



PennState
PRO Wellness



Center Portfolio

An Overview of 2018-2019 Projects

A message from the Executive Director.



For over 15 years Penn State PRO Wellness continues to do amazing work in a wide variety of areas related to wellness. PRO Wellness provides prevention strategies to over 1,400 schools across Pennsylvania, as well as communities and corporate business partners. Team efforts range from nudging Boy Scouts to make healthier choices at summer camp, to evaluating depression screening in partnership with Pennsylvania high schools, and improving employee and student wellness across Penn State Health and Penn State University.

As an integral component of Penn State Health Milton S. Hershey Medical Center's community service mission, PRO Wellness' 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.

As the new PRO Wellness executive director, it is exciting and inspiring to see our impact within this portfolio. It is my hope that this portfolio will provide a starting point for deeper conversations about each project.

Of course, this important work cannot be done alone. Please do not hesitate to ask how you can participate in PRO Wellness' efforts, either with time, talents or philanthropy. Together, we can make a difference in helping improve the lives of those around us – one child, one family and one community at a time.

Sincerely,

Deepa Sekhar, MD, MSc

Associate Professor of Pediatrics
Executive Director Penn State PRO Wellness
Penn State College of Medicine



PARTNERING WITH OVER
300 ORGANIZATIONS
THROUGHOUT THE COMMONWEALTH TO
INSPIRE HEALTHY BEHAVIORS



PRO WELLNESS TIMELINE

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SCHOOL INITIATIVES

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COMMUNITY OUTREACH

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EMPLOYEE WELLNESS PROGRAMS

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2003

The Pennsylvania Advocates for Nutrition and Activity (PANA) was created through a partnership with PA Department of Health and Center for Disease Control and Prevention grant to support healthy community activities in Pennsylvania.



2004

PANA joins Penn State Outreach.

2007

PANA/I-CAAN becomes affiliated with Penn State's Public Health Sciences Department with rebranding as the Penn State Hershey Center for Nutrition and Activity Promotion (CNAP). During this year, CNAP also receives funding from the Highmark Foundation for a program that supports teen champions and fosters healthy habits in high schools.

2006

PANA becomes part of the Penn State Institute for the Collective Advancement of Activity and Nutrition (I-CAAN).

6 YEARS LATER



2015

Dr. Jennifer Kraschnewski
becomes Executive Director.

2016

The Center becomes
Penn State PRO Wellness.



PennState
PRO Wellness

2013

CNAP again rebrands
as Penn State Hershey
PRO (Prevention,
Research and Outreach)
Wellness, with an
increased focus on
public health initiatives.

2019

Dr. Deepa Sekhar
becomes Executive
Director.

And onward with support from the
Highmark Foundation, Kohl's Cares,
Children's Miracle Network and many
others. Turn the page to find out more
about our story!



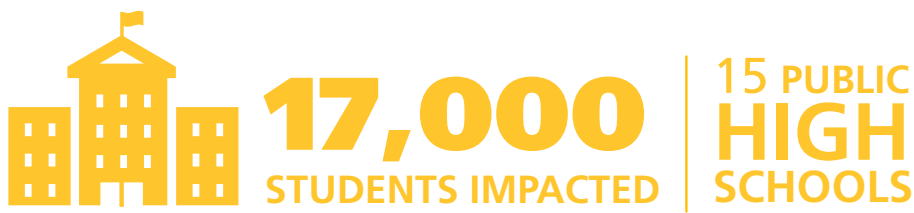
School-Based Depression Screenings

The Health Resources & Services Administration and the Patient-Centered Outcomes Research Institute are funding two distinct but complementary studies to examine the effectiveness of school-based screening for adolescent depression. The studies will impact nearly 17,000 high school students in 15 public senior high school across Pennsylvania.

Students will complete a brief depression screen, the Patient Health Questionnaire-9, which will accompany other routine health screens (hearing, vision). Those with a “positive screen” will enter the school Student Assistance Program (SAP) similar to students who are currently referred for observable behaviors of concern.

The primary outcome is the number of students identified with depression who subsequently engage in treatment.

Prior to screenings PRO Wellness staff works with individual schools to ensure they are well-equipped to manage any increase in SAP utilization and to establish an operational crisis response plan.





Building Healthy Lebanon Schools (BHLS)

With support from Kohl's Department Stores, PRO Wellness is able to apply lessons learned and expand upon the Building Healthy Schools (BHS) program supported by the Pennsylvania Department of Health. The Kohl's Building Healthy Lebanon Schools (BHLS) grant program seeks to make sustainable, evidence-based wellness changes in Lebanon County school districts. PRO Wellness guides schools through the two-year initiative to identify district need, develop an action plan and implement nutrition promotion, physical activity and family and community engagement programs.

Five Lebanon County school districts, representing ≈17,000 students, began participation in the fall of the 2017-2018 school year. PRO Wellness has provided personalized technical assistance (TA) to aid with the following strategies:

- the completion of self-assessments to identify and address gaps in obesity prevention strategies at the district level;
- the provision of physical activity break trainings to teachers;
- development of a bridge between communities and schools to address comprehensive student wellness and share successes with families and other school districts; and
- enrollment in our Health Champions program, providing the benefits of access to wellness programming and signature events focused on healthy eating and nutrition (see page 7).

17,000

YOUTH GRADES K-12
POSITIVELY IMPACTED



Healthy Champion Schools

PRO Wellness has extensive experience in developing and implementing promotional campaigns through the management of its Healthy Champions school program, which reaches more than 350 Pennsylvania schools annually—nearly 600 over the six-year history of the program.

To enroll in the program, schools complete an online assessment and are provided a personalized score based on the reported wellness initiatives in multiple areas of school wellness, including physical activity, nutrition, mental wellness, parent engagement and community engagement.

Once enrolled, schools receive a complimentary welcome kit, which includes a display banner signifying enrollment, wellness infographic posters, access to an online resource portal, monthly newsletters, and event toolkits to host and promote four signature awareness events: Apple Crunch, Walk to School Day, Go for the Greens and Move it Outside. In addition, PRO Wellness provides special incentives for enrolling through established partnerships. Through collaboration with the Hershey Bears® Hockey Club, actively enrolled schools in 15 south-central Pennsylvania counties are provided an opportunity for each student to attend a Hershey Bears® hockey game.

Recently, the Highmark Foundation funded the Healthy Champions program which has allowed the program to expand enrollment numbers to an anticipated 600 schools across Pennsylvania during the 2019-2020 school year.



356 SCHOOLS
201,782 STUDENTS

| ENROLLED IN
2018/2019



Early Childcare Studies

The practices in childcare settings and the policies under which they operate can directly affect what children eat and drink as well as influence their level of physical activity. Our preliminary work demonstrated that only half of regional childcare centers have a wellness policy. Our survey of 30 early childcare centers, which represented five counties in Pennsylvania, further indicated that parent engagement was the most common barrier that centers faced when implementing obesity prevention programs. The objective of our current early childcare study, funded by the Children's Miracle Network, is to address these aforementioned barriers through a multifaceted obesity prevention program in Lebanon, Lancaster and Dauphin counties.

Four early childcare centers are currently participating and have been randomly assigned to either the basic or enhanced intervention group. The intervention utilizes the framework of evidence-based childcare center obesity prevention programs and includes a multidimensional approach to:

- enhance parental engagement through a professional development workshop and additional wellness resources;
- utilize evidence-based assessments to evaluate the quality of written policy and practices at the early childcare center; and
- expand previous programming to enhance community engagement.



75% of children ages 3-5 are in childcare full time, spending an average **29 HOURS PER WEEK** in childcare centers.



Boy Scouts of America: Summer Camp Revamped

In 2015, Jeanne Donlevy Arnold, philanthropist and advocate for whole child health, was tasked by former Boy Scouts of America's (BSA) National President Dr. Robert Gates to lead a Presidential Task Force to address childhood obesity. Penn State PRO Wellness partnered with Ms. Arnold and BSA to develop the Scouting COMPASS program, which encourages healthy eating and active living.

More specifically, PRO Wellness has partnered with 51 Boy Scout summer camps nationwide to implement Summer Camp Revamped, which combines evidence-based practices and healthful changes to the camp environment in an effort to encourage Scouts and adults to make healthier choices. As part of this program, PRO Wellness is:

- assisting with the implementation of healthier dining hall menus;
- recommending healthier inventory for the camp snack bar;
- suggesting food and traffic arrangements to nudge healthy choices;
- conducting on-site camp visits to ensure program success;
- helping to implement price-point advantages in camp snack bars, while still turning a profit; and
- encouraging more physical activity through a Step-Up Challenge.

Troop leaders and Scouts have expressed overwhelming support for Summer Camp Revamped with favorable results realized in improved nutrition content of dining hall meals, satisfaction with food choices, increased activity, and maintained snack bar sales. Recognizing that every camp and council is unique, PRO Wellness has developed a packaged Summer Camp Revamped toolkit and is piloting virtual Camp Revamped networks with camp leaders from across the nation.

26 STATES | **51 CAMPS** | **113,956 SCOUTS**

IMPACTED BY SUMMER CAMP REVAMPED



Better Together: Lebanon County

After discovering that many local organizations were addressing community health, but operating independently, 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 Ms. Arnold's hometown, Lebanon, PA. PRO Wellness partnered with Ms. Arnold 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.

Successful community-wide health initiatives engage the community throughout the planning process. To accomplish this, a Better Together steering committee was formed and includes representation from the local community, hospital systems, grocery stores, restaurants, schools, non-profit organizations and policy makers. This committee assists with the planning, goal setting and outcomes of the Better Together: Lebanon County initiative, including an annual community-wide summit. The goal of the Summit is to collect input from multiple sectors of the community to minimize duplication of efforts and ensure greatest community needs are addressed. Based on expertise, attendee interests and available resources, five action teams have emerged from priority areas identified to date.



**FAMILY AND
COMMUNITY
ENGAGEMENT**



**PHYSICALLY
ACTIVE
COMMUNITIES**



**HEALTHIER
FOOD CHOICE
AVAILABILITY**



**BEHAVIORAL
HEALTH**



**EARLY
CHILDCARE**

PRO Wellness continues to facilitate Summit meetings and participate in all Action Team meetings, and provides content expertise, technical assistance and strategic planning to the group.



Health, Immunized Communities Study

With the recent immunization mandate that requires all school-aged youth to be properly vaccinated prior to the start of school, PRO Wellness has partnered with the School District of Lancaster to understand how best to equip schools in meeting the requirement through:

1. Exploring an educational approach to increase parental intent to vaccinate
2. Exploring state-wide school nurse parent communication methods to meet the vaccination requirements.

During the 2018-2019 school year the team facilitated four focus groups with school staff, parents and community clinicians to best understand barriers to vaccination.

PRO Wellness is working to offer:

- stem activities;
- a community event;
- vaccine communication toolkit; and
- a social marketing campaign.

"This [vaccinations] is promoting their [students] health, which in turn impacts their academic achievement, which in turn influences their success and happiness in life."
– School Nurse



100+

LANCASTER COUNTY
PARENTS, STAFF, NURSES,
AND CLINICIANS ENGAGED



LiveHealthyPA

LiveHealthyPA is a diverse resource website supporting the collaboration of schools, communities, and health teams while offering a platform for idea generation and information exchange to address health across the state. LiveHealthyPA's mission is to improve health outcomes for the Commonwealth of Pennsylvania. The website includes resources for a wide variety of topics, such as smoking, cancer, and parks and recreation.

PRO Wellness works with the Pennsylvania Department of Health as an external review facilitator for all Healthy Living Practices submitted through the web application process on the LiveHealthyPA website. These practices are submitted by the community and published for sharing. Incoming practices are reviewed by PRO Wellness staff for validity and then forwarded on to external volunteer reviewers if further guidance is required.

The PRO Wellness team is uniquely positioned for this role due to the wide range of expertise on the team and commitment to sharing practices that are safe, healthful, and beneficial to the community. At this time, accepted submissions include best practices sustainable programs, community outreach, health promotion and events applicable to public health workers and the general population.

For more information or to submit your practice for inclusion on the Pennsylvania Department of Health site, visit www.LiveHealthyPA.com.



100+

COMMUNITY-BASED PRACTICES CURRENTLY AVAILABLE



Penn State Employee and Student Wellness (LionPulse)

In collaboration with the Penn State University Strategic Initiative, PRO Wellness is working to improve employee and student wellness across the Commonwealth of Pennsylvania through the LionPulse wellness program.

LionPulse fostered the development of a network of health champions across 11 Penn State University campuses. The wellness champions exchange best wellness practices and resources. LionPulse utilizes the leadership of health champions to establish local wellness committees at each campus. In fall of 2018, the wellness committees subsequently applied for funds to support various campus specific initiatives including:



**6 FOOD
DEMONSTRATIONS**



**CAMPUS
WALKING
TRAILS**



**DESTRESS
EVENTS**



**20 SMOOTHIE
BIKE EVENTS**
impacted over
4,500 individuals



**RELAXATION
ROOMS**



**WELLNESS
SEMINARS**



Penn State Health Employee Wellness (BeWell)

Additionally, PRO Wellness works on the BeWell initiative through complementary wellness efforts specifically targeted to Penn State Health employees.

BeWell initiatives are focused on the Penn State Milton S. Hershey Medical Center's Hershey campus with the aim of changing the culture of Penn State Health to make the healthy choice the easy choice. PRO Wellness works collaboratively with Penn State Health Human Resources to:



**HOST WELLNESS
LUNCH & LEARNS**
255 individuals impacted



**CREATE QUARTERLY
EMPLOYEE NEWSLETTERS**
delivered to **14,000** employees



**HOST EMPLOYEE
HEALTH CHALLENGES**



**DISTRIBUTE WELLNESS
GRANTS TO ENHANCE
EMPLOYEE WELLNESS**



**FACILITATE THE BEWELL
CHAMPION PROGRAM**

BeWell



PennState PRO Wellness

Champions for bringing
healthy choices to life.

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