



2022-2023 Annual Report



COMMUNITY HEALTH IMPROVEMENT PLAN



INTRODUCTION

Healthy Franklin County worked in 2022-2023 to educate the community and its partners about the Community Health Needs Assessment (CHNA) findings and to create a community health improvement plan (CHIP) that address key needs including food security, behavioral health, nutrition and physical activity, early childhood education and health disparities. With a commitment to utilizing a public health approach and collective impact model, Healthy Franklin County worked with its cross-sector partners to create and strengthen relationships, leverage expertise, resources, and skills and gain a trusted respect between and among organizations and groups committed to improving the health and well-being of Franklin County residents. Everyone has a role to play in improving the health of our communities and we are grateful to have such committed partners by our side.

ABOUT US

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; **Carolyn Clouser**⁺, First Start Partnerships; **Mike Ross**, Franklin County Area Development Corporation; **Carrie Gray**, Franklin County Government; **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; Jami Burkett, 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; **Morgan Hovermale**, Waynesboro Human & Community Services; **Ann Kunkel**, WellSpan Health; **Daphne Murray**, WellSpan Health; **Claudia Schuchardt-Peet**, WellSpan Health; **Pat McCulloh**, WellSpan Health; **Nickie Fickel**⁺, WellSpan Health; **Kim Crider**⁺, WellSpan Health, **Courtney Porter**⁺, WellSpan Well At Work. Note: + indicates committee members who co-chair a task force.

KEY ACCOMPLISHMENTS

Healthy Franklin County task forces, work group and ad hoc committees work to address health needs and priorities identified in the [community health needs assessment](#) alongside our community-based organizations (CBOs). 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. Last year, task forces and work groups included: Health Disparities Task Force, Immigrant/Newcomer Committee, Community Health Professional Development and Networking Committee, Behavioral Health Task Force, Move for Mental Health Committee, 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, Health Summit Planning Committee, Community Health Champion Award Committee, Policy and Advocacy Forum Planning Committee. Below is an overview of key accomplishments from each priority area.

HEALTH DISPARITIES

The health disparities task force works to increase access to comprehensive high quality care to populations that experience health disparities. Below is a summary of completed activities:

- Educated task force members and professionals working in the social care coordination space about WellSpan Health's plan to implement FindHelp (HeretoHelpAll), a closed-loop referral tool, to improve navigation of resources and to better track outcomes.
- Developed a bi-monthly community health professional development networking program to improve the skills and knowledge of those who help at-risk population access care and connect to community resources. Two events were held on March 28th (39 attended) and May 23rd (33 attended).
- Tuscarora Managed Care Alliance contracted with local CBOs to provide community navigation services to help individuals with social determinants of health issues access resources. 124 individuals were served, and 75 referrals were made.
- Conducted survey of CBOs to assess services and gaps provided to immigrant and newcomer communities in Franklin County. 56 individuals completed the survey representing 44 unique organizations.

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.

- In collaboration with the physical activity and nutrition task force, designed and implemented the Move for Mental Health campaign* to increase

awareness of the benefits of physical activity on mental health and to promote local resources. The campaign included:

- Promotion of Penn State Cooperative Extension’s 8-week, virtual walking challenge, Everybody Walk Across Pennsylvania, which had 204 participants from Franklin County who logged 15,886 miles (21% of total miles logged). 134 individuals registered for the Healthy Franklin County incentives program with 58 completing the walking program (43% completion rate); 30 individuals won prizes. 90% of Franklin County survey participants said their mental health improved and 88% said their physical activity increased during the spring walking challenge.
- Social media campaign during Mental Health Awareness Month in May which reached 24,000 individuals on Facebook and over 500 on Instagram; over 1,100 individuals engaged with posts.
- A Countywide billboard campaign from May-July that delivered over 351,000 spots/impressions.
- The Healthy Franklin County website had over 1200 visits and the Move for Mental Health landing page had over 600 visits from the launch of the campaign on March 25 through June 30, 2023.
- 100 people signed up for the new Move for Mental Health newsletter, which was piloted during the campaign with 4 issues.
- 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, distributed 36 decals, 14 new allies pledged support and 293 decals were distributed and there were 476 visits to webpage.
- LGBTQ+ Resources page on pridefranklincounty.org provides mental health, healthcare and educational resources to the community; 713 visits to webpage (2464 to homepage).
- The annual Pride Franklin County festival was held on October 9, 2022 at Wilson College to celebrate the LGBTQ+ community and diversity and inclusion; 700+ participants.
- A new PFLAG Chapter was established in Chambersburg in February, 2023 and the first meeting was held in March. The group meets monthly and has approximately 15 members at this time.
- Keystone Behavioral Health crisis call center received 592 calls on the 9-8-8 National Suicide Crisis LifeLine; 56 mental health referrals and 12 food/shelter referrals were made.
- Keystone Behavioral Health had 10 patients prescribed with Ketamine and 35 patients prescribed Transcranial Magnetic Stimulation.
- MAT services provided by Keystone Health (345 patients per quarter average), WellSpan Health (240 patients per quarter on average) and Pyramid Health (66 patients per quarter on average). WellSpan Health had

5-6 providers, Keystone Health had 4 providers and Pyramid had one provider at any one time.

- WellSpan Health received 13 WARM line calls.
- Keystone Health Crisis Line received 153 calls with drug and alcohol primary issues.
- Members of the Suicide Prevention Coalition coordinated outreach and education activities including distributing over 750 vinyl coasters promoting the 9-8-8 Suicide and Crisis LifeLine; Mental Health Association of Franklin/Fulton Counties provided Question, Persuade, Refer (QPR) training to # people, WellSpan Health coordinated a book discussion “Saving Ourselves from Suicide” and two virtual breathing technique workshops, MHAFF and the Franklin County Overdose Task Force hung purple ribbons and purple lights in the town centers of Franklin County during suicide prevention month (September).
- MHAFF coordinated the annual Walk the Walk (May 19th), Wellness Conference (May 5th) and Art Show (May 12th-13th) as part of Mental Health Awareness month activities (in May). Keystone Health coordinated a Mental Health Expo (May 13th) and Franklin County Government issued a proclamation (May 3rd) to declare May as Mental Health Awareness Month.
- Healthy Communities Partnership (HCP) of Greater Franklin County provided the Student Assistance Program to Franklin/Fulton County middle and high school students and received 660 referrals; 326 parent permission received to work with student(s); 280 students were screened for services; 5% referred to Drug/Alcohol Assessment; 58% referred to mental health services; 13% referred to school-based services.
- Healthy Communities Partnership (HCP) of Franklin County provided Check and Connect mentoring support to 127 students in five Franklin County school districts.
- Healthy Communities Partnership (HCP) of Franklin County facilitated ten Why Try groups across four school districts in Franklin County serving 54 students. WhyTry is a social emotional learning curriculum.

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.

- In collaboration with the behavioral health task force, designed and implemented the Move for Mental Health campaign* to increase awareness of the benefits of physical activity on mental health and to promote local resources. For campaign details, see behavioral health task force activity summary above.
- WellSpan Health provided a virtual Grocery Store Tours (14 participants).

- The community garden work group coordinated a free community screening of “Kiss the Ground” and discussion at Wilson College on July 21st (25 people attended).
- The community garden work group partnered with GearHouse Brewery to create Tap Talks, a free monthly event May-September to explore local resources in a social environment. The May 17th event was about the benefits of trees and the June 21st event was about native plants (50 people total attended both events).
- The community garden work group piloted Earth Day of Service on April 22 to increase awareness about sustainability and climate action through service of local organizations. 40 volunteers worked with four organizations/service projects including: The Conococheague Institute, Solomon’s UCC, Council for Wellness, Chambersburg Waste Paper.
- WellSpan Health coordinated a 12-week winter wellness challenge – Winter Streak – which had 566 participants.
- WellSpan Health coordinated the Get Outdoors (GO) summer reading and hiking program in partnership with Franklin County Library System; 392 participants who walked 1059 miles across 15 trails.
- Healthy Communities Partnership provided the Power of Produce program at North Square Farmer Market with 508 children registered/81 visits per week May through November. \$2 in tokens was distributed to each participant at each market visit; \$4080 went directly to local fruit and vegetable farmers.
- Healthy Communities Partnership coordinated the Go Girls Go program in the fall with 107 participants/49 mentors and in the spring with 176 participants/78 mentors.
- Chambersburg YMCA provided two Prevent T2 classes with 17 participants and an average of 66% losing 5% or more of their weight and 100% of participants losing weight, one class of LIVE Strong with an average of 5 participants and three classes of the Rock Steady Program, with an average of 22 participants in each class.
- WellSpan Health provided 3 Prevent T2 classes with 21 participants and an average of 29% losing 5% or more of their weight and 62% completing 150 minutes of physical activity per week.
- The task force distributed 410 copies of the “Move Your Way Franklin County” walking guide which features local walking trails and routes, health and wellness tips and local supports.
- NETwork Ministries coordinated 32 youth community garden classes with a total of 474 participants and 2 adult community gardening classes with a total of 5 participants.
- NETwork Ministries and Penn State Cooperative Extension partnered to provide one Nutrition Links 6-week session in Spanish at The Family Center with 7 participants and another and one 6-week session at Network Ministries with 3 participants.

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.

- Gleaning Project distributed over 516,841 pounds of gleaned produce through and average of 24 outlets impacting over 14,000 people.
- Healthy Franklin County submitted a grant application to Summit Foundation to expand the Double Dollars pilot program at North Square Farmers Market, a nutrition incentive program that doubles SNAP/WIC and Senior Farmers Market Nutrition Program (SFMNP) vouchers.
- Healthy Franklin County piloted the expansion of Double Dollars at North Square Farmers Market (this program will straddle program years and data will be reported next year). Healthy Franklin County designed and distributed 2000 post cards to promote the program (as well as SNAP, WIC and SFMNP) and shared it on social media.
- The Franklin County Area Agency on Aging SFMNP program had 1074 participants; \$25,776 SFMNP vouchers were distributed and \$20,250 were redeemed.
- The task force convened stakeholders (Downtown Business Council, North Square Farmers Market volunteers and NETwork Ministries staff) to discuss a sustainability plan for the North Square Farmers Market and wrote a white paper with recommendations. NETwork Ministries is learning the operational model in 2023 and developing a transition plan to take over the market in 2024.
- The Franklin County Area Agency on Aging provided 34,105 congregate meals and 48,303 delivered meals.
- Local organizations (Franklin County Housing Authority, Luminest, SCCAP, Tower at the Falling Spring, Washington Square Apartments) provided the Senior Food Box Program at their respective sites serving an average of 664 individuals and the ElderShare Senior Food Box Program at the same sites serving on average 80 individuals.
- The task force created a monthly calendar to promote local organizations that provide free congregate or grab and go meals to those in need in Chambersburg. This project was an expansion of a community meals calendar created to serve the Shippensburg community.
- Task force partners promoted the Franklin County Food Resources Map on their respective websites. The website had 623 users and 690 sessions.

HOPE FROM THE START

The hope from the start task force works to ensure children (0-6) get a healthy start and are ready to thrive as they approach kindergarten.

- The task force tracks the # of children with insurance in Franklin County through partner data. First Start Partnerships tracks the health of children in 4 ways: insurance, medical home, up to date on WCC and immunizations.

First Start's population(s) (as of April 2023) shows: 53% of Early Head Start (0-3) students are insured; 26% of Head Start students are insured and 8% of Pre-K are insured. 45% of Early Head Start students have a medical home; 20% of Head Start students have a medical home and 4% of Pre-K students have a medical home. 62% of Early Head Start students are up to date on Well Child Check; 32% of Head Start are up to date on WCC and 8% of Pre-K students are up to date on WCC. *This is based only on documentation received through April. Final 2022-23 school year numbers will be reported in the fall of 2023.

- Members of WellSpan, Keystone and First Start have been identified to help create a list of barriers to accessing insurance, medical homes and immunizations in Franklin County.
- A SafeKids Coalition task force was created in Franklin County. A car seat event was held by First Start Partnerships in collaboration with the local fire and police departments; 35 car seats were given away and more car seats were checked for safety. 75+ people were served with safety information. Programming was delivered during Learn and Play Day reaching 375+ people.
- 569 Littlest Learner Kits were created and delivered to the birthing center. These contain child development materials and early learning activities and resources for families. LICC partners will be supporting this initiative going forward.
- The Family Center gained community approval on The Basics community child development campaign and received funding from TFEC for 3 years to implement it.
- EI Data: 674 referrals to 0-3 EI; 444 intakes completed; 388 evaluations completed; 296 eligible for services; 58% referred to get evaluation and 44% referred to receive services. 184 transitioned out of 0-3 services (84 transitioned at age 3 to IU; 54 completed plan; 25% transition out for other reasons).
- The Early Learning Resource Center identified that ASQ is the leading screener among ECE providers and UPMC. Keystone and Wellspan screen with other tools.
- ELRC has funding to support all childcare programs in the STARS system with access to the ASQ-3 and SE screeners.

FRANKLIN COUNTY HEALTH SUMMIT OCTOBER 20, 2022

At its triennial health summit held on October 20 at Wilson College, key findings from WellSpan Health's community health needs assessment were presented which concluded that Franklin County residents' health issues are strongly associated with obesity and associated indicators such as poor eating, a lack of physical activities, and poor mental health. Healthy Franklin County also recognized residents and organizations who work to improve the health and well-being with the first-ever Community Health Champion award(s). Three categories of recipients were honored for their service and commitment to improving community health, including lifelong service, which went to Sheldon "Shelly" Schwartz; young professional, which went to Sonja Payne; and organizational, which went to First Start Partnerships. Findings

from the CHNA and input from attendees helped inform the development of each task forces community health improvement plan's (CHIP).

POLICY AND ADVOCACY FORUMS

Healthy Franklin County created a quarterly forum in 2023 (January 19th, April 20th) to build more local capacity in the policy and advocacy space and to inform development of policy priorities. Topics discussed included advocacy 101 and how to advocate as a non-profit and not risk your status. The forum provided an opportunity for networking and skills-sharing among a range of stakeholders from grass roots groups to institutions.

*Submitted By Noel Purdy
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