

FALL
2010

The HeartBeat

News and happenings from the Susan P. Byrnes Health Education Center

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Hanover Public School District Health Education Program Endowed by the J. William Warehime Foundation



We are pleased to announce a first of its kind collaboration! The trustees of the J. William Warehime Foundation committed to providing the students of Hanover Public School District with health education programming from the Susan P. Byrnes Health Education Center. The Warehime gift will provide a comprehensive health education program to the school district on an annual basis and in perpetuity. One half of the student population will attend theater classes at the Byrnes Health Education Center, large group assemblies will be available for students, teachers and parents, and all teachers in the district will have access to the Center's web-based initiative, www.LearntobeHealthy.org. This gift serves as a model, demonstrating how a commitment to health education can ensure that this vital programming will always be available to a school district community.

Bill Warehime died in 2008, but he leaves a lasting legacy. Bill had a true commitment to his home community of Hanover and he had a passion for education. The Trustees of his Foundation feel that this gift honors Bill's commitments and establishes an enduring legacy that also provides for future generations.

Dr. Alan E. Moyer, Superintendent, Hanover Public School District, offered the following: "On behalf of the school board, staff, students and the entire Hanover Public School District community, we thank the Warehime Foundation for their amazing gift. In collaboration with the outstanding staff at the Susan P. Byrnes Health Education Center, we pledge to be good stewards of the funds and feel these programs will go a long way in making this generation of students and future generations healthier and happier citizens."



York College & Penn State Interns

Our entire organization enjoyed mentoring our summer interns! We welcomed their energy and talents on many projects this summer. Pictured L to R: Ginni Dusman, attends Penn State – Main campus; Jordan Abel, attends York College; Abbey Sabol, attends Penn State – York campus



Dr. C.T. O'Donnell, II

From the President

What an exciting time it is at the Byrnes Health Education Center! The Board of Directors has just unanimously approved a carefully thought out strategic plan. Vision 2015 is designed to powerfully deliver on mission to educate and inspire healthy choices. The shared vision to be the leading resource of innovative, high-quality, effective health education is laid out in six very clear and meaningful goals.

The dedicated board, staff, volunteers and givers, intend to grow the mission and further strengthen the organization through increased delivery of theater, outreach and eLearning programs. This will be achieved by entering new markets, expanding hours, and the delivery of eLearning premium services. Fundraising plans to grow the endowment in order to complement and expand the delivery of critical health education to many more in need.

Perhaps most exciting is the commitment to a center of excellence, to include a focus on evidence-based curriculum, partnerships, accreditation, and the demonstration of meaningful health outcomes. The value delivered will include award-winning, time-saving, standards-based, affordable curriculum, all of which is designed to promote healthy behavior. As always, the dynamic interactive Educators and Programs inspire and educate through regional theaters, outreach programs and on the World Wide Web.

We thank all of you for sharing in this exciting universal mission that has the potential to improve the lives of people worldwide.

Dr. C.T. O'Donnell II

Lasting Impressions of WOW!

Tri County Blind Outreach



Marguerite and student from Tri County Blind Association

Every program delivered makes an impact, but some just really touch individuals in unique and gratifying ways. In June, Marguerite Ferrara, an educator with our organization, traveled to the Tri County Blind Association to present programming on nutrition to students and their aides and staff. Utilizing several of our

outreach props, she was able to convey the importance of healthy eating through verbal and tactile learning. The students were able to feel with their hands the weight of 5 lbs. of fat and muscle; they were able to hold the 23 foot "mock" intestines, sectioned off with the various parts including mouth, esophagus, stomach and small and large intestines; they participated in physical fitness activities developed specifically for them; and had an opportunity to feel the weight associated with drinking regular soda for one year. This unique opportunity developed a greater sense of understanding on the choices they make on a daily basis regarding nutrition and fitness.

Lasting Impression of WOW Maryland!

The Byrnes Health Education Center is one of the best education facilities I have ever seen regardless of topic.

~ Jonathan T. Brice, M.S., M.Ed.,
Executive Director

Office of Student Support and Safety-
Baltimore City Public Schools

The theater, outreach and ecommerce programs ... are second to none!

~ Robert Brosmer

Chief Operation Officer Y of Central Maryland

I was impressed by the Susan P. Byrnes health educators' engaging and stimulating interactions with their young audiences on important current health topics. The other great aspect of the center was the interactive learning materials and theater-style classroom settings.

~ Madeleine A. Shea, Ph.D.

Deputy Commissioner for Healthy Homes & Communities, Environmental Health and Emergency Programs-Baltimore City Health Department

Educating and Inspiring People of All Ages to Make Healthy Choices.

Healthier Community

84th Annual School Health Conference

Byrnes Health Education Center team attended the 84th Annual School Health Conference for the ASHA and NAHEC in October. Martin Weiss presented our *Drugs 101: What Parents Need to Know* as a Concurrent Session during the conference in Kansas City, Missouri.

Drugs 101: What Parents Need to Know seeks to educate parents about various forms of drugs and peer pressures facing students to use them. Our famous mock bedroom scene of a teenage drug user is very informative for many who attend this program.

Eat Well for Life Programs

Byrnes Health Education Center offers Highmark Blue Shield *Eat Well for Life*™ Program to Encourage Healthy Lifestyles by focusing on Nutrition and Exercise. This adult program occurred this fall on Tuesday evenings. Everyone knows that there are definite benefits to eating a well-balanced, nutritious diet and exercising regularly, but many people just don't know where to start. The *Eat Well for Life* programs teach participants to live it, not diet.

In 2011, Byrnes Health Education Center will continue offering additional classes as noted under the Upcoming Adult Education Classes on page 7.

Intermediate Unit 9 Rural Leadership Conference

Martin Weiss and Jamie Reisinger had the pleasure of attending the Intermediate Unit 9 Rural Leadership Conference in Bradford, PA. During the session they had the opportunity to present our mock bedroom scene of a teenage drug user to the attendees. Mary Colf, Executive Director of IU9 said, "Boy, did I get a surprise when I walked through the ... Bedroom Scene!! This experience is a MUST for all parents, educators, community members, and law enforcement personnel." "Thank you for bringing this excellent learning tool to IU9!"



Mock Bedroom Scene Teenage Drug User

Reflecting on Tom Barton's Leadership

Tom Barton, long time board member and supporter of Byrnes Health Education Center, steps down from the board. Roaring applause was provided for Tom at the Annual Meeting to recognize his 18 years of service to the Byrnes Health Education Center. Tom's dedication and passion for the mission remains the forefront at every function he attends.

"Tom has played many key roles and made major contributions during these years", Jane Schussler, our board chair (2008-2010) mentions. "He traveled to evaluate exhibits and presented to Rotary the request for the Center to be a district project. His help was pivotal in writing the first grant to the Highmark Foundation in order to build an additional wing to the building. Later his guidance continued for additional grants for LearntobeHealthy.org. No, that was not enough — he continued to spread his knowledge and persistence upon the board by bringing us Consent Agenda, dashboard reporting and flipcharts, where he drew histograms ... form, fit and function to evaluate new ideas!" Thank you Tom for your many years of talent, time and treasures!



Tom Barton and Jane Schussler.

Byrnes Health Education Center Legacy Society



Anne E. Bahn, Director of Giving

The Byrnes Health Education Center Legacy Society is a group of very generous people who support our Center with an endowment gift or bequest that ensures the delivery of health education for generations to come. Since the Legacy Society was founded in 2000, our membership has grown to one hundred and fourteen strong. Endowment gifts are in addition to annual sustaining gifts;

Legacy Society members are committed to supporting our health education mission today and in the future.

There are four levels of membership:

- Golden Hearts** Gift of \$1,000.00
- Partners in Education** Gift of \$10,000.00
- President's Circle** Gift of \$25,000.00
- Founder's Club** Gift of \$100,000.00

We accept gifts of cash, stock, life insurance and bequests. Cash payments may be extended over a three year period of time. We do suggest that you consult with your attorney and/or financial planner.

Please consider joining us in educating and inspiring people of all ages to make healthy choices for generations to come. Anne Bahn, Director of Giving, is available at 717.848.3064 ext. 231 or abahn@byrneshec.org.

On the Horizon

Ten New Education Programs!

Our Education team spent the summer busily preparing several new programs, available for the 2010-2011 school year. With science now being tested through the PSSA's, a series of programs were developed that combine health education and forensic science into dynamic presentations. Following the clues, students will utilize many science techniques to help solve mysteries developed by the education staff. Students will be able to analyze stomach contents, compare handwriting samples and footprints, follow the digestion and breakdown of food through the Digestive System, study fingerprints, measure skeletal remains to determine which missing person it is, along with other forensic science skills and techniques. All will be utilized to solve the crime! Classes include Skin Deep, Digest This, Blood



at the Scene, Crime Makes Me Nervous and Skeleton in the Closet and focuses on the anatomy and physiology of basic body systems in addition to the forensic science component.



Premium Services Launches on LearntobeHealthy.org!

Our eLearning team expanded the LearntobeHealthy.org site with basic and premium memberships for individuals on the World Wide Web! Visitors can select Free, Basic and Premium membership levels. Membership has its privileges! Basic and Premium members receive access to 12 Health Education Kits that provide interactive activities, pre and post assessments, WebQuests and our eNewsletter just to name a few of the exciting privileges. Premium members

are able to select from New Health Education Videos and Large Group Activities; both of which include lesson plans, worksheets and activity scripts. Visit www.LearntobeHealthy.org to learn more about how membership can enhance your classrooms!

"LearntobeHealthy.org is an excellent source for student health science activities. Teachers in Dallastown Area School District are starting to use this site on a regular basis as a source for instructional materials and activities."

~Stewart Weinberg, Ph.D.
Superintendent -Dallastown Area School District

Awards and Recognition

Founder's Life Achievement Award

Susan P. Byrnes recognized Frank Fiscello with the Founder's Life Achievement Award at our annual meeting. The Founder's Life Achievement Award was established in 2002 by Susie and Randy Byrnes to honor individuals who celebrate the gift of life everyday and inspire others to do the same. Frank transformed his life through proper diet and exercise avoiding a quadruple by-pass. He has been featured on Dr. Oz's "You, Staying Young" documentary on the Discovery Channel, Oprah, Good Morning America and other appearances.



Susie with Frank Fiscello at Annual Meeting.

After touring our facility Frank was so impressed and shared "the Byrnes Health Education Center is the Disneyland for Health Education Learning!" While in York, Frank also spoke at Rotary Club of York. Congratulations Frank!

Curriculum Partners



Dr. Stewart Weinberg, Superintendent DASD

The 2009-2010 Curriculum Partners Central York School District, Dallastown Area School District, Northeastern School District, Red Lion School District and School District of York were recognized at our annual meeting. To learn more about your district becoming a curriculum partner please contact Jamie Reisinger at ext. 249 or jreisinger@byrneshec.org.



Dr. Michael E. Snell, Superintendent CYSD

Website of the Year Award

The Susan P. Byrnes Health Education Center's LearntobeHealthy.org won the 2010 Website of the Year Award in the Arts, Sciences and Education Category. The awards were presented by the Central Penn Business Journal on July 26, 2010 during its second Internet Summit.



eLearning Team accepting the Award (L to R) Ginni Dusman, Emmy Sasala, Humera Proctor and Jennifer Eiben

The Best of the Web Awards recognizes local companies who have excelled in developing a quality, functional and productive web presence. Finalists of the awards are judged and scored based on the design creativity, usability, innovation and overall experience. Congratulation to the Susan P. Byrnes Health Education Center's eLearning Team!

To view the award presentation and recognition visit [LearntobeHealthy.org](http://www.facebook.com/LearntobeHealthy) facebook page. Don't forget to "Like" us too! <http://www.facebook.com/LearntobeHealthy>

"Warrior" of the month

Susie Byrnes was recognized as "Warrior" of the month by The Patriot News in their Body & Mind - York Edition Publication for her dedication to creating a healthier community. Our "jar of tar" was featured as well to remind the readers that the 12-ounce jar of molasses represents how much tar gets packed into your lungs each year if you smoke 1 1/2 packs of cigarettes a day. This remains a recognized memory for many children that visit the center!

Simon's Corner ...

Did you know?

Your eyes produce a teaspoon of tears every hour.

A human bone is five times stronger than a piece of steel of the same weight.

Thanks to *National Geographic Kids Weird but True!* 2.

Ask Simon?

You heard it! Simon wants to hear from you or your children with what they enjoyed during one of our programs here at the center, in their classroom or online. You can email Simon at simon@byrneshec.org

Simon's on facebook!

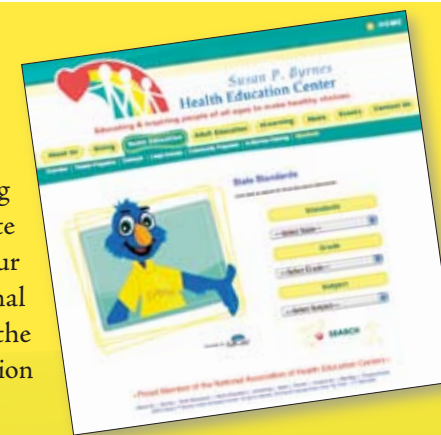
Come 'Like' Simon on our Susan P. Byrnes Health Education Center facebook page at <http://www.facebook.com/SBHEC>

Simon asks you to 'Like' us at our LearntobeHealthy.org facebook page at <http://www.facebook.com/LearntobeHealthy>



State Standards at your Fingertips!

The byrneshec.org and LearntobeHealthy.org sites now have Simon presenting online State Standard search tools for individuals visiting our sites. The feature allows visitors to view educational standards for their state or others that apply to the programs offered by the Byrnes Health Education Center at their fingertips.



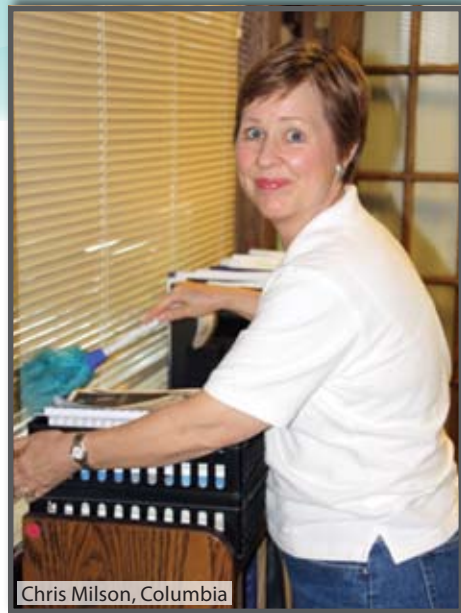
Student's from the Hershey area think the Byrnes Health Education Center is so cool because our great hall area is just like a hall in the Harry Potter movies!



Joe Hackett, York East



Eric Gladhill, President Gettysburg



Chris Milson, Columbia

Sponsor/Giver Profile



Dan Dygert, Susie, Tracy Onorofsky and C.T.

Capital Blue Cross partnered with the Susan P. Byrnes Health Education Center to provide Dance Dance Revolution to our Great Hall. Tracy Onorofsky, Vice President of Sales for Capital Blue Cross, cut the ribbon to our new addition which brings a physical activity to an area that students use as a gathering place and allows our education team to demonstrate a fun activity to supplement lessons on nutrition and fitness.



Susie and Mike Kochenour test Dance Dance Revolution



J.T. Hand, York Downtown



Rotary District Governor Will Kirkpatrick, Rotary of Southern York County with C.T.

Thank You Rotary District 7390

On August 26th Rotarians came to our Center ready to roll up their sleeves for our Annual Clean Up Day. Our board and staff wish to thank the following Rotary Clubs for cleaning and preparing the Susan P. Byrnes Health Education Center to welcome students for another year of health education programming. Our campus looks great!

- Rotary Club of Columbia
- Rotary Club of East Petersburg
- Rotary Club of Elizabethtown
- Rotary Club of Gettysburg
- Rotary Club of Hanover
- Rotary Club of Harrisburg Keystone
- Rotary Club of Lancaster
- Rotary Club of Lancaster – Hempfield
- Rotary Club of Lancaster Penn Square
- Rotary Club of Lancaster Sunrise
- Rotary Club of Mechanicsburg
- Rotary Club of Paradise
- Rotary Club of Perry County
- Rotary Club of Red Lion – Dallastown
- Rotary Club of Southern York County
- Rotary Club of York
- Rotary Club of York East
- Rotary Club of York North



Ann & Charlie Keim, Paradise



Ken Cooper, York



(L to R) Bill Delp; Steve Harrison, York; Tina Raffensberger, President Red Lion/Dallastown; Kim McCalicher



Gary Lauer, York North

Passing of the Gavel!

The attendees at the public board meeting observed the formal motion to the Passing of the Gavel on Tuesday, September 14th, 2010. Jane Schussler, then Board Chair graciously reminisced on several humorous and touching memories of her years as Board Chair while recognizing the efforts of boards, staff, givers, volunteers, attendees and C.T. before passing the gavel. Jane served as board chair from September 2008, and Daniel Dygert assumed the role of Board Chair by accepting the Passing of the Gavel from Jane. "Jane Schussler has provided invaluable leadership throughout CEO transition, Strategic Planning and Board Leadership succession", confirms C.T. "Dan Dygert was standing at the side of Jane throughout the process and is unquestionably the leader to expand the opportunities in front of us over the years to come."



Jane Schussler Passing of the Gavel to Dan Dygert

Upcoming Events ...

November

Watch for Susie & Mary Reigart on community access Medically Speaking to discuss topic of Bullying

December

Watch for Susie & Mary Reigart on community access Medically Speaking to discuss topic of Stress

Look for LearntobeHealthy.org launching a Spanish version of site
Look for LearntobeHealthy.org launching new Bullying Prevention Premium Activities for teens

June 2011

5th Annual Drive "Fore" Health – Golf & Tennis Outing on June 13th

Back by Popular Demand ...

Parents & Children Adolescent Programs

The programs are designed to bring children and their parents/guardians together to learn about changes that occur during adolescent years. These programs encourage important conversations by lowering the barriers so communication can continue at home.

Boys and Dads –

3rd Wednesday in November, February, April or June

Girls and Moms –

3rd Tuesday in November, February, April or June

Programs from 6:30PM to 8:30PM. The cost is \$9 per participant attending. Registration ends one week prior to class date.

Wellness Where You Live Programs for Adults

Discover Relaxation Within

Learn coping mechanisms to manage daily stress.

5:30 to 7:00PM – 4 week program - Tuesday's 1/18, 1/25, 2/1, 2/8

Eat Well for Life I

Program helps people make healthful eating decisions and maintain a healthy weight.

5:30 – 7:00PM – 4 week program - Wednesday's 4/6, 4/13, 4/20, 4/27

The program(s) are free to all Highmark Members. There is a \$70 fee for all non-Highmark Members to participate.

Health Seminars for Adults

Free seminar offered 2nd Thursday of each month, 6:00 to 7:00PM.

January – Personal Resilience

February – Suspending Stress

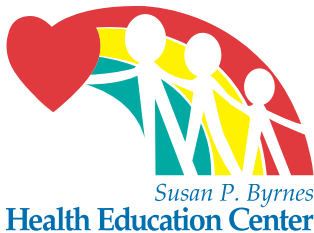
March – What's on your Plate?

April – Family Matters

May – Get Moving

Please email schedule@byrneshec.org or call us at 848-3064 to register or learn more about these programs!

All programs will be offered at the Byrnes Health Education Center.



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FALL **2010**

Educating and Inspiring People of All Ages to Make Healthy Choices.

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About Us:

Mission: To educate and inspire people of all ages to make healthy choices.

Vision: To be the leading resource of innovative, high-quality, effective health education.

Values: With a commitment to excellence in all that we do, the Susan P. Byrnes Health Education Center values:

- ✦ A culture that embraces creativity and fun; leaving a lasting impression of "WOW".
- ✦ Board and staff teamwork that fosters a passion for healthy communities.
- ✦ The seeking and sharing of knowledge for improvement and growth.
- ✦ Integrity and respect in all relationships.

Legacy: Please consider the Susan P. Byrnes Health Education Center in your estate plans.