”



**Fall 2009 Grant Round:** Even though we dealt with challenging economic times, we were able to award more than \$1.5 million to 20 community organizations and schools in the Tri-County area. The spring 2010 grant awards will be featured in our upcoming Winter 2010 issue.

### Goal #1: Reduce Behavioral Risks

**BCS Yes!** – Health, Fitness and Nutrition program.

**Centro Cultural Latino Unidos, Inc.** – Academy Health & Wellness program.

**Coventry Christian School** – Keep ‘Em Moving, enhancement of physical education and nutrition education programs.\*

**Falkner Swamp Nursery School, Inc.** – Series of Health and Wellness programs.

**Family Services of Montgomery County** – Project HEARTH (Helping Elderly Remain in Their Homes).

**Holcomb Behavioral Health Systems** – Life Skills program for Vulnerable Adults and Their Children.

**KenCrest Centers** (partially funded by PAHWF East Auxiliary) – REACH 2 project (Resources and Education for Achieving Complete Health).\*

**Maternal and Child Health Consortium of Chester County** – Healthy Start Prenatal program.

**Pottstown Area Seniors’ Center** – Enhancing Prime Time Health.\*

**Pottstown Family Center** – Expanded Food and Nutrition Education program.

**St. Aloysius School** – Steps to a Healthier You, Fitness & Nutrition program.

**West-Mont Christian Academy** – Healthy Snack Program with Fresh Fruits and Vegetables.

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

**Christian Concern Management & Development Corporation** (funded by PAHWF East Auxiliary) – Van Service for Amity Manor residents in Douglassville.

**Community Health and Dental Care, Inc.** – Six-month request for sustainability of a community-based healthcare center.

**Community Health and Dental Care, Inc.** (funded by PAHWF East Auxiliary) – Dental supplies.

**Community Health and Dental Care, Inc.** – Six-month request for consulting services.

**Diakon Lutheran Social Ministries** – Volunteer Home Care, support for Boyertown and Pottstown Area Volunteer Home Care Teams.

**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

**Borough of Pottstown** – ULI Vision Plan.

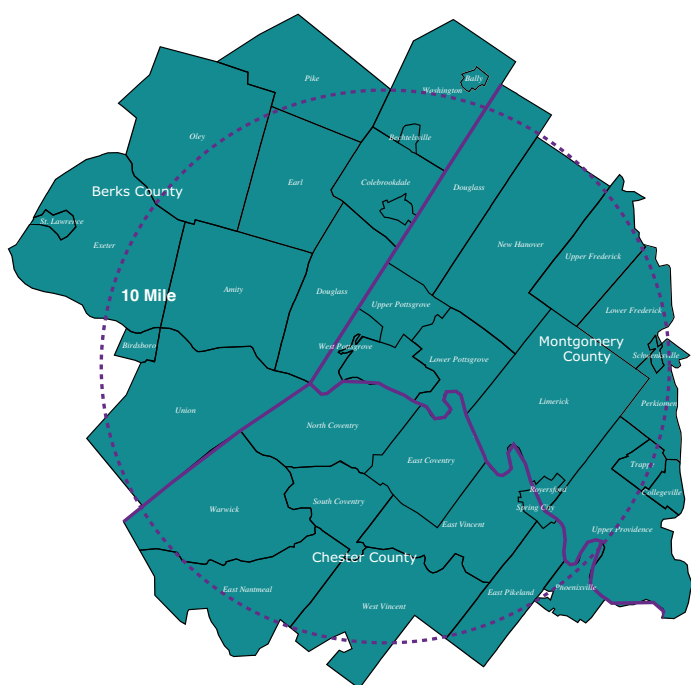
**Child Advocacy Center of Montgomery County-Mission Kids** – Initiative for Research and Development of Infrastructure.

**Pottstown Area Police Athletic League** – PAL administrative and operating support.

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

**Camphill Village Kimberton Hills** – Aging in Community program.

\* Featured “grant in action” on pages 4 and 5.



Funds are to be used to benefit Tri-county residents from the following zip codes:

18074	19465	19475	19518
19435	19468	19492	19525
19442	19470	19504	19545
19457	19472	19505	19548
19464	19473	19512	

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