

# BETTER TOGETHER: LEBANON COUNTY

A Healthier Community for All



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**PennState**  
PRO Wellness



## MISSION

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“Our goal is to unite organizations, ideas and resources to promote health and quality of life in Lebanon County.”



DR. JEANNE DONLEVY ARNOLD,  
*Better Together: Lebanon County Founder*

## ADDRESSING A COMMUNITY HEALTH NEED



Obesity is a growing concern in Lebanon County. County Health Rankings reports 31% of Lebanon County residents are obese, which is higher than the Pennsylvania average (29%).<sup>1,2</sup> People with obesity are at increased risk for many serious physical health conditions, as well as poor mental health.

In addition, county unemployment rates are rising and the number of children living in poverty continues to increase. When families are out of work and struggling to make ends meet, children experience consequences like poor health and failing grades.<sup>3</sup>

While there are many human services programs available in Lebanon County, utilization of resources fall short in the areas of healthy food access, physical activity and mental health.

Lack of access to healthy foods and physical activity contributes to higher risks of obesity, diabetes and other chronic conditions. Evidence has shown that mental disorders, especially depressive disorders, are strongly related to chronic diseases including diabetes, cancer, cardiovascular disease, asthma, and obesity and many risk behaviors for chronic disease; such as, physical inactivity, smoking, excessive drinking and insufficient sleep.<sup>4</sup>

The average lifespan of a person living in Lebanon County is 79 years old, yet the capacity of the human body is 92 years, leaving 13 years of life left on the table. Because lack of awareness is a key contributor to failing health in Lebanon County, residents and organizations can unite to share ideas, express needs and tap into existing resources to improve community health and longevity.

## MAKING THE CONNECTION



After discovering that many local organizations were addressing obesity prevention, but operating independently, local philanthropist and community health advocate, Jeanne Donlevy Arnold, envisioned a collaborative process utilizing networks and partnerships. Working together, these groups could pool resources, focus on priority areas and improve community wellness in her hometown.

With a longstanding history in obesity prevention, Penn State PRO Wellness partnered with Jeanne to realize this vision in Better Together: Lebanon County – an initiative bringing multiple sectors of the community together to improve the health and quality of life for its residents.



**CHALLENGE:** To launch the collaborative initiative, core goals were established to drive the work of Better Together: Lebanon County.

**STEP 1** Arrange an annual one-day summit designed to identify and advance community health initiatives, with the long-term goal of improving the health and quality of life for Lebanon County residents.

**STEP 2** Encourage coordination of efforts and efficient utilization of community resources across different organizations.

**STEP 3** Create a network of goal contributors from Lebanon County to form action teams to influence policy development, enhance access to healthy foods, engage the community and increase access to physical activity options.

Successful community-wide health initiatives engage the community throughout the planning process. To accomplish this, a Better Together steering committee was formed and supported by key individuals and groups within Lebanon County. Representation included community members, hospital systems, grocery stores, restaurants, schools, non-profit organizations and policy makers. This committee assisted with the planning, goal setting and outcomes of the Better Together: Lebanon County initiative, starting with a community-wide summit. A goal of the summit was to collect input from multiple sectors of the community to minimize duplication of efforts and ensure that its voice was heard and greatest needs were addressed.

# INAUGURAL ONE-DAY SUMMIT

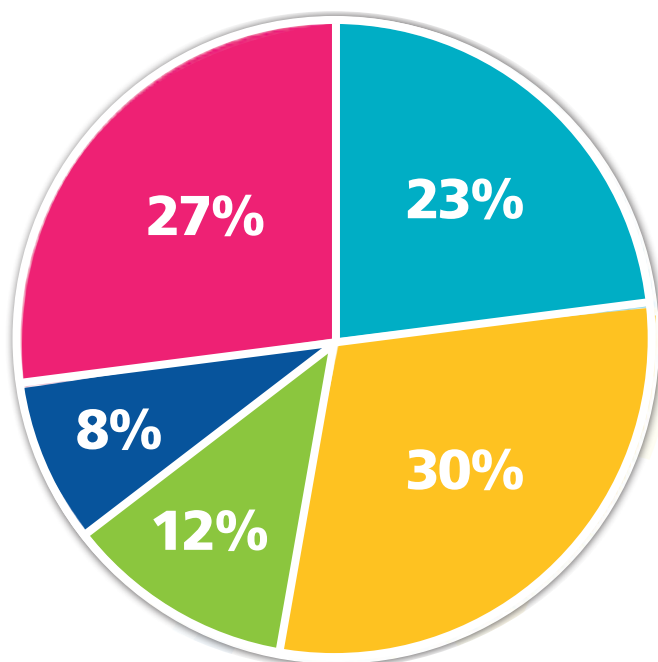


The Better Together summit provided an opportunity to create a forum where community members, leaders, businesses and organizations could share resources and ideas, and come up with ways to improve the health of the population. On October 27, 2016, nearly 200 individuals, representing 82 organizations, attended the first annual summit at Lebanon Valley College in Annville, Pennsylvania. The goals for the day were to:

1. **INSPIRE** participants towards creating a healthier Lebanon County;
2. **HIGHLIGHT** the effects of emotional; physical and environmental health on quality of life;
3. **INFORM** participants of current efforts; and
4. **MOTIVATE** participants to collaborate and stay involved.

Recruitment of potential attendees was guided by suggestions from the Better Together steering committee. The committee invited individuals and organizations to the summit via post cards, email communication and word of mouth. Attendees were invited to register using an online contact form, indicate interest in participating as an exhibitor, and complete a short survey on community best practices. Organization representation at the summit included the American Heart Association, Boy Scouts of America, Caron Treatment Centers, Cornwall Manor, Giant Food Stores, Lancaster General Health, Lebanon School District, Lebanon Valley College, Lebanon VA Medical Center, Penn State Health, Phil Haven, Pinnacle Health, United Way of Lebanon County and WellSpan Health, among many others. Identifying the diversity of sectors in attendance was important to ensuring cross-sector collaboration (Table 1).

Discussions focused on innovative programs, optimizing policy, social networks and the built environments where people live, work and play.



**TABLE 1: PARTICIPATION IN THE BETTER TOGETHER SUMMIT SECTORS**

- ACADEMIC
- HEALTHCARE
- NATIONAL
- STATE
- LOCAL

## HIGHLIGHTED KEYNOTE SPEAKERS

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Keynote speaker presentations  
included:

- Dr. Jeanne Donlevy Arnold, Philanthropist,  
*Better Together: Lebanon County Founder*
- Dr. Marianne Bartley, Former Superintendent,  
*Lebanon School District*
- Sherry Capello, Mayor,  
*Lebanon City*
- Keith Chase, Strategy and Performance Consultant,  
*Gannett Fleming, Inc.*
- Dr. A. Craig Hillemeier, CEO,  
*Penn State Health and Dean of  
Penn State College of Medicine*
- Kenny Montijo, Chief Executive Officer,  
*United Way of Lebanon County*
- Ann Smith, Clinical Consultant,  
*Breakthrough Caron Treatment Center*
- Dr. Lewis E. Thayne, President,  
*Lebanon Valley College*
- Alice Yoder, RN, MSN,  
Director of Community Health,  
*Lancaster General Health*



ALICE YODER, RN, MSN,  
*Lancaster General Health*

# BREAKOUT SESSIONS



Attendees were able to participate in breakout sessions highlighting ongoing local successes in four key health areas. These sessions gave attendees an opportunity to learn about solutions for improving community wellness, identify programs or initiatives that would meet needs within their own organizations, and brainstorm opportunities for expanded use within Lebanon County. Each session closed with a live poll, asking attendees to rate their session on a scale of 1 to 5 and to answer the question, "What did you learn or do in this breakout that should go viral in Lebanon County?" Responses were compiled and shared during the closing session.



► **COMMUNITY-BASED PHYSICAL ACTIVITY:** *Community-based physical activity sessions focused on programs for group and community exercise. Led by community members, school personnel, and other organizations, these programs can be adapted in all environments by those who want to increase the physical fitness of our region. Lack of physical activity is one piece of the puzzle that contributes to 70% of all chronic disease deaths in our country.*

- **Band Together** (Richelle Deysler, Bonita Boyer)
- **Help Drive a Walking School Bus** (David Genova, District Wellness Coordinator: Pottstown School District)
- **Walk, Central PA, Walk** (Mark Seaton, Community Member)

► **EMOTIONAL WELL-BEING:** *Emotional well-being sessions explored a side of health and wellness that isn't typically thought of as a contributor to healthy living. However, research shows that being emotionally well is just as important as being physically active or eating well. A positive sense of wellbeing enables an individual to be able to fully participate in society and meet the demands of everyday life.*

- **Emotional Health** (Ann Smith, Clinical Consultant: Caron Treatment Centers)
- **Infinite Kids Yoga** (Kristen Bispels, Founder: Infinite Kids Yoga)



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► **COMMUNITY-BASED NUTRITION:** *Community-based nutrition sessions focused on how to help families identify what foods to buy, how to garden, and how to cook healthy foods from local resources. These educational programs help community members expand their food horizons and bring local food to the table as well as share ways that healthy eating habits can be incorporated into all aspects of life.*

- **Diabetes Prevention Program** (Holly Dolan, Director of Education and Outreach: Lebanon Family Health Services)
- **E.A.T.** (Kim Brenkus, Director of Learning and Development: Metz Culinary Management)
- **Gardening in Schools** (Julie Baumbach, Teacher, Cornwall-Lebanon School District)
- **Farm to Table** (Bob Swanson, Executive Director, Youth Advocate Programs)

► **WORKPLACE WELLNESS:** *Adults spend the majority of their waking hours in the workplace. Successful employee wellness programs have been proven to lower health care costs and increase employee retention. By implementing and expanding upon known evidence-based strategies, employers can effectively change unhealthy behaviors. The programs highlighted during these sessions ranged from free initiatives to larger cost, full scale programs that can be tailored to suit a variety of workplace environments.*

- **Workplace Wellness** (Brynn Kline, Manager of Corporate Health: Lancaster General Health)



“We believe that good choices become healthy habits...and children can even serve as examples to their families.”

PRE-EVENT SURVEY RESPONSE



ANN SMITH,  
*Clinical Consultant to Breakthrough  
at Caron Treatment Center*





## NETWORKING



EventMobi, a web-based platform for events and trade shows, was used to engage attendees and enhance the summit experience. Registered attendees could easily view the agenda, maps, speaker bios and session descriptions. Using the platform helped to reduce printed materials, and provide interaction throughout the event with live polls and surveys. Attendees could also exchange contact information, connect over similar interests and chat in real time. The event platform remained live for one month following the event, allowing attendees to follow up with missed opportunities and to access summit details.

## CLOSING SESSION

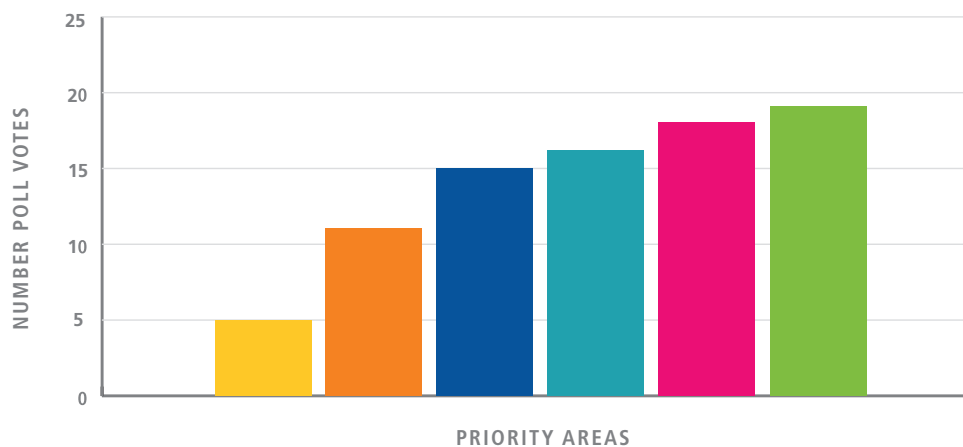


The summit closed with a guided group discussion on future action, which included identifying priorities and opportunities for staying involved. Breakout speakers shared highlights from their sessions with the larger group and invited feedback on how they might expand their programs throughout Lebanon County.

Attendees were asked to identify a priority area for future involvement from the six following topics:

### LEBANON COUNTY PRIORITY AREAS AS IDENTIFIED BY SUMMIT ATTENDEES

OCTOBER 2016



● HEALTH SCREENING & MONITORING

● EMOTIONAL WELLNESS

● HEALTHIER FOOD CHOICE  
AVAILABILITY

● HEALTHY WORKPLACE PROMOTION

● PHYSICALLY ACTIVE  
COMMUNITIES

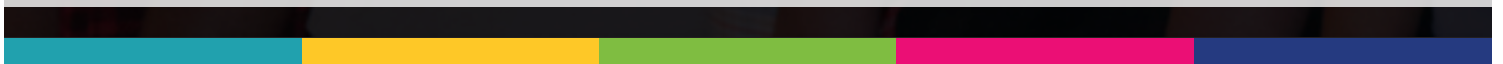
● FAMILY & COMMUNITY ENGAGEMENT



LEBANON SCHOOL DISTRICT  
ELEMENTARY CHOIR

“A foundation of health and wellness in young people is vital to the current and future health of our country’s citizens.”

PRE-EVENT SURVEY RESPONSE



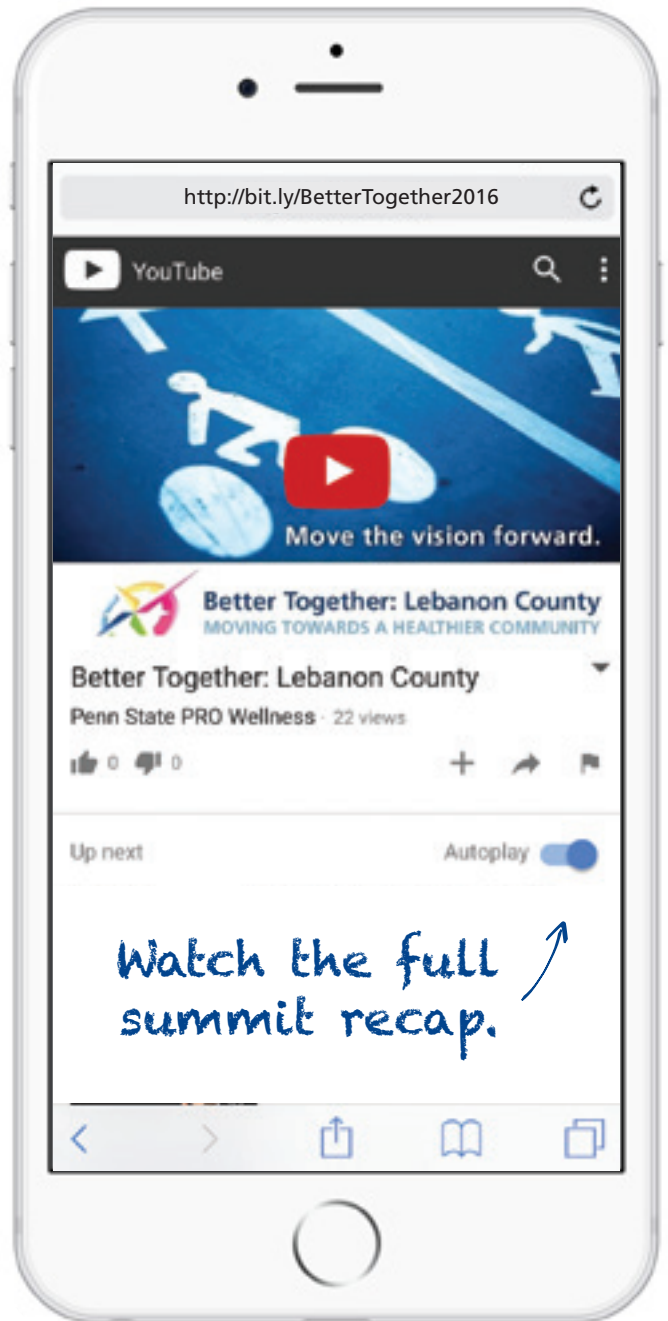
## SUMMIT IMPACT



The summit provided a meaningful forum for Lebanon County residents and groups to come together to focus on community wellness, while raising awareness of available resources in the county. Feedback from participants indicated that providing healthier choices throughout the community will improve quality of life and instill lifelong healthy habits. Participants saw community-based organizations and businesses as important contributors in creating a county that values healthy living, one where future generations can thrive.

EventMobi remained active for one month following the event, allowing participants to follow up with missed opportunities and to access summit details. As of October 29, 2016, the summit web page received a total of 5,718 page views with 194 unique visitors showing a high level of participant interest and engagement.

Summit evaluations indicated increased knowledge of community wellness programs, with 84% of respondents rating the summit materials as valuable or very valuable. Overall impressions relating to summit speakers, breakout sessions, and event quality received very high to maximum ratings.



► If you missed the summit, watch the recap here: <http://bit.ly/BetterTogether2016>

## FEEDBACK:

Summit evaluations indicated increased knowledge of community wellness programs, with 84% of respondents rating the summit materials as valuable or very valuable.

**“When a community comes together, wonderful things can happen!”**

**“I was very surprised at how much opportunity is out there in the community. This was a great way to get that information out to others so we can **work together.**”**

"I want my children to grow up in a community that values healthy living."

PRE-EVENT SURVEY RESPONSE



# SUSTAINABILITY

## BETTER TOGETHER: LEBANON COUNTY FUTURE WORK



Recognizing the importance of building on the momentum generated by the summit, PRO Wellness met with steering committee members to discuss outcomes. Attendee feedback was reviewed and immediate steps were outlined.

Based on expertise, attendee interests and available resources, three action teams emerged from priority areas identified:

 ► **Family and Community Engagement**

 ► **Physically Active Communities**

 ► **Healthier Food Choice Availability**

Additional community representatives who are knowledgeable experts in these identified areas are being invited to take part in the Better Together initiative on an on-going basis.

Action teams have been established, and goals are being discussed. These goals include determining current community assets, compiling available resources, developing program strategies and evaluation tools, and identifying where in Lebanon County to implement selected programs. In addition, action teams are collaborating to prevent duplication of efforts. This ensures that program information is consistent.

PRO Wellness continues its role in Better Together: Lebanon County by facilitating future action team meetings, summit meetings, and providing content expertise, technical assistance and strategic planning.

Future plans include development of a community-owned website and social marketing plan. Finding new ways to share ideas and provide up-to-date information and resources can help communities stay motivated and engaged in the process. By working together, each step taken improves access to healthy choices, and reinforces positive behaviors and active living, resulting in a healthier Lebanon County.



*Pictured left to right: Congressman **Ryan Costello**, **Jennifer L. Kraschewski, M.D., M.P.H.**, Penn State PRO Wellness Executive Director, Associate Professor of Medicine, Pediatrics and Public Health Sciences at Penn State College of Medicine and Associate Director of Research in the Division of General Internal Medicine at Penn State Health Milton S. Hershey Medical Center; **Dr. Jeanne Donlevy Arnold, RN, BSN**, philanthropist, Better Together: Lebanon County Founder; **Dr. Lewis E. Thayne**, President, Lebanon Valley College*

## **ACKNOWLEDGEMENTS**

The following organizations have made this project possible:

**Edward and Jeannie Arnold Scoutreach Fund, of the Boy Scouts of America National Foundation**

**Lebanon Valley College**

**Speakers and participating organizations** (see page 6 and back cover)

## ABOUT DR. JEANNE DONLEVY ARNOLD

Through her career and work as a community leader, Jeanne Donlevy Arnold has been an advocate for the underserved, especially for children and their families. Jeanne held leadership positions at various regional hospitals, including St. Joseph's Hospital in Lancaster, Ephrata Community Hospital and Community General Hospital in Reading. Jeanne retired from Good Samaritan Hospital in Lebanon as Senior Vice President for Patient Care Services with a focus on family-centered care and community service needs.

Jeanne has served on countless organizations benefitting children and families in the Central Pennsylvania region. Most recently, she led the Better Together Program in Lebanon County aimed at bringing diverse institutions together to improve the health and well-being of the entire community. As a child advocate, she volunteered with the Children's Miracle Network, Four Diamonds for Pediatric Cancer. She also helped establish the Penn State Children's Hospital. Jeanne has furthered her impact through the Penn State Children's Hospital's Hummingbird Program, a pediatric palliative and complex care program, which she and her husband Ed Arnold founded.

Jeanne received the 2013 Silver Buffalo Award from the Boy Scouts of America and is the first woman to be appointed to serve on the National Board of the Boy Scouts of America. As a member of the Board, Dr. Robert Gates asked Jeanne to head a task force on the prevention of childhood obesity. Additionally, she serves on the Board of Penn State Hershey Medical Center Hospital, Lebanon Valley College and Cornwall Manor. In 2008 Lebanon Valley College bestowed Jeanne with a Doctorate of Humane Letters degree for her commitment to Central Pennsylvania's most needy and deserving people. In 2016, she received an Honorary Doctorate from the Pennsylvania College of Health and Science. In May 2017, she will receive an Honorary Doctorate in Public Service, from her alma mater, St. Joseph's College in N Windham, Maine.

Jeanne has the ability to engage, empower and unite us to her causes. We are a better community because of her advocacy.

## ABOUT PENN STATE PRO WELLNESS

Penn State PRO Wellness is committed to educating and inspiring youth and their families to eat well, engage in regular physical activity, and become champions for bringing healthy choices to life. PRO Wellness provides healthy eating and active living strategies to nearly 1,000 schools in Pennsylvania, as well as communities and corporate business partners. Advised by over 40 corporate, government and academic officials, PRO Wellness is highly visible in the health and wellness arena and positioned as a statewide thought leader in obesity prevention. As an integral component of Penn State Health Milton S. Hershey Medical Center's community service mission, our approach of prevention, research and outreach provides schools, communities and like-minded organizations with program development and implementation, assessment and evaluation, capacity building, technical assistance, collaborative partnerships and access to proven wellness interventions. For more information, visit ***[PennStateHershey.org/PROwellness](http://PennStateHershey.org/PROwellness)***.

## REFERENCES

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# 2016 Better Together: Lebanon County Summit Attendees



**PennState**  
PRO Wellness

For more information please visit:  
[MED.PSU.EDU/PROWELLNESS](http://MED.PSU.EDU/PROWELLNESS)

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