

SPRING 2016



CHI St. Joseph Children's Health

# Along the Road

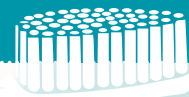
The CHI St. Joseph Children's Health Journey to a Healthier Lancaster Community



CHI St. Joseph Children's Health

# Healthy Habits, Healthy Smiles!

## BRUSH TWICE-A-DAY CHALLENGE



with **Hank**  
the  
**Health Hero**



**Start two healthy habits in one great summer and become a Health Hero!**

CHI St. Joseph Children's Health is teaming up with the Public Libraries of Lancaster County to offer the Healthy Habits, Healthy Smiles! Brush Twice-A-Day Challenge during the Libraries' Summer Reading Program. To pick up your Health Hero Power Pack visit your local Lancaster County Library during Summer Reading Program hours.

**Hank's got your back** with this awesome Power Pack with supplies inside to fuel healthy choices.

When you return your Health Hero Certificate, you will also enter a drawing for a Super Health Hero Swag Bag brimming with back-to-school items worth up to \$50. Must be present during prize pickup to win Super prize. Complete challenge just one time per summer.







## Letter from the President

In May 2015 CHI St. Joseph Children's Health began a new journey. We publicly adopted a new strategic plan with ambitious goals that built upon the legacy we inherited from the Sisters of St. Francis of Philadelphia, our founding Congregation. Within the plan, we affirmed our commitment to improving the health of children in the Lancaster Community, to working strategically with other organizations and individuals in the community to maximize our impact and above all our desire to do more. In the words of Mother Francis – the foundress of the Sisters of St. Francis – “as long as God does not stop giving to us, we shall not stop giving.” With that, a new course was charted. A course designed to maximize the impact of CHI St. Joseph Children's Health in the community and create lasting change in the region. A path that will cultivate a healthier community for every child and family in the Lancaster Community.



*St. Joseph Hospital, 1883.*

Almost a year has passed since CHI St. Joseph Children's Health announced our new plan to the community and an evolution has occurred. CHI St. Joseph Children's Health began a period of growth and reflection. Our local board - composed of dedicated and passionate members of the Lancaster Community - skillfully maneuvered us down the start of a path destined to positively impact the lives of children and families throughout the region. Their courage mirrors the spirit of our founding Sisters who recognized that we must not shrink from doing what may be hard but rather should rise up to the challenge. For as people of faith we are called not to do what is easy but to do what is hard.

I hope you enjoy the inaugural issue of *Along the Road*. Contained within this issue – and future issues – you will discover stories of impact and plans for the future. We believe you'll find joy, inspiration and excitement within all of the stories from each of our programmatic areas. With every story, every plan and every program provided by CHI St. Joseph Children's Health we honor the lives, the sacrifices, the gifts and the legacies of those who have come before us – the Sisters, the families, the patients, the donors, the friends - all of whom since the 1880s have worked, played and prayed together wholly committed to creating a healthier Lancaster Community.

God Bless.

Phil Goropoulos, *President*



## Children's Health Education

# Hank, Brush Challenge



The Healthy Habits, Healthy Smiles! Brush Twice-A-Day Challenge is a short-term initiative with a long-term gain for children's health. "The Challenge," a county-wide effort to end children's tooth decay, kicked off National Children's Dental Health Month in February 2016. The initiative was designed to inspire 10 weeks of tooth-brushing that is positively habit-forming for elementary school children throughout the Lancaster Community.

Melanie Martinez, Principal at Thomas Wharton Elementary School in the School District of Lancaster said, "The entire program was just so fun and motivating – Hank the Health Hero, the scratch-off cards and the mailbox - all the things kids love plus ways for them to show proof of their healthy habits and be proud of themselves."

The challenge is based on well-known research which suggests it takes most people an average of 66 days, not three weeks as once believed, to start a healthy habit and make it stick. Every participating student uses a set of scratch off cards at home to track their progress throughout the challenge. "The cards, called Smile Counters, simulate the way we scratch the plaque from our teeth to reveal the healthy smiles underneath. They remind students to brush their

teeth twice a day and watch the smiles add up!," according to Lori McCracken, Director of Education. Completed cards are returned to a kid-sized mailbox and sent back to Hank the Health Hero.

***...it takes most people an average of 66 days, not three weeks as once believed, to start a healthy habit and make it stick.***

Hank the Health Hero, of course, is the official champion of the Brush-Twice-A-Day Challenge. As a lovable, imaginative 8-year old puppet, Hank believes he is a superhero whose healthy choices make him heroic. His enthusiasm is infectious and he spreads it far and wide with live shows and videos that promote healthy choices for children of all ages. In fact, Hank's ability to connect with children and families about a variety of health topics is one of the reasons he is so well-received.

"The teachers at Wharton are focused on the whole child and really invested in helping their families connect the dots. They know that healthy kids learn better and they appreciate the opportunity to help kids start healthy habits. We don't see this program as an add-on, but an of





Wharton Elementary  
Kid Quotes:

I like Hank, he taught  
me brushing your teeth  
two times a day is a  
good habit.

Thank you for  
giving me the  
bag of goodies.

Hank taught me  
how to brush.

Hank told us to  
brush our teeth  
A LOT.

course!," said Mrs. Martinez. True to her word, Mrs. Martinez and the staff at Wharton Elementary hosted Hank the Health Hero's first ever Brush Challenge Kickoff - a live show for 200 students on the first day back to school after the blizzard of 2016. No one in attendance will soon forget the roar of the Wharton Wildcats that day and the students won't forget Hank. As one of them said, "I like Hank, he taught me brushing your teeth two times a day is a good habit."

Department Leadership:  
Lori Albert McCracken, MSS

For more information on  
Children's Health Education  
Programming from CHI St.  
Joseph Children's Health please  
call 717.397.7625.



Introducing...

# Hank



Age: 8

No. of Times a Day Hank brushes his teeth: 2

No. of Minutes Hank spends brushing his teeth: 2

No. of Times Hank visits his dentist in one year: 2

Favorite Number: 2

Favorite Color: Orange

Favorite Food Group: Veggies

Favorite Muppet: Dr. Teeth

Favorite Drink: Water

Favorite Sport: Soccer

Record for number of apples eaten in one day:  
Eleventy Million

Least Favorite Activity:  
Cleaning his room

Favorite Super Hero: Grover

Recurring Dream:  
Someone tells him how  
to get to Sesame Street



## Children's Oral Health

# Becoming a Dental Home



After all of the building renovations, equipment placement, plumbing connection, telephone and data hook-ups and computer installations, the Dental Center in Columbia, PA opened its doors to our first patients just after New Year's Day – January 5, 2016.

That morning, our clinical staff was settling into a new office – becoming familiar with their new surroundings, the new equipment and their new relationships. Since November, Tiffany Keim, the Center's Program Coordinator, had been building relationships in the Columbia Community in anticipation of the Dental Center opening. As the first appointments approached she was anxious to see the families she had connected with throughout the Lancaster Community receive the dental care of which their children were in need. While we were excited about the possibilities, we were anxious to see the response from the community and the families and patients who had entrusted us with their care.

Our first day of patients went well. The equipment worked. Our Dental Team was prepared. Dr. Kyra Schirk, Celeste Powell, our Dental Assistant, Laura Myers, our Dental Hygienist, partnered effectively providing each family with

the high level of personalized attention and quality care CHI St. Joseph Children's Health envisioned when designing the Dental Center. To us, the Dental Center is about more than cleaning or filling teeth, it's about creating a safe, welcoming and affirming environment for children and families in which we can address their dental needs and support their journey to good and lasting health.

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Throughout that first day, our team met a variety of children and their parents, grandparents and families. One young man stood out from the others. He had been to many dental offices in the past. With each office the result was the same – he had a negative experience and had developed a fear of the dentist. Working with Laura, the team assured him and encouraged him until he finally agreed to sit in the dental chair. Once he was in there he experienced the level of care we strive to deliver. The team took the time to get to know him – we learned what he eats for snacks and what his favorite drinks are, all this before slipping in a few questions about brushing and







flossing. As he got to know us, he relaxed and was able to talk to us about why he feared having a dental check-up. Knowing we were there to support him helped him feel better and safe enough to let us take some x-rays, clean his teeth and complete this exam. By the time we were ready to go back down the hall to our reception area, he was skipping his way to the treasure chest for his prizes with his bag full of tools to keep his smile healthy.

His grandmother was astonished! What did we do to help him accomplish a cleaning and then have him say that he wants to come back here all the time for his check-ups? The answer: a lot of love, compassion and understanding. Small gestures can make all the difference – part of our goal is to make every child and every family feel welcome when they visit our Center.

Department Leadership: Laura G. Myers, PHRDH

For more information on Children's Oral Health Services from CHI St. Joseph Children's Health please call 717.397.7625



## Facts About the Columbia Dental Center

Located at the corner of 4th and Locust Streets in Columbia, the Center is the first floor of the old Meridian Bank Building. The Dental Center includes 6 exam rooms all different colors to meet the dental needs of children and families in the community.

**Who can access?** All children ages zero through high school graduation are welcome to receive dental services through CHI St. Joseph Children's Health at the Dental Center.

**Do you accept my insurance?** Many insurance plans are accepted however no insurance is necessary to enroll.

**I don't have insurance, how can I afford Dental Care?** Families who are uninsured may participate in the St. Joseph Access Plan which offers significant discounts on services based upon the family's household income. Depending upon your income, your children may qualify for a 100% discount.

**When are appointments available?** We are committed to being accessible to your family. In addition to traditional business hours during the day, Saturday and evening appointments are available.



# The Future of Children's Oral Health at CHI St. Joseph Children's Health

In 2004, CHI St. Joseph Children's Health began our journey to improve the oral health of children in the Lancaster Community. The goal of finding a dental home for every child in the Lancaster Community drove these efforts forward. As a part of our oral health initiative, we developed the *Brush.Brush.Smile!*® Mobile Dental Clinic program which many of you have come to know. Since its inception of the mobile program, over 7,500 students in the county have received basic dental care from CHI St. Joseph Children's Health.

After 12 years of mobile dentistry and a thoughtful discernment process regarding the goals and purpose of our engagement in oral health, CHI St. Joseph Children's Health determined that the time is now for our program to evolve and take the next steps toward our goal of assuring every child in the Lancaster Community has a dental home. As a part of that evolution, we will be shifting from a mobile dental program, which by definition can never serve as a dental home, to a fixed-site dental strategy.

## Why would we elect to stop a program that reaches over 1,100 children each year with dental care?

- While there is no denying that our mobile program has provided access to dental care to children and families, after 12 years, the Mobile Dental Program has failed to change the critical condition of dental access for children in our community. At the start of the

project, CHI St. Joseph Children's Health estimated that 19,000 children in Lancaster County had never seen a dentist and many more were not receiving consistent dental care through a permanent dental home. Unfortunately, after 12 years, little has changed in this area.

- While the *Brush.Brush.Smile!*® Program provided children with dental visits, our program was unable to establish dental homes for the overwhelming majority of children and families referred to us. During most years, the program struggled to link more than 3% of the children served to dental homes. Capacity within the existing dental care system in the county simply did not exist.
- Less than 30% of the children seen in any year returned to the program for on-going dental care. As a result, many of the children served returned to their previous state of not receiving, accessing or maintaining essential dental care after their initial visit(s) on the Mobile Dental Clinic.

## The children's oral health need remains, so, what's next?

When we talk about our oral health programs, we use the word evolution. Our commitment to meet the oral health needs of children in our community remains unfettered. Based upon the results and a critical review of the program, the organization decided it was time to change tactics, not to abandon our goal.

In January, we opened our first dental home for children in the Lancaster Community – the Columbia Dental Center. This fixed-site location allows CHI St. Joseph Children's Health to be a dental home for children for the first time in our history. The Center has capacity to provide on-going care within a dental home environment for up to 3,500 children each year, significantly more children than could be provided a dental visit on the Mobile Dental Clinic.

Yet, our commitment does not end with the Center in Columbia. Plans are underway to add a second Center at 1929 Lincoln Hwy E., Lancaster. Renovations are starting shortly and we anticipate seeing our first patients at the new Lancaster Center in advance of the start of the 2016-2017 school year. With the creation of both Dental Centers, our capital investment in creating children's dental homes in Lancaster County during the past year will approach almost \$1,000,000.

## *Combined, the two Dental Centers will serve as dental homes for up to 7,000 children,*

*almost matching the total served by the Mobile Dental Program in twelve years of service to the community.*

If you have any questions about the direction of Children's Oral Health Services at CHI St. Joseph Children's Health please call 717.397.7625.



# OUR GOAL

## All children have access to a dental home

A dental home is the gold standard of care for all children in our community. Assuring each child has a dental home establishes a lasting relationship between a child, their family, and a dental provider dedicated to meeting their preventative and emergency dental needs.

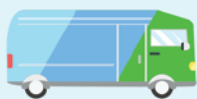


**\$1 MILLION  
INVESTED**

To better serve the needs of children in Lancaster County, CHI St. Joseph Children's Health has decided to end the Brush.Brush.Smile!® mobile program. In 2016, we have committed to invest nearly \$1 million in building renovations and equipment in the Columbia Dental Center (now open) and the NEW Lancaster Dental Center (opening late summer).

## IMPACT OF NEW DENTAL CENTERS

Today, less than 5% of Brush.Brush.Smile!® children have found a dental home and less than 30% return for care the following year.



*Brush.Brush.Smile!®*  
Mobile Program Facts

**8-10  
CHILDREN  
PER DAY**



**1,200  
CHILDREN  
PER YEAR**



*Dental Center Facts*



**20-32  
CHILDREN  
PER DAY  
PER CENTER**

**4,800  
CHILDREN  
PER YEAR**



## NEW TO YOUR SCHOOLS IN 2016-2017

We value the partnerships we've built through our Brush.Brush.Smile!® program with you, our education partners, and look forward to continuing to serve you and your students in some new and exciting ways such as:



### DEDICATED SCHOOL LIAISON

Our School Liaison will work with districts to coordinate year-round dental access for students, including transportation as needed.



### ON-SITE AT SCHOOLS

- Screenings
- Fluoride varnish
- Mouth guard fittings for all team sports for only the cost of the mouth guard



### EXPANDED EDUCATION PROGRAM

- Oral Health Education
- Hank the Health Hero
- Healthy Habits Brushing Challenge



### CARE TEAMS

Work with families to ensure all patients have access to insurance and are receiving necessary care



## Children's Health Advocacy

# The Benefit of a Health Advocate



Accessing healthcare is a challenge. The system many times appears broken, designed in a way meant to frustrate families rather than embracing them and supporting them or it can simply be confusing even to those who work in healthcare. This dysfunction confronts parents at a time that is often already challenging and confusing for many families. CHI St. Joseph Children's Health recognizes the challenges, difficulty and barriers that families often experience when attempting to address the health and wellness needs of children. In 2015, we created the role of Children's Health Advocates specifically to help make accessing and maintaining health services for children easier for families in the Lancaster Community.

Within each of our clinical programs, CHI St. Joseph Children's Health has positioned a children's health advocate. The advocate in many ways serves as a health concierge to the families accessing our programs.

Each advocate is dedicated to working with every family enrolled in services (and families from the community who reach out for assistance) to help them enroll in, access, maintain and navigate the healthcare benefit and service system for children in our community. If you don't currently have health insurance for your children, they will help identify what options may exist for you to consider. If you are not sure where to start on your child's health journey, they can help you chart a course to give your child the best opportunity to be happy and healthy.

***Working with an advocate  
can help every family  
feel more secure in their  
health choices and help to  
identify what options may work  
best for you and your family.***

Working in partnership with parents and guardians, advocates strive to eliminate any and all barriers that may be resulting in delays or even preventing children from receiving appropriate and necessary health services. Advocates are able to help families:

- Understand and enroll in health insurance benefits.
- Navigate the healthcare system.
- Access patient assistance programs.
- Identify providers that accept your insurance or offer discounts on care.





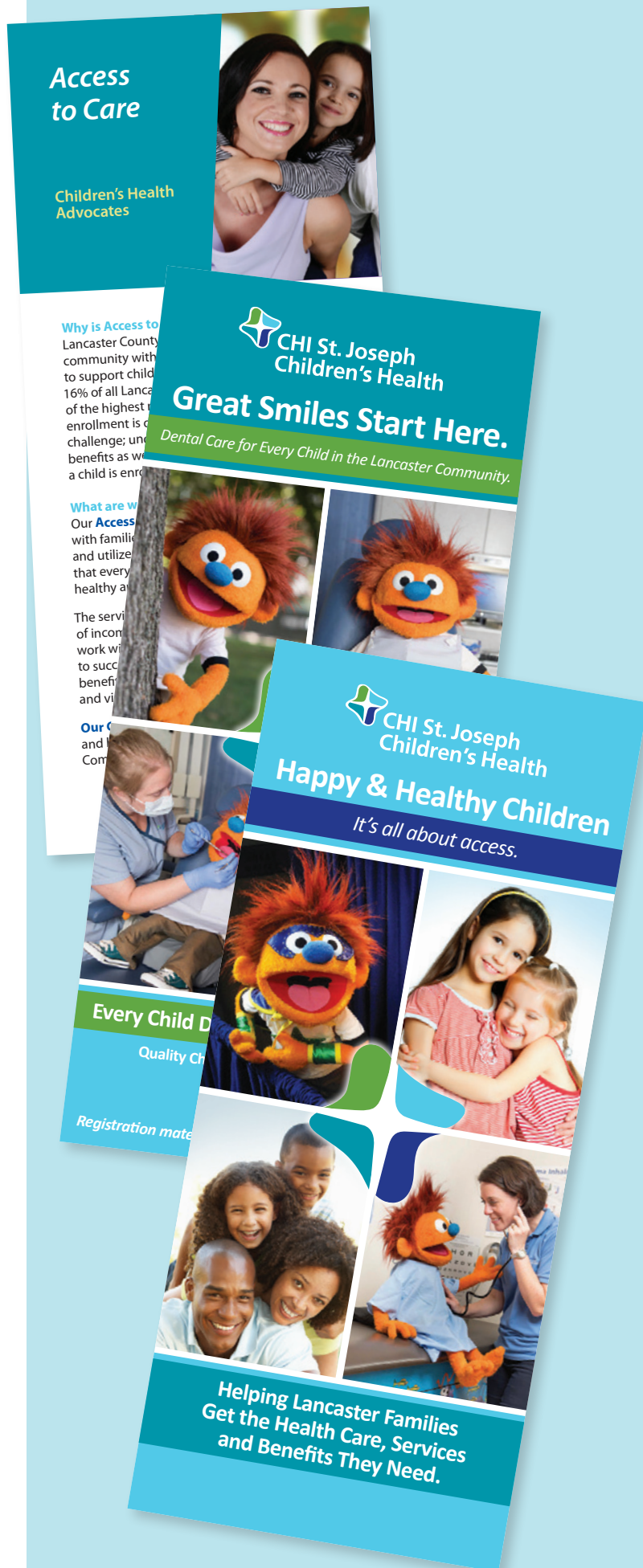


- Establish essential medical and dental homes for your child's on-going care.
- Make sure that children have every health service and benefit they need so that they have the opportunity to grow up happy and healthy.

While Children's Health Advocates work primarily with patients of CHI St. Joseph Children's Health's clinical programs, any family in the Lancaster Community may access the program and we're happy to help. Working with an advocate can help every family feel more secure in their health choices and help to identify what options may work best for you and your family.

For more information on the Children's Health Advocacy Services offered by CHI St. Joseph Children's Health in the Lancaster Community please call 717.397.7625

*Our newly-created applications for services and informational pamphlets make getting healthcare services easier for families in need.*



## The Patchwork Quilt: The Next Frontier

# Children's Behavioral Health & CHI St. Joseph Children's Health



Children in Lancaster County have the opportunity to grow up in a setting conducive to a host of both indoor and outdoor activities and within a community which prides itself on taking care of its children.



Within the picturesque-settings and small towns that dot the County, a silent issue threatens the current well-being and the future success of Lancaster County's children. Increasing levels of stress, anxiety and other behavioral and mental health conditions are negatively impacting children throughout the Community. Children of every age, from pre-K through post-high school training and education programs, are impacted directly and/or indirectly by mental and behavioral health challenges.

Responding to children's mental and behavioral health needs in the Lancaster Community presents a unique

challenge. A "proud" community, mental and behavioral issues have often been viewed with a sense of shame and stigma. This "shame" and the "stigma" which surrounds children's mental and behavioral health and the idea of seeking help, has prevented families from accessing essential services for their children.

Despite the on-going "stigma" concerning mental health challenges, more families with children in need of services and support have begun to seek out help often as a result of a growing number of stories of success and, sadly, of tragedy. In their efforts to secure appropriate care and support for their children many families have expressed levels of frustration and reported the discovery of shocking gaps in our local children's healthcare continuum.

***...more families with children  
in need of services and support  
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success and, sadly, of tragedy***

Presently, Lancaster County has limited availability to psychiatric practitioners who specialize in the treatment and care of children. This reality only adds to the already alarming shortage of mental health professionals who are attempting to meet the needs of both children and adults throughout the community.





The current conditions for children in need of psychiatric and behavioral health services have placed an increasing and dangerous strain upon families, schools and social services throughout Lancaster County.

CHI St. Joseph Children's Health is mobilizing in response to the needs of the community. ***The Patchwork Quilt Project*** developed by CHI St. Joseph Children's Health, in partnership with the Lancaster Osteopathic Health Foundation, Lampeter-Strasburg School District, Penn Manor School District, Pequea Valley School District and other community partners:

- improves access to children's psychiatric, behavioral health services for all children and families in Lancaster County.
- expands the capacity of the community's behavioral health service system to meet the existing and the growing needs for children's behavioral health services.
- offers psychiatric and behavioral health services within school and community-based settings .
- supplements existing children's behavioral health systems and services offered by current providers in Lancaster County.
- expands the availability of school-based psychiatric, behavioral health services to all families and children regardless of insurance status.
- coordinates psychiatric, behavioral health and mental health services with each patient's primary care provider.
- supports local primary care providers in the treatment and on-going care of mental and behavioral health conditions identified in their patients up to age 26.

***CHI St. Joseph Children's Health is actively seeking candidates to join our team as fulltime psychiatrists and therapists for this project.***

***The goal is to have the Patchwork Quilt Project operational and able to see its first patients by the start of the 2016-2017 school year.***

# A Special Thank You



The following companies, organizations and individuals generously sponsored the 2015 Gala.



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## The Leadership and Staff of CHI St. Joseph Children's Health

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Sherry Hosler, RDH - Hygienist  
Amy Thomas, EFDA - Expanded  
Function Dental Assistant  
Celeste Powell - Dental Assistant  
Advocate - *Now Hiring*  
Tiffany Keim - Program Coordinator

### CHILDREN'S HEALTH EDUCATION

Kate Huhn - Education Coordinator  
Matt Martsof - Education Coordinator  
Education Associate - *Now Hiring*

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Philip K. Goropoulos, MNM - President  
Beth Grossmann - Vice President  
Lori McCracken, MSS - Director of  
Education

Laura Myers, PHRDH - Director of  
Dental Services  
Annette Rosa Pabon - Director of  
Community Engagement  
Leah Yarnell - Project Coordinator

### LANCASTER DENTAL CENTER OPENING SEPTEMBER 2016

Dentist - *Now Hiring*  
Mary Wubbolt, PHRDH - Hygienist  
Expanded Function Dental Assistant -  
*Now Hiring*  
Dental Assistant - *Now Hiring*  
Advocate - Genesis Hernandez  
Program Coordinator - Gerardo Diaz

### BEHAVIORAL HEALTH SERVICES - LAUNCHING AUGUST 2016

Child and Adolescent Psychiatrist -  
*Now Hiring*  
Child and Adolescent Psychiatrist -  
*Now Hiring*

Therapist / Counselor - *Now Hiring*  
Therapist / Counselor - *Now Hiring*  
Advocate - *Now Hiring*  
Program Coordinator - *Now Hiring*

### BOARD OF DIRECTORS

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**NOW HIRING** - We are currently looking to fill several positions. Call 717.397.7625 for more information.



# An apple a day is the healthy way!

*For a strong, healthy body:*

#1

Eat red, orange,  
and green leafy  
vegetables

#2

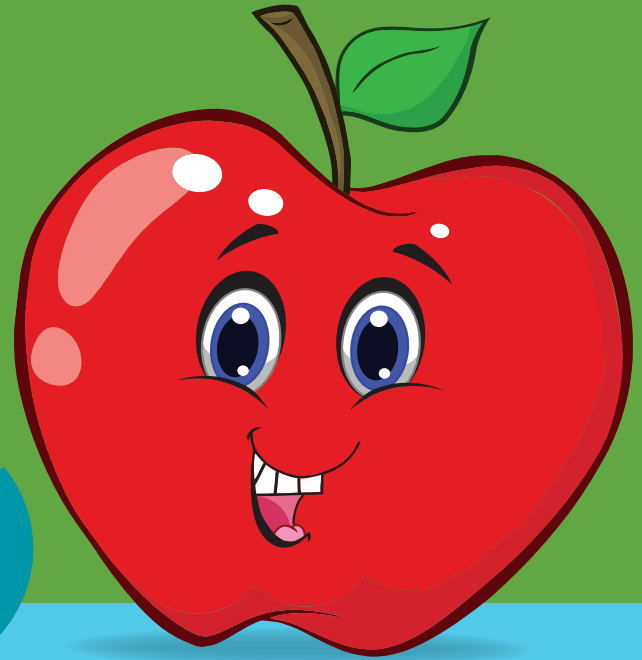
Choose fruit  
for dessert

#3

Keep a bowl of  
fresh fruit ready for  
fast snacks

#4

Buy fresh, buy  
local and expect  
great flavor



## Healthy Choices, Happy Kids

***Add this simple item to your home for healthy, happy kids who eat more fruits and veggies!***

Seeing children of any age smile, giggle, and play are without-a-doubt the most rewarding parenting moments. In fact, most parents want their children to be happy and healthy in life, above all else.

But what makes a child happy and healthy, anyway? In recent years, the most popular parenting strategies have revolved around giving kids “choices” and “rewards.” The philosophy is that kids like it when adults feel they are capable of making good choices and they like to be rewarded for doing so. Simple! Right?

Well, if you’ve been parenting more than 24 hours, you know that attempting to make a child happy through choices and rewards can bring both untold joy and utter defeat - multiple times, in the same day!

At CHI St. Joseph Children’s Health, we get it. We hear you, see you, and know you’re the kind of parent who wants happy, healthy kids. We do too! We are

interested in your child’s healthy smile, infectious laughter, and healthy play.

So, **we offer you a simple strategy to keep your children happy and healthy: a family fruit bowl.**

Too easy, you say? Well, sometimes the simplest solution is the best one.

Kids want what they see. If the cookie jar is in plain sight, somebody is going to steal a cookie from the cookie jar. The same is true for the fruit bowl when it is the first food they see and they are hungry!

The fruit bowl also encourages children to make healthy choices again and again until they become healthy habits. Fill the bowl with options and empower your kids to choose what they like.

Finally, come home to an empty fruit bowl and catch your kids being good! Reward them with praise! Reward them with fruit, and celebrate the healthy choices your happy kids are learning to make.

Will it work? It cannot hurt to try!

*Lori Albert McCracken, MSS is the Director of Education for CHI St. Joseph Children’s Health. For more information about our Community Education Programs, contact Lori at [lorimccracken@catholicealth.net](mailto:lorimccracken@catholicealth.net) or 717.397.7625*



# Ensuring Happy and Healthy Children

