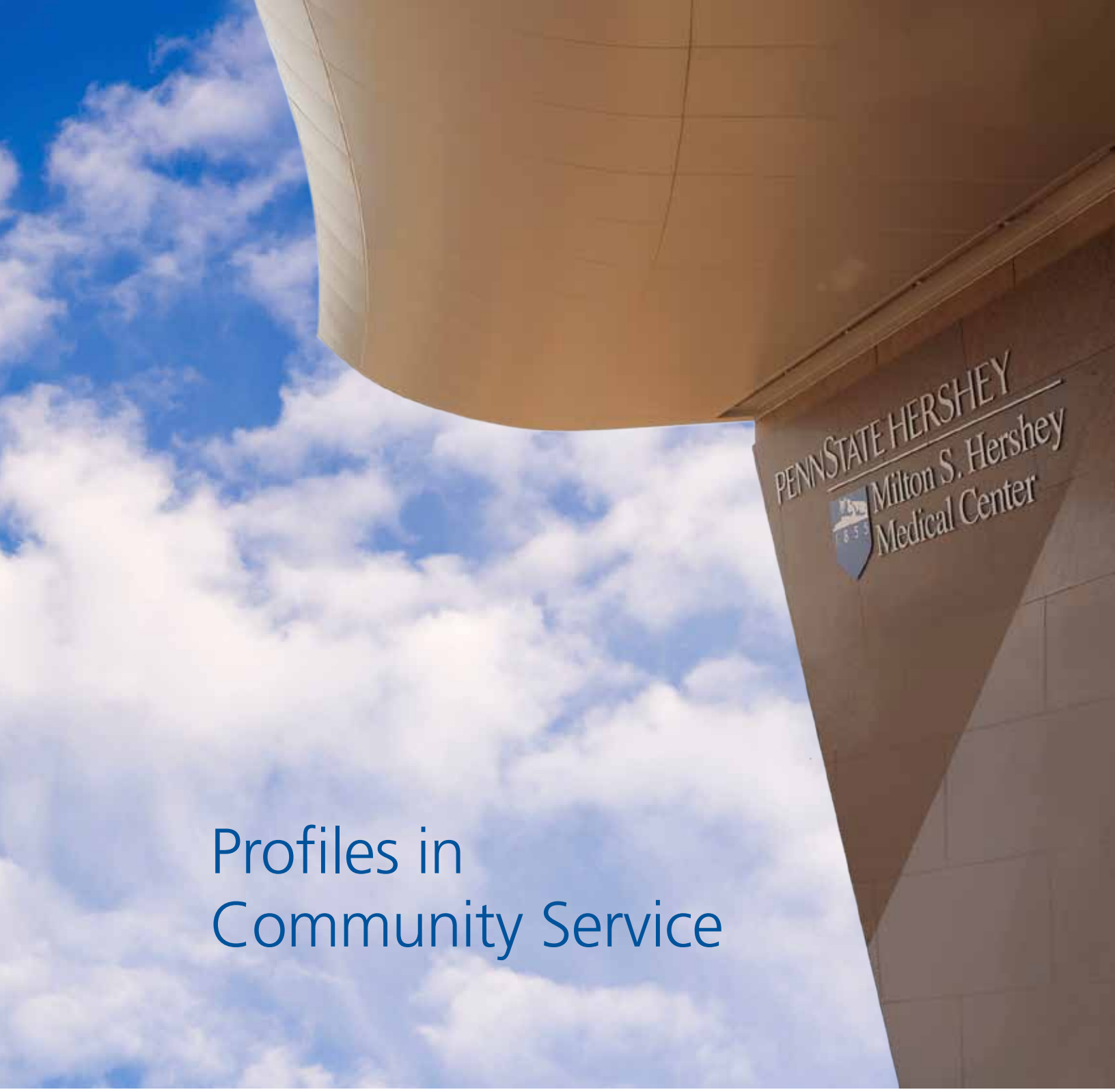

Profiles in Community Service

PENNSTATE HERSHEY
College of Medicine

PENNSTATE HERSHEY
Milton S. Hershey
Medical Center

In 1963, The Pennsylvania State University received a $50 million grant from The M.S. Hershey Foundation to establish a medical school and teaching hospital in Hershey. With the foundation grant and $21.3 million from the U.S. Public Health Service, the University built a medical school, teaching hospital, and research center. In 1967, Penn State College of Medicine welcomed its first class of students. In 1970, Penn State Milton S. Hershey Medical Center accepted its first patients.

Today, the shared missions of Penn State College of Medicine and Penn State Hershey Medical Center reflect a commitment to patient care, research, education, and community service. As a land grant school, it has a moral obligation to do public good work. The broader vision includes a commitment to the community that extends beyond the provision of traditional patient care to engaging Pennsylvania communities to jointly improve their health and well-being. Examples of the wide variety of community outreach programs established by the College of Medicine and Medical Center include a network of cancer coalitions in underserved areas, a community based free clinic, child abuse initiatives, a collaboration to promote nutrition and exercise among children and adolescents, and a community farmers' market.

Northern Appalachia Cancer Network

The Northern Appalachia Cancer Network (NACN) was established in 1992 when Penn State University was selected by the National Cancer Institute to form the Appalachia Leadership Initiative on Cancer (ALIC) (www.accnweb.com/CommunityPartners_NORTHERN.aspx).

In 2000, the focus shifted from establishing cancer coalitions that raised cancer awareness to enabling the existing coalitions to adapt and deliver evidence-based interventions aimed toward effectively changing people's behaviors and reducing cancer risk. Four years later, the leadership of NACN shifted from the Penn State College of Agricultural Sciences on the University Park campus to the Penn State College of Medicine and Penn State Hershey Cancer Institute on the Hershey campus. This leadership change allowed the NACN to benefit from the cancer care and research of the College of Medicine while maintaining its association with the College of Agricultural Sciences and Cooperative Extension. The NACN provides a community-based laboratory in cancer prevention and control research for undergraduate, graduate, and medical students.

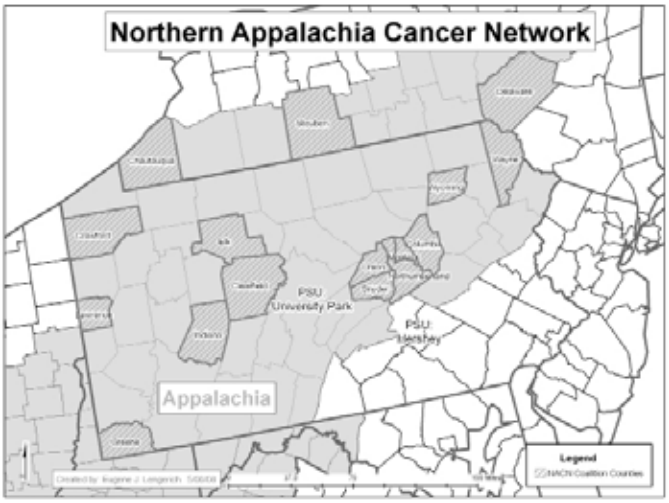

FIGURE 1

The primary goal of NACN is to measurably reduce cancer risk and improve cancer survival in the medically underserved and impoverished Appalachian regions of New York and Pennsylvania. One million people in 17 counties are represented by 12 coalitions (Figure 1). The network is led by Eugene Lengerich, V.M.D., M.S.; professor in the Department of Public Health Sciences at the the College of Medicine and is guided by a 27-member advisory committee that includes a primary representative from each community coalition. The advisory committee also has representatives from the university, health insurance companies, the American Cancer Society in New York and Pennsylvania, the Departments of Health in New York and Pennsylvania and Comprehensive Cancer Control in New York and Pennsylvania. Today, NACN is one of the longest running and most successful networks of community cancer coalitions in the country. The coalitions collaborate with rural health care providers and clinics to identify important health issues and university partners work with the coalitions to conduct community-based participatory research to develop, implement, and measure the effects of evidence-based interventions in the rural communities (Table 1).

The work of the NACN has resulted in more than forty publications and their work has been recognized through multiple awards including the Northeast region's W.K. Kellogg Foundation/C. Peter Magrath University Community Engagement Award.

TABLE 1

COALITION	INTERVENTION	OBJECTIVE	COMMUNITY CHANGE
ACTION Health	Gardasil HPV Vaccination Campaign	Assess prevalence of, and increase HPV vaccinations of girls and women ages 9-26	The survey lead to a partnership between several local physicians willing to provide community education programs to educate girls and women ages 9-26 about HPV.
ACTION Health	Mennonite-Voucher Tell-A-Friend Partnership	Educate Mennonite women about breast cancer screening and provide mammography.	This program has become an annual event due to its success in recruiting low-income Mennonite women to breast cancer screening.
ACTION Health	Humphrey Center, Evangelical. Hosp., Selinsgrove, Pennsylvania	Educate women about breast cancer; provide screening services.	The success of this intervention served as a model for other ACTION Health hospitals.
Crawford County	Mobile Mammography Screening	Increase screening of breast and cervical cancer screenings among the underserved.	Space is available at all jointly planned screening so women schedule for mammography can also have PAP tests, especially for Amish who need transportation.
Elk County	Education Program: Ladies Luncheon	Community education to increase response to the local breast and cervical cancer screening program.	As a result of this luncheon, a new provider, the Ridgway Campus of Elk Regional Hospital, was recruited. This resulted in an additional site providing no or low-cost screenings in the county.
Indiana County	Prostate Cancer in Marion Center	Provide screening services to medically underserved men.	Leadership was transferred for the annual prostate cancer screening program. Funding was made available for the uninsured.
Lawrence County	Amish Prostate Screening	Provide screening to medically underserved men.	Two radiation oncologists affiliated with a university based local cancer center and the coalition provide an annual screening.

LionCare Free Clinic

LionCare (pennstatehershey.org/lioncare) celebrates its eleventh anniversary this year. Founded by medical students at the College of Medicine, LionCare is dedicated to serving the medical and psychological needs of the indigent population in the greater Harrisburg region, an urban-suburban area with a population of approximately 49,000 in the city alone. Lion Care has two primary goals: provide high quality, free medical care as well as provide volunteer students a unique educational and community service experience. The clinic is located in downtown Harrisburg, in the Bethesda Mission (bethesdamission.org).

The patients served by the LionCare clinic are individuals who would otherwise not have access to care, particularly the homeless and those transitioning from prison or drug rehabilitation facilities. They include residents of the Bethesda Mission shelters, the Salvation Army Program, and the Community Corrections Center. The clinics provide a range of services from general wellness checkups to acute care to the provision of health education. In 2011, 1,300 patients were seen.

LionCare provides a high standard of medical care, as well as an engaging educational experience for the medical students to work along with volunteer medical faculty in a variety of outpatient clinic settings: adult Internal Medicine, Women's Health, Orthopaedic Surgery, Psychiatry, Dermatology, and Ophthalmology.

LionCare is involved in a wide array of community outreach initiatives that include health education seminars, health screenings, blood tests, and vaccinations. The clinic also dispenses more than 1,200 medications free of charge (valued at more than $60,000).

LionCare is funded through private donations; an annual, student-run silent auction fundraiser; and from grants (2011: $33,000) written by Penn State medical students, from organizations such as the Penn State Hershey Association of Faculty and Friends, and the Pennsylvania Department of Welfare.

Child Abuse Initiatives

SHAKEN BABY SYNDROME PREVENTION AND AWARENESS AND CHILD ABUSE REPORTING WEBSITE

TEN YEARS AGO, the Pennsylvania Shaken Baby Syndrome (SBS) Prevention and Awareness Program (pennstatehershey.org/web/shakenbaby/home/aboutus) at the Medical Center was initiated by Mark Dias, M.D., F.A.A.P., professor of neurosurgery. Dias and a team of nurse coordinators developed a model for a research based education program aimed at preventing SBS. The program is funded by a 2.8 million dollar grant from the Centers for Disease Control and Prevention (CDC) with additional funding provided by the Pennsylvania Department of Health. The team has educated nurses at 111 children's and birthing hospitals throughout Pennsylvania, provides oversight to office-based programs in 16 counties, and serves as a resource for SBS prevention worldwide. The statewide education efforts have made Pennsylvania the first state in the nation to have 100 percent of hospitals educating parents using this education and prevention model.

Since the primary trigger for injuries associated with SBS is crying, a nurse driven education program is provided to all parents with the birth of every child. The program equips parents with coping strategies to handle the frustrations of a crying baby and encourages them to share this information with their child caregivers. A CDC grant awarded in 2007 funded the expansion of the education efforts into the pediatric and family practice offices in sixteen central Pennsylvania counties. Education "boosters" are provided at the 2 month, 4 month and 6 month well-baby visits. A study included in this grant will assess the cost and feasibility of providing this extension of education in the outpatient environment. The team has presented educational conferences on infant abusive head injuries at the state, national, and international levels to health care providers, attorneys, social workers, EMT's, high school students, and parents. In recognition of the success of the SBS program, Dias and his team were recipients of the 2011 CoBI (Council on Brain Injury) Award for the Abusive Head Trauma Prevention Program.

THE "LOOK OUT FOR CHILD ABUSE" website (lookoutforchildabuse.org) developed by Benjamin H. Levi, M.D., Ph.D., and Gary Shuey, M.S.W. L.S.W., is a statewide resource that resulted from a collaboration of Penn State Hershey Children's Hospital, Department of Humanities at the College of Medicine, and the Center on Children and the Law of Penn State Dickinson School of Law. Individuals whose professional work brings them into contact with children are, by Pennsylvania law, mandated child abuse reporters. Mandated reporters are required to report suspected child abuse or neglect, when, in their occupational roles, they are presented with reasonable cause to suspect abuse or neglect. Initially, mandated reporters had to locate the required forms themselves and complete them by hand. The website, the first of its kind in the state, is an online resource that standardizes the language used to describe child abuse and makes child abuse reporting tools more convenient to find. Reporters can access a walk-through video that will guide them as they complete an online report that is printed and faxed to the appropriate Children and Youth Agency. A pilot project is underway to test a version of the report that can be submitted electronically. If the pilot is successful, electronic submission could be made available statewide for all sixty-seven county children and youth agencies in Pennsylvania. The website also provides links to educational material as well as links to a variety of resources for victims, mandated reporters, state child protective services, and the general public.

"The Look Out for Child Abuse web site serves as a vital tool to help protect our children from the devastation of child abuse and neglect."

Michele Ridge, Former Pennsylvania First Lady
Vision of Hope Advisory Council for the Pennsylvania Coalition Against Rape

These child abuse initiatives have helped build the foundation for the resulting inception of the Center for the Protection of Children (pennstatehershey.org/web/guest/perspectives-january2012). Andrea Taroli, M.D., assistant professor of pediatrics, serves as the inaugural director of the Center. The vision for the center is to encompass all aspects of the College of Medicine and Medical Center's mission: patient care, research, education, and service to the community. The center is envisioned to be a resource for Pennsylvania and the nation.

Center for Nutrition and Activity Promotion (CNAP)

The Centers for Disease Control and Prevention reported that the percentage of children who are overweight has doubled in the last thirty years. Not coincidently, type 2 diabetes, once rare in American children, now accounts for up to 46 percent of newly diagnosed diabetes cases in children and adolescents. Being overweight can also have a significant impact on children's social and emotional health.

Since 2003, the Center for Nutrition and Activity Promotion (CNAP) at Penn State Hershey Children's Hospital has led statewide efforts to promote healthy eating and active living for youth and families. CNAP is funded by grants from the Highmark Foundation and Kohl's Cares. The Highmark Foundation funding supports a program in thirteen schools across the state and seven community based organizations where intensive work is underway in the area of physical activity and nutrition. The CNAP team provides project management support as well as assistance in data collection and content expertise. Since 2006, CNAP has received funding in the amount of $902,150 from Kohl's Cares. These funds are used primarily for outreach and promotion activities in the community around physical activity and nutrition education. The outreach of CNAP is based on the collaboration between the College of Medicine's Department of Public Health Sciences, Pediatrics, and thirty community programs and agencies. Leadership for CNAP is provided by Vernon M. Chinchilli, Ph.D., Chair of Public Health Sciences; Donna Kephart, M.H.A., executive director of CNAP; Barbara E. Ostrov, M.D., vice chair of Pediatrics; and Gil Pak, operations director, Penn State Hershey Children's Hospital. The Advisory Council is comprised of thirty-plus members that include representatives from private industry, state government, and health organizations. The diversity of the Council creates lasting and meaningful partnerships in the community, key to the success of the outreach accomplishments of CNAP. CNAP programs delivered through schools and community organizations have reached more than 2 million youth and their families.

CNAP created the School Health Council toolkit to provide schools with guidance in the establishment of a school health council and the development of a wellness policy (mandated in 2004 by the Child Nutrition and WIC Reauthorization Act), tips to gain parent/staff buy-in as well as student buy-in, ideas on promoting successes achieved and tips to create a healthier school environment. A natural development from the work to establish health councils, CNAP launched nrgBalance (short for energy balance) in 2008 (nrgbalance.org/schools), an approach that focuses on the relationship between the calories consumed through food and beverages and calories burned through physical activity and daily living. Through established partnerships with Pennsylvania schools, CNAP has brought nrgBalance initiatives to more than 950 schools, reaching 340,000 youth and their families. When a school enrolls as an nrgBalance Zone, CNAP provides a wealth of support through planning guides and materials for healthy living programs, resources, development training webinars for professional staff, and outreach opportunities. More than 500 schools have held interactive signature events: Go for the Greens, Apple Crunch, Walk to School Day, and Move It Outside. These programs are designed to encourage students to think about eating fruits and vegetables as well as the importance of engaging in regular exercise. Schools serve as a hub of activity within a community and the health efforts often spread to venues such as recreation centers, after-school programs, and health care settings.

Farmers Market in Hershey

The Farmers Market in Hershey was established in 2010, by Daniel George, Ph.D., assistant professor, Humanities and Wade Edris, lab manager, Confocal Microscopy from the College of Medicine. The market is located adjacent to the Medical Center in a field that is loaned, rent-free by the Hershey Trust. It offers a place where Medical Center employees, students, and community members can interact outside the traditional hospital setting. The market has increased community access to locally produced food – vendors are from an average 25-mile radius (minimizing the carbon foot print of the food sold), and the market aims at food offerings that are 80 percent organic. Each week, the market features innovative wellness programming in the form of cooking classes, free health screenings, health education, and musical acts from the community. In its two seasons, the market has housed more than 40 vendors and generated more than $250,000 in revenue for local producers.

One of the things that distinguishes the Farmers Market in Hershey from other local markets are three community wellness booths that offer weekly wellness programs led by medical professionals, employee, student and faculty volunteers from the Medical Center, the College of Medicine, and the School of Nursing from the Medical Center. The first booth is Know Your Numbers, where free health screenings (blood pressure, BMI, osteoporosis, vision, and skin cancer risk) are offered to market shoppers. In the two years since the market has opened, 695 screenings have been performed with support provided by 146 volunteers from 40 of the College of Medicine and the Medical Center's departments, who devoted 551 hours of volunteer service at the market. In addition to the impact of providing personal health information to shoppers, a secondary impact is the opportunity for the health care providers to develop and improve interprofessional relationships.

The second booth, Preventive Health, provides free information on new health topics each week, ranging from fitness tips, diabetes management, head injury prevention, child safety, and breast cancer awareness. Also featured at this booth are the fruits and vegetables of the week and recipe cards for cooking with the seasonal produce. A third booth, Community Programming, brings together non-medical specialists from the community who present a variety of wellness topics including holistic health, acupuncture, yoga, and aromatherapy.

The Farmers Market at Hershey is located in a suburban/rural and affluent area, and, while the above partnerships have helped the market reach into the community, this has presented a challenge to develop a strategy to serve a more diverse, underserved demographic. One strategy to reach out to disadvantaged groups was the registration of the market with the following federal programs: Woman, Infants, and Children cast value vouchers, Seniors Farmers' Market Nutrition Program coupons, and Supplemental Nutrition Assistance Program benefits. Another approach was to make available mileage subsidies for inner-city organizations that transport individuals to the market. A third strategy undertaken by the market was to connect the market vendors with local non-profit organizations so

that left over produce could be distributed to area soup kitchens, homeless shelters, halfway homes, and community clinics in impoverished areas.

The market has also proved fruitful for research purposes. As Market Director George has partnered with Jennifer Kraschnewski, M.D., M.P.H., and Liza Rovniak, Ph.D., M.P.H., of Internal Medicine to publish an article about innovative markets at medical centers published in the American Journal of Public Health (December 2011, Vol. 101, No. 12, pp. 2226-32). Along with two medical students, these researchers have also conducted collaborative research with the farmers' markets at Duke University, Johns Hopkins, and The Cleveland Clinic. George gave a talk about the market at the National Wellness Conference in Stevens Point, Wisconsin in July 2011, and the market is continuing to gain a national reputation as a model of community health outreach.

Dr. George is currently on a committee to establish a community garden in Hershey that will generate fruits and vegetables used in a Prescription Produce program that will allow the Medical Center doctors to write prescriptions for produce to underserved and high-risk patients that can be collected at the farmers market. This program will be run, in part, by the medical student group Food As Medicine, of which Dr. George is the founder and faculty advisor.

SUMMARY

As demonstrated by these five programs, many opportunities and needs for community service have been identified by individuals, groups, and the College of Medicine and Medical Center. In 2010, faculty and staff have provided more than 39,000 hours of community service in more than 1,200 activities (pennstatehershey.org/web/guest/community). This has resulted in improving the health and well-being of our community–at the local, regional, national, and international levels.

U.Ed MED 12-6029-B SS