

20110359



YORK COUNTY COMMUNITY FOUNDATION

PART I GRANT APPLICATION SUMMARY FORM

APPLICANT INFORMATION

Organization: Memorial Hospital EIN # 23-1265004

Address: 325 South Belmont Street
P.O. Box 15118

City: York State: PA ZIP Code: 17405

Phone: (717) 849-5492 E-mail: jmcsherry@mhyork.org Fax: (717) 849-5471

Date Received 501(c)3 Status: 1945 Total Operating Budget: \$91,000,000

Major Sources of Operating Funds (%): Private and government health care insurance programs (96%)

Contact Person's Name & Title: Jason McSherry, Development and Grants Specialist

Mission and Purpose of Organization: Memorial Hospital is committed to promoting, improving and enhancing the health and well-being of the community we serve.

PROJECT INFORMATION

Type of Application: Competitive Grants Program; Other (Describe)

Project Description (25 words or less):
Memorial Hospital's weight management program, Fit and Fabulous, would assist women in the systematic process of weight loss and weight management.

Anticipated Project Timetable (month/year format): Start Date: January 2012 End Date: December 2012

Client Group to be Served by Project: Women, overweight or obese, ages 18 to 75

Geographical Area to be Served by Project:
 York City All York County Northern York County Eastern York County Western York County
 Southwestern York County Southern York County Southeastern York County

- List Goals & Objectives Addressed by Project:
1. CREATE A LIFESTYLE CHANGE IN WOMEN FOR A HEALTHY WAY TO COMBAT OBESITY
 2. MEASUREABLE WEIGHT LOSS AND DECREASE IN BODY MASS INDEX IN WOMEN PARTICIPANTS
 3. REDUCE RISK OF WEIGHT-RELATED HEALTH ISSUES AND CHRONIC DISEASE
 4. IMPROVE THE WELLNESS OF FAMILY MEMBERS THROUGH THE AOPTED HEALTHY LIFESTYLES OF PROGRAM PARTICIPANTS

PROJECT FUNDING

A. COMMITTED To Date From:		B. Additional Funding SOUGHT From:	
Memorial Hospital	\$3,000	Memorial Hospital Auxiliary	\$15,000
	\$		\$
A. TOTAL COMMITTED:	\$	B. TOTAL ADDITIONAL FUNDS SOUGHT:	\$
C. REQUESTED FROM YORK COUNTY COMMUNITY FOUNDATION:			\$5,000
D. TOTAL PROJECT COST:			A+B+C=D \$23,000

SIGNATURES

Staff Officer Signature: Date: 8/29/11

Printed Name: Josette Myers, Vice President of Marketing, Development and Community Relations

Board Officer Signature: Date: 8/29/11

Printed Name: Sally J. Dixon, President and CEO

PART II – PROPOSAL NARRATIVE:

A. Introduction

Memorial Hospital is committed to promoting, improving, and enhancing the health and well-being of the community we serve. As a health care organization, Memorial Hospital strives to meet the ongoing health needs of the local community by providing a full spectrum of quality health care services and education programs.

Obesity is a national epidemic resulting in higher medical costs and a lower quality of life. Obesity is excess body fat defined by using body mass index (BMI), which is calculated from height and weight. Reaching and maintaining a healthy weight is good for overall health which can prevent or control many diseases or conditions. Effective weight management is the key to preventing obesity.

Obesity prevention begins with a process of awareness, education and behavior modification through a weight management program. The introduction of Memorial Hospital's weight management program, Fit and Fabulous...at any age, would assist women in the systematic process of weight loss and weight management. In our community, Fit and Fabulous would be the only program of its kind created and instructed by certified health care professionals with expertise in weight management, behavioral health, nutrition, exercise and healthy lifestyles. The skills and knowledge gained through this program would empower individuals to make healthy choices while promoting a healthier lifestyle.

B. Need/Opportunity

Obesity has become a national epidemic with the percentage of obese Americans growing at an alarming rate. Obesity results in higher medical costs and a lower quality of life. A body mass index (BMI) that is greater than or equal to 30 means an individual is obese. According to the Centers for Disease Control and Prevention (CDC), approximately 102 million U.S. adults are considered obese. In 2009, not a single state had met the Healthy People 2010 objective to reduce obesity prevalence among adults to 15%. At the current pace, 75% of U.S. adults and nearly 24% of children will be overweight or obese by 2015 (source: John Hopkins University).

According to the 2010 Pennsylvania Behavioral Risk Factor Surveillance System (BRFSS), 29.2% of adults in Pennsylvania were obese with a BMI greater than 30. In 2010, the CDC reported that approximately 30.9 % or 98,000 residents in York County adults are considered obese.

The obesity epidemic in this country has resulted from a number of variables: individuals eating too much and exercising too little, societal and community changes, foods high in fat, salt and sugar, the ease of convenience, the lack in fresh fruit and vegetable availability and limitations to a physically active lifestyle. In fact, junk food accounts for one third of the average American's diet, according to the University of California, Berkeley.

Weight gain increases a person's risk for heart disease, high blood pressure, diabetes, gallbladder disease, gynecologic disorders, arthritis and some types of cancer. An individual's weight is the result of multiple factors: height, genetics, metabolism, behavior and environment.

For women, more than one in three are obese. The U.S. Department of Health and Human Services reports obesity prevalence is disproportionately higher for women than men. According to Kaiser Women's Health Survey, women tend to make most health care decisions in

the family; therefore, offering a weight management program to the women of our community can be a catalyst for a healthier York County. The weight management program would be unique as compared to other weight loss programs because it will be created and implemented by credentialed professionals using a multi-discipline approach.

The funding provided by York County Community Foundation would allow Memorial Hospital the opportunity to create and offer a web-based component for a weight management program designed specifically for women. The online piece of the program is a one-time expense that is sustainable and will be able to be used in future offerings of the Fit and Fabulous program without additional need for funding.

C. Project Activities

Memorial Hospital's weight management program for women, Fit and Fabulous, is designed as a ten-week program to assist women in a step-by-step approach to achieve weight loss and healthy behavior changes. The weight management program will utilize an interactive learning model designed around individual and group participation. The program will help women in our community live better by making healthy food and exercise choices in an effort to reach personal weight loss goals. The program will be offered to 25 participants in the fall and spring of each year. In order to give women the individual attention they need and a learning environment where they can feel comfortable asking questions, the class size must be limited to 25. The program will strive to meet the weight loss needs annually of 50 women between the fall and spring sessions. At the end of each year, participants will be honored for their hard work; commitment and success at a special reunion event which will coincide with the Memorial Hospital Auxiliary's Ladies 5K Run/Walk.

The weight management program will begin with a pre-class survey which will be conducted by a registered dietician in person or over the phone to obtain a history (number of weight loss attempts, types of programs, success/failures, personal weight loss goals, expectation of program).

Women participating in the program will experience success as a result of a lifestyle change. Lifestyle changes occur through a multi-disciplinary approach including nutrition, physical activity and behavioral components. The program curriculum will cover different content at each session incorporating these components.

The first session, entitled "A Healthy You", will talk to women about the importance of being healthy, perform a health risk assessment and readiness assessment, set realistic weight loss goals, discuss skills and responsibilities of a support person and introduce the accountability log.

The second session, "Getting Started", focuses on a healthy concept of weight loss, weight loss misconceptions, fad diets versus lifestyle change, calories in versus calories out and personal caloric needs (lose or maintain weight). It also reviews the accountability log.

The third session, "Eating Healthy", goes over a description of healthy eating, barriers to healthy eating, triggers that cause unhealthy eating, portion control, calorie count and reviews the accountability log.

The fourth session, "Understanding Nutritional Needs", discusses meal plan creation, food substitutions, recipe modification, understanding food labels and reviews the accountability log.

The fifth session, “Getting Active”, conducts a physical assessment of participants, talks about how to become physically active and incorporate exercise into daily life, develops an exercise self-challenge and reviews the accountability log.

The sixth session, “Behavior Change”, talks about barriers to change, principles of behavior change, realistic expectations, a decisional grid, motivation to self-change and reviews the accountability log.

The seventh through ninth sessions focus on the “A.G.E. PROCESS”. These three sessions are support weeks that Assess progress, Guide initiatives and Empower change. Participant accountability logs are also reviewed.

The tenth and final session, “Weight Maintenance”, help participants to set long-term goals, discuss preventing relapse, look at the lifestyle change created over the previous weeks, establishes a reward system and links them to available resources for continued success.

During the course of the program, participants will receive an exercise log, pedometer, water bottle, Calorie King, stretch bands and an exercise ball to assist with the physical goals set forth by the program. Throughout the 10-week program, participants will receive a multi-disciplined instruction from credentialed professionals such as: dietician, social worker, exercise physiologist and nurse.

Women participating in the program will receive all of the skills and education to be successful at creating a lifestyle change during the weekly sessions. However, these weekly sessions make contact with participants only once per week while a lifestyle change requires dedication every day. Daily interaction and connectivity to the program and other women participating will be essential to maintaining the necessary focus.

To develop a daily commitment and connection to the weight management program, a web-based component will be developed to provide additional tools for women in the program. The web-based component will feature a calorie counter, calorie library, calorie calculator, BMI calculator, journal, weight tracker, interactive forums, weight loss tips, motivational quotes and recipes.

The calorie counter will help women determine the calorie count for many different food choices, including fast food, fruit and restaurant menu items. The calorie library will provide nutritional facts, including ingredients for packaged foods, beverages and national restaurant menu items. The calorie calculator will calculate how many calories you should eat each day in order to lose a certain amount of weight by a certain date. It also calculates how many calories you burn during activities and exercises.

The BMI calculator will calculate real-time BMI based on height and current weight. The journal feature offers a place to record thoughts and progress about weight loss. The weight tracker can track daily or weekly progress, which can be displayed with a bar graph. Interactive forums allow women in the program to post a message online for other participants. The website will also incorporate weight loss tips and helpful hints from the program’s dietician, motivational quotes as a resource for inspiration and recipes that provide healthy food alternatives with their corresponding calorie measurements.

D. Anticipated Results and Assessment

Memorial Hospital’s Fit and Fabulous weight management program anticipates having a substantial impact on our community. On a weekly basis, participant weights will be recorded, accountability logs will be reviewed and the dietician will provide an evaluation of participant

progress. By providing women with the tools they need for weight management, their success will benefit the whole family as women make most decisions about family nutrition and exercise.

There are four goals that will be achieved by women participating in the program. Of these four goals, the first is to successfully create a change in lifestyle. This goal is also the most essential to the success of the program as the remaining goals will derive from the lifestyle change. During the 10-week program, participants will learn skills to shape the nutrition, physical activity and behavioral aspects of their lives. Each component is a vital piece of the puzzle that will lead to a healthy life. The use of the accountability log, web-based journal and interactive forum will assess the success of this goal for each person individually and the group as a whole.

A successful change in lifestyle will pave the way for the second goal of weight loss and a reduction in BMI. The skills and education learned through the 10-week program will enable women to reduce their overall weight, which as a result will also lower their BMI. The lifestyle change will enable participants to make healthy food choices, increase physical activity and remain focused on their objectives. Use of the accountability log, web-based weight tracker and journal will assess the success of this goal for each person individually and the group as a whole.

Each person participating in the program will set their own weight loss objectives. With the primary goal of the weight management program to create a lifestyle change, the weight loss experienced during the 10-week program will only be the beginning. Participants will be able to continue losing weight and reducing their BMI beyond the end of the program and share updates at the celebration during the Memorial Hospital Auxiliary's Ladies 5K Run/Walk in June.

As women lead healthier lifestyles and lose weight, the third goal of the program will be achieved by reducing the risk of related health concerns, such as heart disease, high blood pressure, diabetes, gallbladder disease, gynecologic disorders, arthritis and some types of cancer. These effects will be long-term and cannot be directly assessed through this program. Research has shown the risks for chronic disease and health concerns decrease through healthy lifestyles and weight management. After successfully achieving the first two goals of the program, as indicated by related assessment tools, women will benefit from a statistical reduction in the likelihood of developing these conditions.

The fourth goal, like the reduced risk of health issues, is long-term and cannot be directly assessed through this program. As women complete the weight management program and develop healthy lifestyles and weight levels, there will be a carryover effect in their family and community. Their success will directly impact the lifestyles of others living with them through changes in food at home, dedicated time for exercise or physical activity and a positive environment for personal health.

In 2003, Tom Peters wrote in his book, "Re-Imagine! Business Excellence in a Disruptive Age", that women make up 83 percent of all consumer purchases. This often referenced strong purchasing power of women will amplify the results of the weight management program, especially with regards to nutrition and physical activity purchases. Beyond the immediate family, it will also have a carryover effect on friends and the community who witness the results of women participating in the program and decide to make changes in their own lives.

E. Leadership

Memorial Hospital has been serving the York community since 1945 and has a longstanding reputation for excellent leadership and vision. The Fit and Fabulous weight management program will be part of Memorial's Community Health and Wellness Department. Renata Tate, a registered nurse with more than 25 years of health care experience and expertise, will oversee the program.

The 10-week Fit and Fabulous program will include specialized topics on nutrition, physical activity and behavioral health. These sessions will be facilitated by trained specialists from Memorial Hospital, such as registered dietitians and certified physiologists. All facilitators of the program are experienced in working with community health and wellness programs through Memorial Hospital.

F. Collaborations

Memorial Hospital's Fit and Fabulous weight management program will combine internal resources with collaborations from other community organizations to develop a well-rounded program. Partnerships with York County Community Foundation and the Memorial Hospital Auxiliary will provide funding to make the program possible. The Memorial Hospital Auxiliary has recently identified women's health as its three-year focus. The Fit and Fabulous weight management program for women is aligned with their goals of improving the health of women in our community. Memorial Hospital has requested a three-year partnership with the Auxiliary for \$15,000 per year in support of the weight management program. The Auxiliary's commitment will ensure funding for supplies and personnel is available for this period.

Developing the web-based content for the program is a one-time expense. Once developed, the online piece of the program will be self-sustaining as it will be able to be used continuously for future sessions. The total cost for this piece of the program is \$8,000. The proposed collaboration with York County Community Foundation for \$5,000 will help Memorial Hospital develop this essential piece of the program. With the support of York County Community Foundation, Memorial Hospital is able to commit to providing the remaining \$3,000 cost for the web-based program. Without this collaboration, the weight management program will not be able to include the online component to keep participants connected and engaged between sessions.

To lead the 10-week sessions, Memorial will utilize certified internal resources that are knowledgeable about the topics being discussed. The program will include nutrition, physical activity and behavioral health components. Memorial Hospital will be able to draw upon current personnel for each of these needs. Many weight management programs available in our community do not incorporate a multi-discipline approach or certified instructors. As a whole, this enables Memorial Hospital's Fit and Fabulous to be unique and provide success where other weight management programs often cannot.

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PART III – PROPOSAL BUDGET

Proposed Budget	Total
Personnel (\$5,000)	
Registered Dietitian salary <i>(\$30/hr x 60 hrs preparation and session facilitation)</i>	\$1,800
Behavioral Health specialist salary <i>(\$25/hr x 56 hrs preparation and session facilitation)</i>	\$1,400
Physical fitness specialist salary <i>(\$30/hr x 60 hrs preparation and session facilitation)</i>	\$1,800
Consultant (\$3,000)	
Weight management program professional consultant fee <i>(\$1,500 Program consultant flat fee for 10 sessions x2 programs/yr.)</i>	\$3,000
Program Materials (\$1,500)	
Educational materials <i>(\$30/binder of educational materials x 25 attendees/program x 2 programs/yr.)</i>	\$1,500
Food/Refreshments (\$500)	
Healthy refreshments <i>(\$25 food and beverage/session x 10 sessions x 2 programs/yr.)</i>	\$500
Supplies (\$2,500)	
Calorie King book <i>(50 books x \$8 ea.)</i>	\$400
Pedometer <i>(50 pedometers x \$10 ea.)</i>	\$500
Exercise Log <i>(50 exercise logs x \$2 ea.)</i>	\$100
Exercise Ball <i>(50 exercise balls x \$10 ea.)</i>	\$500
Stretch Bands <i>(50 stretch bands x \$8 ea.)</i>	\$400
Activity Materials <i>(Materials for weekly activities x 10 sessions x 2 programs/yr.)</i>	\$600
Postage (\$100)	
Postage <i>(\$100 to mail promotional flyers, application forms, etc.)</i>	\$100
Technology/Website (\$8,000)	
Web-based software design <i>(\$8,000 one-time cost to design online program resources)</i>	\$8,000
Miscellaneous (\$2,400)	
Miscellaneous program expenses <i>(\$2,400 miscellaneous expenses for program, activities, celebration event, etc.)</i>	\$2,400
TOTAL	\$23,000
Funding Sources	Total
York County Community Foundation <i>(requested web-based program development support)</i>	\$5,000
Memorial Hospital <i>(Committed web-based program development support)</i>	\$3,000
Memorial Hospital Auxiliary <i>(Requested annual support for weight management program)</i>	\$15,000

