



# 2019-2022 Reflections Report

COMMUNITY HEALTH IMPROVEMENT PLAN



## INTRODUCTION

Shortly after Healthy Franklin County (HFC) completed the development of its community health improvement action (CHIP) plans in the fall of 2019, the COVID-19 pandemic started. Along with our community partners, our work shifted to meet the immediate needs in our community that were directly related to addressing impacts of the pandemic, like public health education, supporting and promoting vaccine distribution to at-risk populations, promoting emergency food providers and much more. Early on during the pandemic, HFC partners agreed that our coalition should serve as a communication and coordinating hub for pandemic-related information, which required a temporary redesign of our existing task forces and the creation of new task forces, such as the Hispanic Stakeholder Task Force which evolved into the Health Disparities Task Force, and the Franklin Forward Task Force, which lead the development of public service announcements with local leaders, a re-opening and recovery plan and administered CARES Act grant funds for the Franklin County non-profit community. As the last three – year community health improvement plan (CHIP) cycle has ended, our coalition is getting back to normal on this side of the pandemic. We are proud of the work we accomplished these last three years together and are eager to look ahead, with a renewed focus on **health equity**, the **social determinants of health** and **community partnerships**.

## ABOUT US

In 2011, a group of community leaders from the areas of education, health, faith, business, non-profit, and local government sectors formed to advise WellSpan Health (formerly Summit Health), on a Community Health Needs Assessment (CHNA), which is conducted every 3 years. In 2013, this group evolved into a community collaborative -- Healthy Franklin County. We utilize a collective impact model to align resources and work together to improve the health and well-being of all Franklin County residents. Through the utilization of data, we can integrate practices and coordinate improvements that will provide collective impact, leading to positive change. Health is not just about disease or illness. We know that health depends on the mental, social and physical well-being of an individual.

**Vision →** To have all People of Franklin County achieve their full potential for health and well-being across the lifespan.

**Mission →** To promote, strengthen and evaluate Franklin County's efforts to improve the health and well-being of all people.

**Guiding Principles →** We seek bold and lasting change rooted in the best available evidence, analysis, and science, openly debated. • We treat everyone with fairness and respect. • We act as good stewards of private resources, using them to advance the public's interest with a focus on helping the most vulnerable. • We

cultivate diversity, inclusion, and collaboration. • We speak out as leaders for what we believe. • We are privileged to do this work. We are proud of our successes and accomplishments, and we believe our best achievements lie ahead.

## HEALTHY FRANKLIN COUNTY LEADERSHIP ADVISORY COMMITTEE

**Carla Christian**, Chambersburg YMCA; **Annette Searfoss**, First Start Partnerships; **Nicole Nicholson+**, First Start Partnerships; **Amy Pinkerton+**, First Start Partnerships; **Mike Ross**, Franklin County Area Development Corporation; **Stacy Yurko**, Franklin County Community Connections; **Carrie Gray**, Franklin County Government; **Amanda Keefer**, Franklin County Housing Authority; **Stacie Horvath**, Franklin County Human Services; **Alice Elia**, Franklin County Library System; **Cori Seilhamer+**, Franklin County MH/IDD/EI; **Karen Johnston**, Healthy Communities Partnership, **David Grant+**, Keystone Health; **Joanne Cochran**, Keystone Health; **Bethany Peake**, Mental Health Association; **Barbara Houpt+**, Network Ministries; **Kelly Goshen**, Keystone Behavioral Health; **Michele Beecher**, PA Department of Health; **Jay Eury**, Penn State Cooperative Extension; **Sheldon Schwartz**, Retired Community Advocate; **Sonja Payne+**, Shippensburg Community Resource Coalition; **Dr. Jose Ricardo-Osorio, Ed.D**, Shippensburg University; **Megan Schreve**, South Central Community Action Programs; **Amy Hicks**, United Way of Franklin County; **Tod Kline**, Waynesboro Area School District; **Denise Esser**, Waynesboro Human & Community Services; **Ann Kunkel**; WellSpan Health; **Daphne Murray**, WellSpan Health; **Claudia Schuchardt-Peet**, WellSpan Health; **Pat McCulloh**, WellSpan Health; **Ann Spottswood**, WellSpan Health; **Nickie Fickel+**, WellSpan Health; **Kim Crider+**, WellSpan Health, **Courtney Porter+**, WellSpan Well At Work; **Marvin Worthy**, Worthy Training & Consulting. Note: + indicates committee members who co-chair a task force.

## KEY ACCOMPLISHMENTS

Healthy Franklin County Task Forces work to address health needs and priorities identified in the [community health needs assessment](#) alongside our community-based organizations. We work together through a joint plan of action. A task force is organized around a health priority area; some task forces have work groups to help advance the work. Over the last three years, task forces and work groups included: Health Disparities Task Force, Behavioral Health Task Force, LGBTQ+ Mental Health Resources Work Group, Suicide Prevention Coalition, Nutrition & Physical Activity Task Force, Community Engagement Work Group, Community Garden Work Group, Food Security Task Force, Hope From the Start Task Force, Family Center Work Group and the Early Childhood Profession Work Group and the Franklin Forward Task Force. Below is an overview of key accomplishments over the last three years from each of our priority areas.

## HEALTH DISPARITIES

The health disparities task force works to increase access to quality healthcare by addressing unmet needs of at-risk populations and social determinants of health.

- Electronic medical record system EPIC was integrated into WellSpan Health and Keystone Health to improve quality of care, coordination of services and to track social determinants of health.
- Created a mask-up video featuring local influencers, reaching 2700 views on social media.
- Coordinated Slow the Spread Social Media Contest reaching 1000 people.
- At-Risk Vaccination Planning: Mobile COVID Vaccine Clinics (homebound & community sites), hotel protocol, listening sessions
- 300 packets with Yellow phase updates in Spanish distributed to Hispanic grocery stores in Downtown Chambersburg
- Yellow phase /social distancing /public health mitigation flyer and the modified Franklin County COVID Resources guide (provided in English and Spanish) distributed to:
  - 1500 downtown Chambersburg residents (volunteers canvassed)
  - 500 to Franklin County Housing Authority
  - 100 to North Square Farmers Market
  - 200 to Waynesboro Community and Human Services
- Coordinated community and WellSpan Health resources to create and distribute face masks to 1304 to at-risk populations.
- Keystone Health, Racial Reconciliation and Franklin County Housing Authority distributed 1500 COVID-19 Community Resource in Downtown Chambersburg.
- Coordinated COVID-19 vaccine focus group conversation with Hispanic community with AGAPE program participants. Dr. Tirupathi, Director of Infectious Diseases at Keystone Health provided clinical overview/support/guidance. The event was facilitated by Nancy Mazariegos of Chambers Apothecary and Blanca Niazma of WellSpan Health. Katrina Smith (a volunteer with MILPA) was the scribe. 19 people attended. The conversation focused on participants questions about COVID-19 and the COVID-19 vaccine.
- Conducted key informant interview with Pastor Renata Harper of the AME Zion Church regarding vaccine hesitancy, education and outreach.
- Established hotel protocol to and recuperative care site in Franklin County.
- Coordinated a series of three pop-up events at Southgate Shopping Center in downtown Chambersburg, to distribute hygiene kits and public health education and resources to vulnerable populations. Community Services staff created 175 hygiene kits; 165 total were given away between the three events, The hygiene kits had thermometers, facemasks, hand sanitizer, antibacterial wipes and public health fliers (Franklin County COVID resources guide, keeping your family safe during COVID if you are an essential worker, and green/yellow phase education and mental health resources) were included.

- Promoted Community Partner Vaccine Patient Referral Program which yielded 169 referrals from key partners.
- Conducted environmental scan to review community health worker models, existing community navigation resources and an interdisciplinary review of focus group data from the Hispanic and Haitian Creole communities.
- Promoted Community Vaccine Clinics to targeted populations; distributed flyers in English and Spanish, 365 to Franklin County Housing Authority; 900 to community partners and Hispanic owned businesses in Downtown Chambersburg.
- Helped WellSpan Health to coordinate efforts to reach at-risk populations at 18 community-based COVID vaccine clinics administering 348 vaccines and 31 mobile clinics to homebound and congregate sites administering 296 vaccines.
- Provided COVID-19 resources on Healthy Franklin County website (over 21,000 users / 50,000 pageviews).

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## BEHAVIORAL HEALTH

The behavioral health task force works to increase access to high quality mental health services, reduce the rate of suicides and to support efforts to reduce substance misuse. Below is a summary of completed activities.

- Created interactive GIS [behavioral health provider map](#) and promotional materials with Franklin County Planning Department; 1076 users/1200 sessions.
- Coordinated “Thank a Mental Health Worker” campaign; 12 mental health workers were nominated and recognized by community members. Mental health resources were also promoted as part of the campaign which engaged over 3000 and reached over 22,000 people on social media.
- Mental Health Awareness campaign HFC Facebook 2021 (2300 reach / 98 engagement)
- Suicide Prevention Coalition coordinated promotions of suicide prevention awareness campaigns inclusive of two community screenings of “The S Word” (116 in person and one virtual), QPR trainings (165 people trained), purple ribbon/light installations in Chambersburg, Waynesboro and Greencastle, distribution of 1300 coasters to local restaurants and local events and over 1150 window clings with mental health resources, 2 virtual book discussions of “Children Under Fire” (24 attendees) and Option B (12 attendees).
- Franklin County Government hosted trauma – informed training with Tonier Cane with 336 participants.

- 600 COVID Community Resources Guide were distributed by partners; 400 by the Mental Health Association of Franklin/Fulton Counties and 200 by the Chambersburg YMCA.
- Mental Health Association of Franklin/Fulton Counties distributed 300 suicide prevention packets in Waynesboro.
- Mental Health Association of Franklin/Fulton Counties canvassed town centers in Chambersburg and Waynesboro to distribute 500+ flyers promoting mental and public health resources.
- Mental Health Association of Franklin/Fulton Counties launched LGBTQ+ Peer Support group - THRIVE – and offers two groups a month.
- Franklin County Welcoming Project, an initiative to encourage businesses and organizations to display welcoming signs for the purpose of making LGBTQ (lesbian, gay, bisexual, transgender, and queer) individuals and allies feel welcomed as patrons. 382 decals were distributed, 157 allies pledged support and there were 1701 visits to webpage.
- LGBTQ+ Resources webpage created on pridefranklincounty.org to provide mental health, healthcare and educational resources to the community; 1330 visits to webpage.
- Healthy Communities Partnership delivered virtual Strengthening Families program with 6 families completing it.
- Healthy Communities Partnership delivered 4 Mock Bedroom for drug use experience with 130 participants.
- Healthy Communities Partnership provided student assistance programs in Franklin County middle and high schools (901 referrals/269 screened for services/252 provided behavioral health services/104 screened positive for current/history of suicide attempts/ideation (not complete data); check and connect provided to 2437 students in all CASD elementary and all six districts at secondary; and drug and alcohol prevention/support programs targeting youth and adolescents in Franklin County schools.
- Keystone Behavioral Health received national certification to have crisis call center take calls for the new 9-8-8 National Suicide Crisis LifeLine. 273 calls facilitated before national go-live in July 2022.
- Keystone Behavioral Health had 7 patients prescribed with Ketamine and 39 patients prescribed Transcranial Magnetic Stimulation.
- WellSpan Health delivered mindfulness programming including virtual yoga (9 participants), 2 breathing classes (65 participants) and two virtual workshops on holiday wellness.
- PerformCare launched a cultural and linguistically appropriate services / provider advisory board to increase health equity. Six diversity, equity and inclusion training modules were designed and implemented including Intro to DEI, Emotional Intelligence, Health Equity, Bias and Micro-aggressions, Understanding LGBTQ+ Identities & How to Provide Gender Affirming Care, and a Provider Panel. The entire series is

available to the public: <https://pa.performcare.org/providers/training-education/performcare-presentations.aspx>.

- MAT services provided by Keystone Health (634 patients per quarter average) and WellSpan Health (257 patients per quarter on average). Both providers have 4-5 providers at any one time.
- WellSpan Health received 46 WARM line calls with 31 referrals made.
- Keystone Health Crisis Line received 304 calls with drug and alcohol primary issues.

## NUTRITION & PHYSICAL ACTIVITY

The nutrition and physical activity task force works to improve health by promoting healthy eating, access to nutritious food and physical activity. Below is a summary of completed activities.

- Promote [interactive GIS recreational facilities mapper](#); 1291 users/1339 sessions.
- WellSpan Health provided Family Friendly Cooking Demos and Grocery Store Tours (18 participants).
- The Community Garden work group partnered with Wilson College to coordinate a virtual workshop about small-scale gardening, which had 51 attendees.
- WellSpan Health coordinated a 12-week winter wellness challenge – Winter Streak – which had 759 participants. The program grew participation from its first year, which had 254 participants.
- WellSpan Health delivered six cohorts of Get Fit Now, a 6-week health program (virtual), which had a total of 78 participants.
- The Get Outdoors (GO) summer reading and hiking program expanded to Franklin County in partnership with Franklin County Library System and had 1265 participants who walked 1131 miles.
- WellSpan Health delivered four virtual classes Yoga for a Healthy Heart classes with 65 participants.
- WellSpan Health delivered three virtual Holiday Wellness Workshops with 58 participants and one Cooking Demo with 53 participants.
- Healthy Communities Partnership provided the Power of Produce program at North Square Farmer Market with 496 children registered/88 visits per week May through November.
- Chambersburg YMCA provided two Prevent T2 classes with 17 participants and an average of 46% losing 5% or more of their weight and 79% of participants losing weight, one class of LIVE Strong with 5 participants and four classes of the Rock Steady Program, which had 57 total participants.
- The Community Garden work group provided technical assistance to NETwork Ministries to apply for a Summit Endowment Grant for a new position, Community Garden Coordinator, which was funded.

- The task force redesigned and published “Move Your Way Franklin County” walking guide that features local walking trails and routes, health and wellness tips and local supports in Spanish and English; 2083 booklets and 1750 palm cards distributed to community partners.
- Piloted Passport to Wellness program during month of May to promote physical activity and mental health programs and activities in Franklin County.

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## FOOD SECURITY

The food security task force works to increase food security by increasing the availability and awareness of healthy and nutritious food resources. Below is a summary of completed activities.

- Promote [GIS interactive food resources nutrition mapper](#); 3200 users/3350 sessions.
- Senior grocery shopping and delivery pilot program utilizing SNAP EBT benefits with Franklin County Housing Authority residents and Chambersburg YMCA volunteers rolled out in June. 100 residents were targeted; 10 people used the program.
- The task force created process to update and promote information about 40+ emergency food providers in Franklin County; updated provider flyers weekly (English and Spanish) for each community Chambersburg, Greencastle, Waynesboro, Shippensburg.
- Created process with the United Way of Franklin County to assess non-profit agency volunteers and other needs, including emergency food providers and connect volunteers with those agencies.
- Created emergency fund and food distribution process for Hispanic community with mixed documentation status who were COVID positive and or unemployed due to COVID; over \$19,000 raised through Network Ministries.
- The task force met with the Area Agency on Aging to discuss how it could help promote the Senior Farmers Market Nutrition Program, which included outreach to the Senior Centers, Senior Housing, Farmers Markets, Waynesboro Community & Human Service, Community Health Staff, Community Health Workers and the Franklin County Library System.
- The Area Agency on Aging Senior Farmers Market Nutrition Program had 946 participants; \$22,704 in SFMNP checks were distributed and \$18,336 were redeemed.
- The Gleaning Project distributed over 500,000 pounds of produce impacting over 10,000 people per year (over the last two years).
- The task force assessed the feasibility of expanding the North Square Farmers Market Double Dollars program to other farmers markets in Franklin County; no interest by farmers markets due to lack of administrative resources to implement the program.

- WellSpan Health expanded the Market Bucks program into Franklin County with 62 participants, inclusive of medical group and heart failure patients and seniors at The Towers; 1,113 vouchers were redeemed at a value of \$5,565. The Market Bucks Lite program had 16 participants with 154 vouchers redeemed at a value of \$770.

## HOPE FROM THE START

The hope from the start task force works to promote healthy development for children so they are ready for school. Below is a summary of completed activities.

- Task force restructured with new leadership and work groups to focus on the Family Center, Early Childhood Profession, and Investment.
- Promoted Child Abuse Awareness and Month of the Young Child campaigns during the month of April, which included pinwheels for prevention, blue and teal ribbons hung in downtown Chambersburg and Waynesboro, and Darkness to Light child abuse prevention training coordinated by the Children's Advocacy Center; The Big Umbrella: Author Read and Storywalk coordinated by the Franklin County Library System; thank you early childhood educators social media/yard sign campaign, Littlest Learner Kits (158) distributed and Parent Café coordinated by First Start Partnerships.
- The new Family Center held 31 events, obtained 1900 subscribers for communications, and engaged 67 participants with Parent Cafes.
- Education Consortium conducted a needs assessment/gap analysis and issued report.
- Children were enrolled in Pre-K counts (387), Head Start (354), Early Head Start (72) and Migrant (50) in 2021-2022.

## FRANKLIN FORWARD

The Franklin Forward task force formed to coordinate response and recovery efforts to help steer the community to a new normal.

- Lead needs assessment/gap analysis process and wrote report/recommendations
- Collected data from Healthy Franklin County task forces and key informants from a variety of sectors to review communities' response to COVID.
- Issued [Franklin Forward report](#) with priority recommendations.
- Messaging and solidarity committee created video PSA series – Franklin Forward FAQs – featuring local leaders and experts addressing COVID; 5 created (7800+ reach)

- Designed and administered Franklin County's non-profit allocation of CARES ACT funding; County Commissioners approved 45 applications totaling \$1.12MM.

## COMMUNITY HEALTH NEEDS ASSESSMENT

In 2021, WellSpan Health started a new, region-wide CHNA process that included input from the health improvement coalitions in its service area. Healthy Franklin County (HFC) supported this process by having its staff serve on a planning committee, coalition members participating in a stakeholder engagement activity, promoting the primary and special populations surveys, and coordinating two focus groups with the Hispanic and Haitian-Creole communities. Data from the CHNA will be used by HFC to guide its work over the next three years.

*Submitted By Noel Purdy  
Executive Director, Healthy Franklin County*