

GO LOCAL For Health

Understanding Natural, Agricultural and Built Environments
as the Frontline of Community Wellness



Friday, May 1st, 2015 • 8:00 am - 3:30 pm

Allenberry Resort Inn and Playhouse • 1559 Boiling Springs Road • Boiling Springs

Welcome to “Go Local for Health,” a regional summit to explore the concept of proactive wellness as a means of bridging boundaries to strengthen partnerships, leverage and advance our partners’ work, and encourage a healthier future for the South Mountain landscape and its citizens.

“Proactive wellness” is a point of integration around themes of creating sustainable communities and landscapes. The work of diverse community partners must be embraced in our thinking on health to shift from a back-end perspective (treating symptoms) to a front-end perspective (proactively shaping healthy lives and communities).

Enjoy a day of engaging with diverse partners for conversation on how the proactive wellness perspective can be a powerful tool for leveraging our collective work throughout communities to create behaviors and landscapes that foster wellness-oriented lifestyles.

The 2015 “Go Local for Health” Community Wellness Summit focuses on three specific conversations: outdoor recreation & physical activity, local food & healthy nutrition, and community design & the built environment.



Photo by Loy Elliott



The Partnership is a coalition of citizens, businesses, non-profits, academic institutions, and local, state and federal government agencies and officials collaborating to envision and secure a sustainable future for the South Mountain landscape.

SOUTH MOUNTAIN
PARTNERSHIP

www.southmountainpartnership.org

Go Local for Health Community Wellness Summit presented by:



SOUTH MOUNTAIN
PARTNERSHIP

www.southmountainpartnership.org

And lead partner:



PARTNERSHIP
for Better Health

A Community Foundation
Making a Difference — Together

Additionally funded in part by the Pennsylvania Recreation and Park Society and the Pennsylvania Department of Conservation and Natural Resources' Pennsylvania Recreational Trails Program funded through the Federal Highway Administration.

Additional support provided by:



The South Mountain Partnership is a public-private partnership led by the Pennsylvania Department of Conservation and Natural Resources and the Appalachian Trail Conservancy.



pennsylvania
DEPARTMENT OF CONSERVATION
AND NATURAL RESOURCES



APPALACHIAN TRAIL
CONSERVANCY®

Session Descriptions

8:45-9:45 am

Keynote Address: Dr. William Sullivan

Paths to Wellness: The Nature Near You

Beltzhoover
Terrace

The conditions of modern living — work and life pressures — threaten the health and wellbeing of millions of Americans. Can we shift our perspective from treating the symptoms to proactively working to shape healthy individuals and communities? Yes, we can! There is mounting scientific evidence that one path to wellness passes through the nature near you. Some of the research has produced startling results: individuals who have more exposure to nature live longer, are less likely to produce low-birth-weight babies, and engage in less aggression and violence. This session will consider these recent findings and discuss the implications for, and importance of, having everyday contact with the nature near you.

10:00-10:50 am

Plenary Session: Moving From Ideas to Implementation Case Studies & Discussion on Community Involvement in Proactive Wellness

Beltzhoover
Terrace

This session will discuss the role that community members and organizations can play in creating a “culture of wellness” in your community. Using small town (MACWell) and city (Eat Play Breathe York) examples, participants will learn the successes and challenges of integrating “health and wellness” into community dialogues, both at the leadership and grassroots levels. Understanding local community needs, advocating for healthy eating and physical activity opportunities, identifying potential program funding sources, and implementing community engagement strategies will be part of this interactive session.

11:00-11:50 am

Breakout Session 1: Leading Through Innovation

Plugging In to Get Unplugged: Leveraging Online Resources for Outdoor Experiences

Gretchen Leslie, PA Department of Conservation & Natural Resources

Beltzhoover
Terrace

Through the Get Outdoors PA program, citizens across the state can be connected to hundreds of outdoor recreation events to suit their recreational interests. Led by experienced trip leaders, these events provide safe, fun and close-to-home opportunities for healthy outdoor recreation. The Get Outdoors PA website provides a central portal for outdoor recreation events for the public, plus resources for recreation providers on how to conduct innovative and engaging programming to excite people about the outdoors.

Local Schools, Local Food: Community Institutions as Nodes of Innovation

Carol Richwine, Northern York County School District

Carriage Room

This session will explore lessons learned and insights drawn from the on-going work of the South Central PA Harvest Hub as it implements farm-to-school programs and works to improve food literacy within local schools. Learn about the PA Harvest Hub’s efforts to create a virtual food hub that will create a seamless connection between farmers and schools to positively impact education, economic development and healthy school meals; this session will feature the food hub and classroom and outreach activities as well, including campus-grown foods for taste-tests and cafeterias, and after-school and summer gardening opportunities.

Car-free and Carefree: A Pedestrian and Bike Friendly Community Design Toolbox

Dan Flint, Lower Allen Township

Club Lounge

This session will include an overview of the tools available to municipalities to advance pedestrian and bicycle programs and projects. A case study will focus on Lower Allen Township’s experience in applying a number of these tools in various ways to create a Pedestrian/Bicycle Plan and to advance specific projects through completion.

Lunch will be served in the Crockett Room from noon to 12:45 pm

1:00-1:50 pm

Breakout Session 2: A Full Spectrum Approach to Wellness

An Ageless Approach to Wellness: Intergenerational Benefits of Active Communities

Heidi Koch and Karin Bisbee, Messiah Lifeways

Beltzhoover Terrace

In this session we will explore how programming activities and events to crossover a variety of age groups can achieve a better community. We will discuss wellness benefits for intergenerational programming and the impact intergenerational relationships have on individuals, families and community. We will look at statistics on how intergenerational programming strengthens and creates a strong and productive community.

Making Farm to Table Fun: Kids Power of Produce (POP) Club

Christy Unger and Karen Johnston, Healthy Communities Project of Greater Franklin County

Carriage Room

In this session, we will learn about an innovative program that introduces children to local food, agriculture, farming and more. Discuss the benefits of partnering with established farmers markets to educate youth and foster life-long awareness and habits around nutrition choices. The Kids Power Of Produce (POP) Club is a nationally-recognized kids program started at the Oregon City Farmers Market in May 2011, introducing kids to where their food comes from, and empowering kids to make healthy food choices.

If You Build It: Engaging the Community in Creating Recreation Elements

Andrea Crouse, Carlisle Parks & Recreation and Brian DeVost, Gettysburg Area Recreation Authority

Club Lounge

This session will explore practical methods for developing partnerships within municipal parks and recreation. Parks and Recreation directors from Gettysburg Area Recreation Authority and the Carlisle Parks and Recreation Department will share stories of successful partnerships of community engaged projects including the creation of a Recreation Authority as well as neighborhood community park renovation projects.

2:00-2:50 pm

Breakout Session 3: Finding Strength in Partnerships

"Get Your Tail on the Trail: Leveraging Outdoor Recreation to Improve Community Wellness

Claire Sadler, Delaware & Lehigh National Heritage Corridor & Hollie Gibbons, St. Luke's University Health Network

Beltzhoover Terrace

Hospitals and active transportation advocates are working together to make their communities healthier. Hear from health and recreation professionals who are linking the healthy lifestyle expertise of hospitals with active transportation facilities in eastern Pennsylvania. A non-traditional partnership between Delaware & Lehigh National Heritage Corridor (D&L) and St. Luke's University Health Network has produced a growing community health initiative: Get Your Tail on the Trail. The goal is to connect people to the outstanding opportunities along the D&L Trail while increasing health awareness and improving the health status of the community. Learn how to create similar partnerships in your region and naturally overlap outdoor recreation and health for proactive wellness.

Food for Thought: Improving Access to Local, Healthy Foods through Innovative Partnerships

Jay Eury, Franklin County Gleaning Program and Hannah Grose, Adams County Gleaning Program

Carriage Room

Overlap and opportunity will be main subject of the session. Overlap and opportunity exists between the many organizations and constituencies that The Gleaning Project relies on to accomplish its goals. The Gleaning Project's model is first and foremost one of building relationships and connecting the community. From those connections between food growers and hunger-relief outlets, needs assistance agencies, local churches and service organizations, small businesses, schools, and other agricultural, environmental, hunger, poverty, and local-food-related initiatives, the inarguable goal of improving healthy food access while reducing agricultural waste is achievable. From those connections, a gleaning project emerges. From that success a whole host of local food, health, and community solutions can emerge.

2:00-2:50 pm

Breakout Session 3: Finding Strength in Partnerships

Plant the Seeds: Planning for Agriculture in an Increasingly Built Landscape

Stephanie Williams, Cumberland County Planning Department

Club Lounge

Session participants will learn about the benefits of agriculture as well as the varied approaches to preservation of farmland. Approaches to preservation to be examined include: easement programs, land use planning, and education/promotional programs. Cumberland County's successful multi-faceted Agriculture Preservation Strategy will be highlighted during the presentation.

3:00-3:30 pm

Closing Session: Passion to Progress - A Discussion of Next Steps

Beltzhoover Terrace

Dr. William Sullivan will lead an interactive group discussion to identify elements of community wellness that resonate most with partners in the South Mountain region in order to create an actionable framework for a *South Mountain Healthy Community* checklist.

Kevin Alvarnaz, MBA, Director of Community Health, WellSpan Health

Mr. Alvarnaz 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; support access to healthcare for diverse populations, and; account for and report community benefits. In January 2014, his position was changed to director of Community Health & Wellness due to expanded responsibilities with population health and employer engagement strategies. Mr. Alvarnaz actively participates, as either chairperson or a general member, in numerous community-level committees and task forces. Prior to his employment at WellSpan Health, Mr. Alvarnaz was responsible for statewide implementation of cardiovascular health, diabetes, obesity and tobacco cessation initiatives at the Pennsylvania Department of Health. He 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.

Karin Bisbee, Director of Gift Development & Communications, Messiah Lifeways

Karin L. Bisbee is the director of gift development & communications at Messiah Lifeways, a 119-year old non-profit organization providing a network of services for adults age 55 and better. A graduate of Messiah College, Karin has nearly 20 years of experience in fundraising, public relations, marketing, and event planning. She loves books, hot sauce, tennis, and spending time with her family.

Andrea Crouse, Director of Parks and Recreation, Carlisle Borough

Andrea Crouse is the Director of Parks and Recreation for the Borough of Carlisle. She has been working in the field of municipal Parks and Recreation for over fifteen years. Having first served as the Recreation Director for the Borough of Gettysburg, Andrea began work with Carlisle Borough in March of 2001 where she oversees all aspects of the Parks and Recreation Department. Ms. Crouse holds a Bachelor's Degree in Recreation and Park Management from The Pennsylvania State University. A certified park and recreation professional, Ms. Crouse is a certified aquatic facility operator and has also served as a Peer Consultant for the Department of Conservation and Natural Resources. Andrea is married to Ryan, a computer network sales consultant. They have two children, Brynn and Landon. In her spare time, Andrea coaches youth field hockey with the Central Penn Field Hockey Club.

Brian DeVost, Executive Director, Gettysburg Area Recreation Authority

Brian Devost (pronounced – De Veaux) serves as the Executive Director for the newly established Gettysburg Area Recreation Authority, an inter-governmental partnership between the Borough of Gettysburg and Cumberland Township. With an Associate's Degree in Recreation Leadership, an Undergraduate Degree in Leisure Studies, and a Master's of Science in Education in Recreation, Brian has dedicated the last 20+ years to managing parks and recreation resources. As a seasoned professional, Brian continues to use his leadership skills to further advance the idea of a livable & sustainable community – by developing partnerships to promote "Proactive Wellness." One such initiative is the Healthy Parks, Healthy People program currently under way with the National Park Service. Brian is married and has two children living in Virginia Beach. During his spare time, Brian enjoys cycling the backroads of Adams County and playing with three dogs.

Jay Eury, Gleaning Program Coordinator, Franklin County

Jay Eury grew up in the South Mountain area and learned to love the mix of agricultural valley and wooded mountains this area is known for. He's especially interested in the South Mountain Partnership as it combines his two biggest passions – agriculture and backpacking. Leaving the area to earn a Bachelor's Degree in American Studies at The College of William and Mary, graduating Summa Cum Laude, he focused on learning the lessons that the 20th Century U.S. experience has to teach. While thru-hiking various long distance trails (most notably the A.T. in 2012), and working on various small-scale farms, he's turned his attention to applying those lessons to this new century, in his lifetime. He believes there's no better, and no more important, time to be continuing to learn, plan, and enact positive change in our region, country, and world. He's very happy to connect with anyone similarly interested and would love it if you reached out – james.eury@gmail.com.

Dan Flint, Township Engineer & Community Development Director, Lower Allen Township

Dan Flint has over 30 years of experience in the civil engineering field. He has been with Lower Allen Township as Township Engineer and Community Development Director since 1998. Prior to that, he worked for consulting engineering firms, another municipality and PennDOT. While at Lower Allen, Dan has worked on updates to the Comprehensive Plan, the Zoning, SWM and SLD Ordinances, Zoning and Official Map, and has helped develop the Township's Pedestrian/Bicycle Network Master Plan.

Dr. Elizabeth George, Director, Mercersburg Area Council for Wellness (MACWell)

Elizabeth George MD is a family physician in the small rural town of Mercersburg PA. Dr. George (along with husband Robert) established their practice in 1980 with a commitment to community wellbeing, both as physicians and as parents of young children. Preventive health care has always been foremost. As medical directors at the Mercersburg Academy they transformed the "infirmity" into a "Health Center" with an emphasis on nutrition and wellness. Dr. George has spearheaded smoking cessation efforts, family-centered maternity care, and nutrition education in her career. 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. Since returning to private practice in 2003 she has expanded her emphasis on community wellbeing. In 2008 she co-founded 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.

Hollie Gibbons, Network Director for Chronic Disease and Healthy Living, St. Luke's University Health Network

Hollie Gibbons, MPH, RD is the Network Director for Chronic Disease and Healthy Living programs at St. Luke's University Health Network, a non-profit, nationally recognized Network comprised of six hospitals, serving primarily Lehigh, Northampton, Carbon, Schuylkill, Bucks, Montgomery, Berks and Monroe counties in Pennsylvania and in Warren County, New Jersey. In her current role, Hollie manages community health programs, including federal and state funded programs, relating to Chronic Disease and Healthy Living across three of the six hospitals. She is also serves on the team that is responsible for conducting the community health needs assessments for the network required by the Patient Protection and Affordable Care Act. She is a 1997 graduate of Marywood College with a Bachelor's Degree in Nutrition and a 2001 graduate of East Stroudsburg University with a Master's degree in Public Health.

Hannah Grose, Gleaning Program Coordinator, Adams County

Hannah Grose grew up in rural North Carolina working and living on a variety of farms before she moved to Pennsylvania to attend Gettysburg College. In college, Hannah lived in food-justice themed sustainable community housing and worked on several farms in Adams County. Hannah graduated from Gettysburg with a Bachelor's of Science in Environmental Studies in 2013 and worked for The National Park Service, The Gettysburg Foundation and Gettysburg College managing a community garden on the Gettysburg Battlefield. She began working at South Central Community Action Programs, Inc. as the Gleaning Coordinator in Adams County in September 2013 and has since spent her time exploring Adams County, basking in the sun, scheming for a better world, and sorting through lots of rotting produce with more joy than she thought possible.

Karen Johnston, Executive Director, Healthy Communities Partnership of Greater Franklin County

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. She has been involved in human services and health promotion work for over 20 years. In her current role, Karen works collaboratively with area systems in order to coordinate services, plans and implements various health and wellness initiatives in the area.

Heidi Koch, Wellness Supervisor, Messiah Lifeways

Heidi Koch is currently the Wellness Supervisor at Messiah Lifeways. She has 18 years of experience in the Wellness / Fitness field. Heidi holds numerous certifications in Fitness....Personal Training, Group Fitness, Older Adult Training, Aquatic Fitness & Rehab to mention a few! She is currently studying to certify as a Wellness Coach. She studied Human Services at HACC and Behavioral Science & Therapeutic Recreation at York College of PA.

Gretchen Leslie, Senior Advisor, PA Department of Conservation and Natural Resources

Gretchen Leslie recently was named senior adviser to the secretary for the Dept. of Conservation and Natural Resources, responsible for tracking key issues and initiatives of the agency. Ms. Leslie has spent nearly her entire career as a public servant, working 22 years for Pennsylvania's environmental agencies. Starting out in the former Dept. of Environmental Resources, Gretchen joined DCNR when it was formed in 1995. After a decade as DCNR's press secretary, she was appointed the director of the Office of Education, Communications and Partnerships, where she oversaw the agency's external communications efforts for 10 years, from web sites, to publications, to social media, to citizen and media engagement. During her tenure at DCNR, Ms. Leslie has led agency tourism initiatives and helped establish the Get Outdoors PA and the iConserve PA programs. She has a bachelor's degree in advertising from Penn State and a master's in journalism from Temple. In her spare time, Ms. Leslie likes to be outdoors running, hiking, biking and paddling.

Carol Richwine, Agricultural Education Teacher, Northern York County School District

Carol Richwine draws upon a 27-year career in agriculture that spans the business sector, government regulatory agencies, and public education. This year marks her 20th year teaching Agricultural Education. A native of northern Virginia, Carol holds a B.S. in Horticulture, a B.S. in Secondary Education from Virginia Polytechnic Institute and State University, and a M. Ed. in Agricultural and Extension Education from The Pennsylvania State University. Carol currently is the Farm to School Lead for the PA Harvest Hub, a project to seamlessly connect farmers and schools through education, economic development, and healthy school meals. This virtual food hub has buy-in from seven school districts and aspires to positively affect communities of 25,000 students. Carol fully believes that a food literacy platform is a non-partisan, academic equalizer that can easily engage educational disciplines of science, arithmetic, language arts, and social studies, as both students and communities are led to sustainable structures of growing and eating food.

Claire Sadler, Conservation Coordinator, Delaware & Lehigh National Heritage Corridor

Claire Sadler is the Conservation Coordinator of Delaware and Lehigh National Heritage Corridor (D&L), a five county non-profit organization of eastern Pennsylvania preserving the historic pathway that carried coal and iron from Wilkes-Barre to Philadelphia and connecting people to nature, culture, recreation and industrial heritage with the 165-mile D&L Trail. As the Conservation Coordinator, Claire serves as co-lead of Lehigh Valley Greenways Conservation Landscape bringing public and private partners together to link communities to greenways, trail and outdoor recreation, to strengthen local economies and to improve public health, green infrastructure and protection of natural resources. Claire also manages the Lehigh Valley Greenways mini grant program to implement landscape priorities and coordinates the Lehigh Valley Trail Council to promote the growing network of regional trails. She is a 2008 graduate of Dartmouth College with a degree in Environmental Studies.

William Sullivan, PhD, Professor of Landscape Architecture, University of Illinois

William Sullivan works to create healthier, more sustainable communities. Dr. Sullivan is Professor of Landscape Architecture at the University of Illinois where he and his students examine the health benefits that come from having regular exposure to urban landscapes containing green infrastructure. They have found that regular contact with urban green infrastructure—places with trees, grass, rain gardens, and the like—has profound, positive impacts for individuals and communities. These urban green spaces need not be large or pristine to convey a variety of broad-ranging outcomes. They must, however, be easily accessible from a person's home or workplace.

Christy Unger, Prevention Coordinator, Healthy Communities Partnership of Greater Franklin County

Christy Unger has been the Prevention Coordinator at Healthy Communities Partnership for over five years. In this role she coordinates and oversees prevention education in schools, after-school programs, and community agencies; and helps plan healthy alternative events for area youth. Additionally, Christy has been the Student Assistance Program Liaison supervisor in Franklin and Fulton Counties for almost four years. Coordinating the schools' needs and looking to improve access to resources in the communities in both counties is a large part of Christy's work. She also continues to write grant applications to expand prevention programming and expand upon resources available to kids. Christy serves as the Community Mobilizer for a new Chambersburg Communities That Care coalition, working to prevent risk factors and enhance protective factors of Chambersburg's youth. Christy participates on the Franklin County Criminal Justice Advisory Board (CJAB), and is on the Board of Directors for a local non-profit afterschool program. Prior to her work at Healthy Communities Partnership, Christy was a high school math teacher at a private school in Tampa, Florida for three years.

Stephanie Williams, Project Director, Cumberland County Planning Department

Stephanie Williams is the Farmland and Open Space Coordinator for the Cumberland County Planning Department. Ms. Williams has a degree from Penn State University in Environmental Resource Management and over 15 year experience in local government. Ms. Williams is responsible for developing and implementing countywide programs designed to promote farmland preservation, natural resource protection, parks and greenways and development of more livable communities.