

# GO LOCAL For Health

AFFORDABLE RECREATION & FOOD OPPORTUNITIES

## AGENDA

September, 18th, 2012 • Gettysburg Hotel  
8:00 a.m. - 3:00 p.m.

8:00 a.m. - 8:30 a.m.

Registration and continental breakfast

Registration in lobby, continental breakfast is complimentary

8:45 a.m. - 10:00 a.m.

**Keynote Speaker: Gina Calhoun, Copeland Center for Wellness and Recovery**  
"It's A Beautiful Day For A Neighbor; Won't You Be Mine?"

### OUTLINE OF CONCURRENT TRACKS:

1st MORNING TRACK 10:15 a.m. - 11:05 a.m.	ROOM	2nd MORNING TRACK 11:05 a.m. - 12:05 p.m.	ROOM	LUNCH 12:15 p.m. - 1:15 p.m.
WRAP®- Wellness Recovery Action Planning <b>Part One</b> Gina Calhoun, Copeland Center for Wellness and Recovery	Rehearsal Hall	WRAP®- Wellness Recovery Action Planning <b>Part Two</b> Gina Calhoun, Copeland Center for Wellness and Recovery	Rehearsal Hall	AFTERNOON TRACK 1:30 p.m. - 2:45 p.m.
Food and Class Heidi Witmer, Project Share	Patrons Lounge	Physicians on the Frontlines Dr. Mark Cucuzzella and Dr. Elizabeth George	Stevens Room	WRAP®- Wellness Recovery Action Planning <b>Part Three</b> Gina Calhoun, Copeland Center for Wellness and Recovery
The MACWell Story Dr. Elizabeth George, Mercersburg Area Council for Wellness	Stevens Room	5-2-1-0 PA Every Day! Gail Witmer, Carlisle Area Health & Wellness Foundation	Patrons Lounge	Local Food Systems: How You can Get Involved- Action Planning Facilitated by Kathy Gaskin of Healthy Adams County and Cheryl Burns of Capital RC&D, both members of the South Central PA Food System Alliance
Promoting Healthy Minds and Bodies in York County Kevin Alvarnaz, Well Span Health	Cinema II	Family Fitness Programs- YWCA Young Lungs at Play Karen Johnston, Healthy Communities Partnership of Greater Franklin County	Cinema II	Advance Walk-ability and Bike-ability in Your Community: Spotlight on various projects and organizations
				Media's Impact on Health and Wellness Karen Johnston, Healthy Communities Partnership of Greater Franklin County

### SPONSORS



8:45 a.m.- 10:00 a.m.

## Keynote Speaker: Gina Calhoun, Copeland Center for Wellness and Recovery

"It's A Beautiful Day For A Neighbor; Won't You Be Mine?"

Neighborhoods all across the nation are starting a human quest toward wellness with rails to trails, community gardens, recycling and state parks accessible to most. "Think Green!" Given this national campaign, why do people with mental health challenges die decades earlier than the general population?

Many point to the observable: smoking, obesity, psychotropic medications and lack of exercise. What we tend to overlook is that when people live below the poverty level candy bars, chips and fast food are cheaper than fruits, vegetables and fresh fish. And where are the grocery stores in inner city poverty areas anyway? Convenience stores are on every street corner. What we tend to overlook is that people with mental health challenges often feel 'apart from' rather than 'a part of' their neighborhood and live in social isolation. Smoking, food and sitting in front of the television become our friends. In this keynote, Gina will share her story of mental health recovery after 17 years of back-to-back institutionalization and escaping from Harrisburg State Hospital to live on the streets. She will use the ABC's of whole health to help us understand that wellness matters.

### We will explore:

- A- What are my Abilities and How can I take Action?
- B- Will I have a place to Be, a place to Belong and a place to Become?
- C- Do I Count? Can I Connect? Do I have something to Contribute? And Am I Capable?

### By the end of this keynote, participants will be able to:

1. Witness a mental health story of recovery, resiliency and relationships.
2. Understand the health factors which lead to early mortality for individuals with mental health challenges; and what we can do about it.
3. Relate the ABCs of whole health to your individual life and to the neighborhood where you live.



## 1st MORNING TRACK (10:15 a.m.- 11:05 a.m.)

10:15 a.m. - 11:05 a.m.

### WRAP® - Wellness Recovery Action Planning / Part One

Gina Calhoun, Copeland Center for Wellness and Recovery

Rehearsal Hall

WRAP® is a self-help tool for people moving toward a healthier lifestyle. In this workshop you will have the opportunity to discover your personal vision of wellness and explore the things you must do to move towards this vision. You will come to recognize that external events, circumstances and influences may cause you to stray from your wellness goals, yet with action plans you can get back on track. In addition you will become self-aware of early warning signs; indicators that things are not going as well as you want them to and of course, action plans to overcome these internal obstacles.

What makes this approach unique from other treatment and recovery plans is that YOU, the person writing the plan, are the owner and director of your personal journey toward the endless possibilities of health.

People all over the world have used WRAP® to: become nonsmokers; get to a healthier weight; overcome mental health challenges; live a heart healthy life and overcome drug addictions, as well as other life challenges. The Federal Substance Abuse Mental Health Services Administration (SAMHSA) named WRAP® its newest evidence-based practice for supporting people to move beyond illness and toward wellness.

### By the end of this workshop people will be able to:

1. Explore the recovery of a healthy lifestyle through the key principles of hope, personal responsibility, education, self-advocacy and support.
2. Understand how to develop a Wellness Recovery Action Plan to move toward a self-identified health goal.
3. Describe the value of working with experts by experience; people who have achieved the goal you are trying to reach.

10:15 a.m. - 11:05 a.m.

### Food and Class / Heidi Witmer, Project Share

Patrons Lounge

In this workshop, we will explore how the hidden rules of class background play into food choices and behavior change across the class spectrum, from poverty to middle class to wealth. We will look into how these assumptions are woven into nutrition education resources, how this perspective offers new tools and challenges, and explore more effective techniques for supporting diverse individuals in making meaningful choices about food.

## 1st MORNING TRACK- CONTINUED (10:15 a.m.- 11:05 a.m.)

10:15 a.m. - 11:05 a.m.

### The MACWell Story / Dr. Elizabeth George, Mercersburg Area Council for Wellness

Stevens  
Room

With the alarming rise in obesity in our children and teens over the past 15 years, Dr. Elizabeth George became aware that counseling patients in her office simply would not shift behaviors until the environment in which people lives also inspire healthy attitudes.

The MACWell story is about shifting from one-on-one conversations with patients to creating a community conversation about wellness. MACWell has involved community leaders, borough government, schools, local business and individuals in a number of community projects and events. These include building a fitness trail, promoting a farmers market, writing a series of wellness articles, co-hosting a radio show and creating a "community adventure in healthy eating" with a best-selling author. MACWell developed a community cooking class series taught by local chefs, and Business Wellness Games, a "friendly" competition between local businesses.

A feasibility study to recreate a walkable, bikeable and connected community is being completed and will put a long term plan in place. The projects themselves are important, but more significant is the process of sharing an idea, creating a vision, identifying key community persons and institutions in order to reach the whole community, creating the conversation for wellness so that the "mandate" for the projects come from the community, and creating teamwork so the projects are community projects.

This workshop will allow participants to:

- Take a look at their communities and see what supports wellbeing and what are the obstacles; begin to ponder transforming the community structure to inspire wellness.
- Take home some tactics for building a community-wide commitment to wellbeing.
- Develop ideas for projects that are engaging to participants while contributing to a broader community knowledge of wellness.

10:15 a.m. - 11:05 a.m.

### Promoting Healthy Minds and Bodies in York County Kevin Alvarnaz, Well Span Health

Cinema II

Since 2008, the Healthy York County Coalition, in partnership with York County Libraries, has implemented its Get Outdoors York (GO York) annual summer physical activity program. GOYork encourages children and parents to get outdoors and be physically active by engaging in an adaptation of letterboxing, a hobby in which participants must follow written clues to locate hidden items. Each summer, thirty (30) wooden posts with an etched Plexiglass plate attached to them are hidden in various parks and along trails in York County. Clues to locate each post are provided in a free program guide.

Each summer, the GOYork program and its program guide are adapted from the National Library Summer Reading Club theme. Past program titles and themes have included: Catch the Activity Bug! (2008) – insects; GO and Be Creative! (2009) – the arts and creativity; GO and Make A Splash! (2010) – water, and; GO and Explore Your World! (2011) – countries. In 2012, GO York participants are encouraged to Search the Galaxy! and locate 30 observation points – the posts – by using clues in their Star Guide (program guide). Additional resources are included in the program guide and a corresponding program website – [www.goyork.org](http://www.goyork.org). Social media – Facebook and Twitter – is also used to encourage participation and to serve as a "real time" means of communicating with and among participants. Program outcomes, including participation rates, distance walked, and parks visited, are also integral to program evaluation and sustainability. Session attendees will learn about the GO York initiative and its ability to be replicated in their local communities.

## 2nd MORNING TRACK ( 11:05 a.m. - 12:05 p.m. )

11:05 a.m. - 12:05 p.m.

### WRAP®- Wellness Recovery Action Planning / Part Two Gina Calhoun, Copeland Center for Wellness and Recovery

Rehearsal  
Hall

See description of part one session. Attendees should have attended part one to attend this session.

11:05 a.m. - 12:05 p.m.

### Physicians on the Frontlines Dr. Mark Cucuzzella and Dr. Elizabeth George

Stevens Room

Hear from two doctors who have become community leaders by stepping out of traditional practice and changing their community through leadership. The collective improvement of a communities' health means providing more options for healthy eating and/ or exercise. Often this means education and change of the actual infrastructure of the community. Learn ways doctors can increase the walkability or recreation options within a community, can spearhead community events and education for preventative health, and lead the way for healthy changes one person at a time.

## 2nd MORNING TRACK ( 11:05 a.m. - 12:05 p.m. )

11:05 a.m. - 12:05 p.m.

**5-2-1-0 PA Every Day!**  
**Gail Witwer, Carlisle Area Health & Wellness Foundation**

**Patrons Lounge**

The Carlisle Area Health & Wellness Foundation will introduce its 5-2-1-0 PA Every Day! Campaign, which it is leading along with a host of community partners in South Central PA. 5-2-1-0 PA is part of a national effort to promote these daily goals: 5 fruits and vegetables; 2 hours or less of recreational screen time; 1 hour of physical activity; and sugar sweetened beverages.

5-2-1-0 is a community approach to reach youth and families where they live, study, work and play. The presentation will feature the means, messaging and many partnerships that the Foundation is using to strategically reinforce the importance of healthy eating and active living. Participants will learn how the 5-2-1-0 campaign is supporting schools, communities and families in raising a healthier generation of children.

11:05 a.m. - 12:05 p.m.

**Family Fitness Programs- YWCA Young Lungs at Play**  
**Karen Johnston, Healthy Communities Partnership of Greater Franklin County**

**Cinema II**

Young Lungs at Play is a statewide program to educate on the health and environmental consequences of tobacco use and to effect policy change through the passage of tobacco free ordinances or resolutions that ban tobacco use in outdoor places where children play. The program goal is to reduce exposure to tobacco and prevent tobacco use. YLAP signs displayed in support of tobacco free ordinances increase the visibility of public health prevention and tobacco ban messages. See how you can help implement YLAP in the parks and ball fields in your area!

## LUNCH

12:15 p.m.- 1:15 p.m.

## AFTERNOON TRACK ( 1:30 p.m. - 2:45 p.m. )

1:30 p.m. - 2:45 p.m.

**WRAP®- Wellness Recovery Action Planning / Part Three**  
**Gina Calhoun, Copeland Center for Wellness and Recovery**

**Rehearsal Hall**

See description of part one session. Attendees should have attended part one to attend this session.

1:30 p.m. - 2:45 p.m.

**Local Food Systems- How You can Get Involved– Action Planning**  
Facilitated by Kathy Gaskin of Healthy Adams County and Cheryl Burns of Capital RC&D, both members of the South Central PA Food System Alliance

**Cinema II**

Last November our region met at a food symposium "Closing the Food Gap" which led to the creation of the South Central PA Food System Alliance. Come learn about the alliance, how to engage in your local food systems and participate in a discussion about working together regionally through this new alliance. Also, hear some first hand accounts of different aspects of local food systems located in our region.

1:30 p.m. - 2:45 p.m.

**Advancing Walk-ability and Bike-ability In Your Community**  
**Various Community Groups and Community Leaders**

**Stevens Room**

Engage with and learn how you can help the advancement of more livable and healthy communities by advocating for the implementation of local bike, trails, and walkability plans. Meet with community leaders and organizations that are advancing livability and health in our communities.

1:30 p.m. - 2:45 p.m.

**Media's Impact on Health and Wellness**  
**Karen Johnston, Healthy Communities Partnership of Greater Franklin County**

**Patrons Lounge**

We live in a world filled with media; it surrounds us wherever we look and much of this media is dominated by messages that push the limits in terms of acceptable behaviors. Young people are especially shaped by these messages and the more prevalent they are, the more normal and acceptable they seem. This includes those behaviors connected with health and wellbeing. This workshop will look at the impact of media on our lives and the direct implications for various healthy and unhealthy behaviors, including eating, recreation and substance use.

**Gina Calhoun** Gina Calhoun works for the Copeland Center for Wellness and Recovery as National Director for Wellness & Recovery Education. Previously, she worked for the Office of Mental Health and Substance Abuse Services. She is a certified peer support specialist and has had the opportunity to be part of 16 certified peer specialist trainings, 7 certified peer specialist supervisor trainings and 45 WRAP® trainings. Gina's unique experience centers around Harrisburg State Hospital (HSH). She used the services at Harrisburg State Hospital for several years before escaping to live on the streets. Gina came back to offer peer support during the closing of HSH and now works on the former grounds of the hospital complex. She attributes her recovery journey to supportive relationships that focus on 'what's strong' instead of 'what's wrong'; and the opportunity to work in a supportive environment where she is part of a team making a difference in PA. Gina was awarded the Distinguished Advocates Award from the PA Association of Psychosocial Rehabilitation Services, chosen as the PA state representative for the National Pillars of Peer Support Summit and had the honor of being the keynote speaker for the National Veteran's Conference as well as the National Association of Peer Specialist Conference.

**Heidi Witmer** Heidi Witmer is an agriculture and nutrition educator, currently in the process of launching the LEAF Project, a youth agriculture program in the Carlisle area. Over the past few years, Heidi has explored the concepts of food and class through running culinary arts programs for high school aged girls and managing a therapeutic farm and garden program. Heidi is currently consulting with Project SHARE, a hunger relief organization in Carlisle, to develop a nutrition education program.

**Gail Witwer** Gail Witwer, currently serving in the capacity of Director of Health Promotion, has been employed by the Carlisle Area Health & Wellness Foundation (CAHWF) for over five years. As the Director of Health Promotion, Ms. Witwer manages, coordinates and leads grant making, grant seeking opportunities and foundation initiatives in the area of health promotion to address and prevent chronic disease. Prior to her work at CAHWF, Ms. Witwer devoted over 18 years to working in the anti-violence movement, with specific focus on sexual violence. Ms. Witwer's first nine years in the anti-sexual violence movement began at Women In Need/Victim Services in Chambersburg, PA. Her experience in providing direct services and managing activities of the sexual assault prevention program led to a technical assistance position with the Pennsylvania Coalition Against Rape (PCAR). While working at PCAR for over nine years, Ms. Witwer extended her programmatic-focused activities to include contract management at the state level and eventually program planning and evaluation at PCAR's National Sexual Violence Resource Center. Ms. Witwer holds a BA in Social Work from Shippensburg University.

**Mark Cucuzzella MD, FAAFP** Mark is a Professor of Family Medicine at West Virginia University School of Medicine. As a Lieutenant Colonel in the Air Force Reserves, he is designing programs to reduce running injuries in military personnel. Mark has been a competitive runner for 30 years, completing over 80 marathons and ultras, and continues to compete as a National level Masters runner. His marathon best is 2:24 and has run under 2:40 for a marathon 24 of the last 25 years; 22 of the years under 2:35 and achieved this time in four decades. He won the 2011 Air Force Marathon in 2:38, a week shy of his 45th birthday. He attributes much of this longevity to good running form and minimalist principles. He is the race director of Freedom's Run (<http://www.freedomrun.org>). He is involved in an event series in our National Parks fulfills Mark's vision of integrating natural and community assets to promote health and preserve the land for future generations.

He is executive director of the Natural Running Center (<http://naturalrunningcenter.com>), an education portal and network of stores designed to teach healthier running and promote more natural footwear. He hosts educational conferences and speaks nationally on topics related to running, health and injury prevention.

Mark also owns Two Rivers Treads- A Center for Natural Running and Walking (<http://tworivertreads.com>) in his hometown of Shepherdstown WV (pop. 3000). The citizens of this small community are learning the benefits of good running form, barefoot, and flat footwear. If you run any of the roads or trails in this town, it is tough to spot a traditional running shoe.

Mark's innovative work and story has been featured in the New York Times, NPR, Outside Magazine, Running Times, Runners World, Air Force Times, the Washington Post, JAMA, and other medical and media outlets.

**Elizabeth George, MD** Dr. Elizabeth George and her husband, Dr. Robert George established their family medicine practice in Mercersburg in 1980 with a commitment to community, both as physicians and parents of young children. Preventive health care has always been foremost in their practice. Elizabeth emphasized family centered maternity care as a way to help new parents establish healthy family lifestyles even before their children were born. In 1985 she was instrumental in establishing the Chambersburg Hospital Maternity Clinic for patients without medical insurance. She received a March of Dimes Award for this effort. From 1997 to 2003 Elizabeth left private practice to join the faculty at York Hospital Family Practice Residency and establish their family centered maternity care training program. In 2007 she was the medical director for a mission trip to El Alto Bolivia with Pastor Paul Yeun and nurses and technicians from Summit Health where the team collaborated to help establish an ongoing medical clinic. Key to their mission was providing education on healthy communities, including nutrition and safe drinking water. In 2008 she cofounded the Mercersburg Area Council for Wellness (MACWell) dedicated to supporting a groundswell of personal and community commitment to making the Mercersburg Area a place that inspires its population to live well.

**Karen Johnston** Karen P. Johnston, MEd. is the Executive Director of Healthy Communities Partnership of Greater Franklin County, Inc. Karen graduated from Penn State in 1986 with a BS in Individual and Family Studies. She graduated with her Masters in Health Education in 2006 and was awarded the "Outstanding Graduate Student" award from this department.

She has been involved in human services and health promotion work since graduating in 1986. In her current role, Karen works corroboratively with area systems in order to coordinate services, plans and implements various health initiatives in the area, and works with the Tobacco prevention and cessation program for the county, as well as oversight of the county Student Assistance Program (SAP). Prior to her work with HCP, Karen was the Assistant Director for Women In Need, an agency serving domestic and sexual violence victims.

**Kevin Alvarnaz** Kevin A. Alvarnaz, MBA has been the director of Community Health at WellSpan Health since April 2006. In that role, he is responsible for the system-wide development, implementation and evaluation of initiatives that: stress the importance of living a healthier life; build community capacity to create environment, policy and systems changes that foster healthy behaviors, and; support access to health care for diverse populations. Kevin actively participates in numerous community-level committees and task forces. He was integral in the development of Impacting Our Future: A Community-Wide Approach to Addressing Childhood Overweight in York County (strategic plan) and coordinated the administration of 65,000 doses of H1N1 vaccine to priority populations on behalf of the York/Adams Metropolitan Medical Response System (YAMMRS).

Prior to his employment at WellSpan Health, Kevin was responsible for statewide implementation of cardiovascular health, diabetes, obesity and tobacco cessation initiatives at the Pennsylvania Department of Health. Kevin received a B.S. degree in Biology from Messiah College and an M.B.A. with a concentration in Healthcare Management from York College of Pennsylvania.

**Kathy Gaskin** Ms. Gaskin received her Bachelors Degree in Social Work from Shippensburg University in Pennsylvania in 1992 and her Masters Degree in Social Work Administration from Temple University in 2004. She has been the Executive Director of Healthy Adams County since April 2006. Healthy Adams County currently houses 20 different task forces, coalitions and committees which have grown out of the top needs from past community health assessments. Ms. Gaskin currently serves as the co-chair of the Health Literacy Task Force and the Oral Health Task Force and chairs the Institutions Buying Local committee under the Food Policy Council. Healthy Adams County was recently given the 2011 Advocate Award by the United Way of Adams County for its work in the community.

**Cheryl Burns** Cheryl Burns is the Outreach Specialist for the Capital Resource Conservation & Development Area Council and has been with the organization since late 2009. Capital RC&D is a seven county non-profit organization that networks people, resources and projects to promote responsible use and conservation of our region's resources. Cheryl supports multiple Capital RC&D projects by developing educational and networking programs. Some of these include coordinating the South Central PA Food System Alliance, the South Central PA Buy Fresh Buy Local campaign and farmers market SNAP support. She also develops workshops, trainings and other programs to help landowners and farmers apply conservation practices on their land.