

Topping off the Brandywine Health & Housing Center Facility on schedule for spring 2008 opening



The final piece of steel is hoisted to the top of the BHHC during a topping off ceremony on July 18 attended by more than 100 public officials and guests.

At a topping off ceremony attended by more than 100 officials and guests on June 18, the final piece of structural steel was hoisted atop the Brandywine Health & Housing Center (BHHC) building.

With 35 to 40 workers on the site each day, the first significant construction project in Coatesville in more than three decades is on schedule to open early next year. The four-story, 48,000-square-foot building at 744 E. Lincoln Highway will bring together several vital health and social services for the region's uninsured and underinsured residents, including primary medical care from ChesPenn Health Services and dental care from Community Dental. The Child Guidance Resource Center and Human Services Inc. will also provide critical services, while the other half of the building will offer quality apartments for 24 low-income seniors.

"Our excitement continues to grow as this dream comes closer each day to becoming a reality," says Albert W. Eastburn, vice chair of the Brandywine Health Foundation and chair of BHHC. "It's a rare project that can simultaneously revitalize Coatesville economically, improve the health of local residents and increase the availability of low-income senior housing, but the BHHC is indeed that rare project."



Signing their names to the final piece of steel before it is hoisted to the top of the building are (from left): Stephannie Beemer, chief of staff to state Sen. Andy Dinniman; Peter Kaplan, vice president for PNC MultiFamily Capital; Congressman Jim Gerlach; State Rep. Tim Hennessey; Albert Eastburn, chair, Brandywine Health & Housing Center; Harry Walker, Coatesville city manager; County Commissioner Pat O'Donnell; Anne Hearn, chair, Brandywine Health Foundation; Betty Randzin, district director for state Sen. John C. Rafferty Jr.; and Frances Sheehan, president and CEO, Brandywine Health Foundation.

Seeing Is Believing

It's easy to get a look at the construction of the Brandywine Health & Housing Center so far. Just go to our Web site, www.brandywinehealthfoundation.org, and click on the video link. Our BrandywineCam will give you a video view of this impressive building that has everyone in Coatesville buzzing.

Help Put Us Over the Top

More than \$12.9 million in public and private financing has been raised so far to build the Brandywine Health & Housing Center. In our 'Closing the Gap' Campaign, that leaves us with less than \$310,000 still to raise to finish the center. One of the most recent gifts that put us even closer was a \$50,000 pledge from Communications Test Design Inc. through the United Way of Chester County.

Your gift now to the foundation's construction campaign will have an even greater impact because of the generous commitment of Bill Kay, a foundation board member, and his wife, Brit. The Kays have made an extraordinary pledge of \$500,000 to challenge our supporters to match their generosity in any way they see fit.

Please join the many other donors who will be listed on the wall in the lobby of the new BHHC and help us 'Close the Gap.'

Latest Grant Awardees: Motivating Middle Schoolers to Move

The board of directors of the Brandywine Health Foundation has approved nearly \$300,000 in Spring 2007 grant awards to 20 different non-profit organizations serving the greater Coatesville area – bringing the foundation's giving during its first six years to more than \$4 million. The grants will strengthen safety net health care services and safety net health support services, outreach and advocacy; help kids succeed; and prevent obesity.

Childhood obesity has become a national epidemic, with horrific implications for both the short- and long-term health of our youngest citizens. Sixteen percent of children and adolescents were overweight as of 2002, and childhood obesity has been rising steadily over the past two decades.

That's why improving the overall health of children and youth is a major goal of the foundation's strategic plan. Accordingly, for the third year in a row the foundation is supporting the Southeastern Pennsylvania AHEC Nutrition and Fitness Program. This year's \$20,000 grant will continue this successful after-school program for 40 girls at the Scott Middle School in Coatesville.

"It's the only program I know of in Chester County that's free and available to a population of girls who otherwise would not have such an opportunity," says Susan DiGiorgio-Poll, the program manager.

See Winning Combination, page 2

Dramatically Improving the Odds for Babies of Low-Income Moms



Frances Sheehan

The staff and board of directors of the Brandywine Health Foundation take seriously our responsibility – to both the neighbors we serve and our loyal donors – to make sure the programs we support are as effective and efficient as possible in improving the health of our community. That’s why we carefully review all grant proposals and talk with outside experts.

Still, gauging the specific effectiveness of some health and social service programs understandably is sometimes difficult. Which is why it was so great to receive the results of a 10-year-study of one of our longest supported programs, the Maternal and Child Health Consortium’s countywide Healthy Start program for low-income expectant mothers. This assessment concretely and dramatically demonstrates what can be achieved with your support.

First, some background: African American and Latino babies are far more likely than white babies to be born too early and too small. And the costs of such births, both in terms of finances and health implications, are staggering. The average hospital cost for a premature baby is \$77,000 vs. \$1,700 for a child born without complications. Meanwhile, prematurity is the leading cause of newborn death in America, and preterm babies have higher rates of such conditions as cerebral palsy, mental retardation and learning disabilities.

To tackle the problem, the Healthy Start program provides both case management and prenatal and postpartum home visits by compassionate bilingual and bicultural family health advocates. The program promotes safe pregnancies and deliveries, as well as prompt enrollment of children into pediatric care and health insurance programs.

Based on an independent study commissioned by MCHC of the 2,435 Healthy Start participants between 1996 and 2005, the program is doing a terrific job. During that period, the program succeeded in reaching out to women at the highest risk for poor health outcomes:

- 81 percent were Latino or African American.
- 38 percent had one or more medical risk factors.
- 61 percent had not completed 12 years of school.

- 60 percent were not receiving prenatal care when they enrolled (98 percent were linked to such care).
- 66 percent had no health insurance (98 percent obtained Medicaid or Emergency Medicaid coverage).

Amazingly, this outreach resulted in low birth weight and preterm birth rates that were consistently better than local community, state and national rates. Only 7.3 percent of the women had preterm babies – lower even than the federal Healthy People 2010 goal of 7.6 percent. That Healthy Start preterm rate was also significantly lower than the rates of other infants born in the same Chester County communities (9.6 percent), in Pennsylvania (9.9 percent) and nationwide (11.8 percent). It’s estimated that the program prevented 61 preterm births and saved nearly \$4.7 million in medical costs.

Meanwhile, the Healthy Start low-birth-weight rate was just 5.6 percent, only slightly above federal goals for 2010 and well below the community, state and national rates, which ranged between 7.7 percent and 8 percent.

“My Advocate helped me so much when I was pregnant.”

The MCHC staff believes the program is so successful because of its culturally responsive team; its strong community outreach and word-of-mouth referrals; its five easily accessible offices, including one in Coatesville; its comprehensive staff training; and services women particularly value: home visits, access to health insurance, medical interpretation services and transportation assistance.

“My Advocate helped me so much when I was pregnant,” one mother says. “I could call her any time with a question and she would call me back right away. She checked in with me to see if I was okay during my pregnancy and if I kept my [prenatal] appointments. She helped me find a pediatric doctor to help my baby who needed surgery.”

In terms of the impact the Brandywine Health Foundation – and you through your support – have on the health of those less fortunate, I couldn’t say it any better.

A Winning Combination: Nutrition, Walking and Hip-Hop Dancing

Continued from page 1

Each semester about 20 girls meet for 90 minutes twice a week after school to both learn about the importance of making healthy lifestyle choices and to get moving. Led by a nutritionist, the nutritional lessons are hands on. Since parents play such a pivotal role in determining what children eat, the program includes a parents’ night during which parents sample healthy snacks and learn about the importance of providing healthy food for their children.

After each 45-minute nutrition session, one day of the week the girls walk with

pedometers accompanied by a teacher and on the other day take hip-hop dance instruction from a professional instructor.



Middle school students enjoying hip-hop.

“They love the hip-hop, but they also love the walking because they’re able to talk with each other and solve each other’s problems,” says DiGiorgio-Poll. “Some of the unforeseen benefits include building camaraderie, self-esteem and a sense of belonging.”

In addition, says Theresa Lee Powell, Ed.D., the school principal, “Many of the girls with whom I’ve spoken are now more inclined to exercise and understand its importance for a healthy lifestyle.”

For more information about the Brandywine Health Foundation, please visit www.brandywinehealthfoundation.org.



Strawberry Festival and Garden Party Are Smashing Successes

Many thanks to the countless volunteers and donors who made this past spring's Strawberry Festival and Garden Party such a success.

This year's Garden Party – hosted for the fifth time by Jennifer and Bob McNeil at Springbank Farm – raised nearly \$57,000 in net income, a record amount that exceeded the previous year's proceeds by more than \$16,000. In addition, despite two days of dreary, rainy weather, the four-day Rouse/Chamberlin Homes Strawberry Festival produced \$80,000 in net income. Half of that Strawberry Festival income was given to the following valuable community groups:

Brandywine YMCA, \$7,000
 Coatesville Public Library, \$4,000
 Rotary Club of Coatesville, \$16,000
 Thorndale Volunteer Fire Company, \$13,000

The other half of the net Strawberry Festival proceeds, along with the net Garden Party proceeds, will be used to continue the foundation's critical support of deserving health programs throughout the greater Coatesville area.

"The ongoing success of both events results from the extraordinary commitment and generosity that hundreds of like-minded volunteers and donors put forth each year on behalf of this annual community tradition," says Anne L. Hearn, chair of the Brandywine Health Foundation. "It warms our hearts to know so many of our neighbors embrace the foundation's mission to improve the health of our area's residents."



Committee members preparing to welcome guests to the 2007 Garden Party are (front row, from left): Phyllis Stewart, Jeanne Franklin, Kitty Williams, hosts Bob and Jennifer McNeil, Frances Sheehan, Brit Kay, Bobbi Callazzo, Janet Nathan and Debbie Shupp. Back row: Priscilla Holleran and co-chairs Mary Holleran and Kathy Lovell. Committee members not pictured: Irma Bailey, Carolyn DeLone, Laurie Eastburn, Susan Eastburn, Denise James, Joan Lindstrom and Kathleen Deets Price.



A Big Thank You

Thanks to the following generous businesses and individuals for making the Strawberry Festival and the Garden Party such a success:

Lead Festival Sponsor:
 Rouse/Chamberlin Homes

Brandywine Hospital:
 for use of its grounds and for its many staff members, who ensured the festival's success

Strawberry Festival Chair:
 Judy Good

Garden Party Co-chairs:
 Mary Holleran and Kathy Lovell

Garden Party Hosts:
 Jennifer and Robert McNeil

The Strawberry Festival, Marketing Advisory and Garden Party committees

Willow Financial Bank:
 for coordinating cash management at the Strawberry Festival

Strawberry Sponsors:
 Brandywine Hospital, Dr. and Mrs. Henry A. Jordan and Mr. and Mrs. Robert D. McNeil

Berry Sponsors:
 Coatesville Savings Bank, Ms. Carol Ware Gates and Willow Financial Bank

Platinum Sponsors: DNB First, Herr Foods, Inc., Neptune Moon Design, and Lornie Forbes and Sam Slater.

Coming in May, 2008
 Garden Party at a fabulous new venue. Watch for details.

SAVE THE DATE!

Thursday, May 29 –
 Sunday, June 1, 2008
 Annual Strawberry Festival. Visit www.brandywinestrawberryfestival.com for up-to-date details about this "berry" sweet event.

Donate Books to the McNeil Children's Lending Library

Children who visit ChesPenn Health Services and Community Dental often don't have parents who read to them regularly or have books readily available in their homes.

To address this need, the foundation is pleased to honor Jennifer and Bob McNeil, the five-time hosts of our annual Garden Party, by establishing the McNeil Children's Lending Library in the waiting room of the new Brandywine Health & Housing Center.

When the center opens early next year, the foundation will install a set of book shelves stocked with books for children from birth to 15 years of age. Inside each book a seal will state: "Donated by the Brandywine Health Foundation in recognition of Jennifer and Bob McNeil, 2008."

"We do not expect children to return the books," Donna Coughy, president and CEO of Willow Financial Bank, said as she announced plans for the library at the Garden Party. "We want to encourage a love for reading, and hope that they might treasure a new book that they can read over and over again."



Bob and Jennifer McNeil, who are being honored with the establishment of the McNeil Children's Lending Library in the waiting room of the Brandywine Health & Housing Center

Typical of the McNeil's generosity, when the foundation presented the idea to the couple they immediately sent a generous gift to help offset the initial book purchases. The library will continue to be replenished by generous people in the community through various drives and volunteer efforts. We are pleased that the Outreach Committee from Freedom Village Retirement Community has agreed to coordinate this effort.

Do you have one or more favorite children's books you would like to share with children in our community? If you are interested in donating new books to the McNeil Children's Lending Library, please contact Alex Sharber, chairperson of the Freedom Village Outreach Committee, at 610-466-0248 or alexandra.sharber@mybrookdale.com.

Mother of Three is Latest Egoville Scholar

As a 39-year-old mother of three school-aged children, Coatesville resident Nancy G. Lorenz does not fit the traditional profile of a nursing student. But more and more men and women like her are choosing nursing as a mid-life career choice, and are becoming a significant factor in helping overcome the nationwide nursing shortage.

Lorenz is this year's winner of the Egoville Scholarship, a \$10,000 scholarship awarded each year to a second-year student at the Brandywine School of Nursing (BSN). The medical/dental staff of Brandywine is providing \$8,500 of the scholarship, with the remaining \$1,500 donated by Barbara Egoville, the widow of Richard Egoville, M.D., for whom the scholarship is named, and the foundation, which administers the scholarship. Dr. Egoville was the medical director of Brandywine Hospital and a devoted physician to many area residents.

Described by her BSN nursing instructors as energetic, enthusiastic and well-prepared, Lorenz's educational journey has been a long one. When she was discussing the importance of education to her then seven-year-old daughter when she was having a hard time, her daughter responded: "You didn't even graduate from high school."

Motivated, she obtained her G.E.D. and then began taking classes at Delaware



Barbara Egoville (I) with Nancy Lorenz, 2007 recipient of the Egoville Nursing Scholarship, and Daniel Kane, M.D., Brandywine Hospital's chief of staff.

have family responsibilities. "Unlike some other careers, where you can take just three or six credits per semester, the intensity and heavy clinical time component makes it tough to work as many hours as other students and balance life and school."

A number of factors, according to Knecht, have contributed to the nursing shortage gripping the nation. These include the increasing care demands of aging Baby Boomers, an aging nursing corps, a perception that fewer jobs existed because of hospital cutbacks (even though more community nursing jobs are available) and competition from other professions, such as information technology.

"The good news," she says, "is that in Pennsylvania, through statewide and

"...it has been the most fulfilling and rewarding time in my life.

I am living a dream that I have had since high school:

I am becoming a nurse."

County Community College. "When I began to consider entering nursing school six years ago, many people told me how difficult if not impossible it would be to get through the nursing program and still fulfill my family responsibilities," Lorenz wrote in her scholarship application. Conceding her first year at Brandywine presented some challenges, she added, "... however it has been the most fulfilling and rewarding time in my life. I am living a dream that I have had since high school: I am becoming a nurse."

The scholarship, she says, has been a godsend for her and her husband, who operates a West Chester steak and hoagie shop. "It has definitely taken the burden of finances off our shoulders and allowed me to concentrate on studying and pursuing my nursing career," says Lorenz.

Patty Knecht, the director of the Practical Nursing Program at CAT Brandywine – Chester County Intermediate Unit, says nursing scholarships can be particularly helpful for students such as Lorenz who

local efforts, we have turned the tide. Our nursing school enrollments have increased by 50 percent and are now back to where they should have been several years ago.

"We still have a significant shortage but nursing is in vogue again and is seen as a very good career choice."

As Lorenz' story demonstrates, Knecht notes that many students are pursuing nursing as a second career and financial support, such as scholarships, help them to decrease their work hours in order to better handle the academically rigorous nursing programs. Also, Knecht notes, "The more local scholarships that students receive, hopefully the more connected they will feel to our community and the more they'll be willing to remain here when they become nurses."

For information about how to establish a scholarship fund, support an existing one or to learn about the many other charitable programs at the Brandywine Health Foundation, visit our Web site at www.brandywinefoundation.org.

Does Chester County Need Its Own Trauma Center?

Chester County is the only county in southeastern Pennsylvania, and the largest county in the state, without a trauma center.

As the county, with a 2006 estimated population of 482,000, continues to grow, is it time for a trauma center to be re-established in the county? To answer that question, the Brandywine Health Foundation and Phoenixville Community Health Foundation commissioned a study conducted under the auspices of the Health Care Improvement Foundation. The purpose: to determine if a Level II trauma center is warranted, and if so what it would cost.

Results of the study, conducted by Health Strategies & Solutions Inc., a Philadelphia-based consulting firm, were presented in late August at a public meeting at Downingtown East High School convened by U.S. Rep. Jim Gerlach, who had organized a steering committee to explore the issue.

Among the study's surprising highlights:

- In 2006, of the 490 truly serious trauma injuries suffered in the county, 6.3 percent resulted in death – an increase above the 4.7 percent fatality rate in 2001, when Brandywine Hospital's trauma center was still operating. Nonetheless, Chester County still had fewer trauma deaths per 100,000 population (6.5) than each of the five neighboring Pennsylvania suburban counties with trauma centers, whose trauma death rates ranged from 7.7 to 12.4 per 100,000 population.

- That trauma death rate was better even though, since the closure of the Brandywine Hospital trauma center, the mean travel time from the time of injury to admission at a trauma center increased significantly, from 61 minutes to 73 minutes in 2006. That's 15 to 20 minutes longer than the average travel time in the surrounding counties. In fact, in 2006 only 37 percent of trauma patients injured in the county arrived at a trauma center within the "golden hour" standard to which EMS ambulance and helicopter teams strive in order to maximize survivability and recovery – a sharp decline from 61 percent in 2001.

Despite these disadvantages, why are the death rates for Chester County trauma cases still lower than elsewhere?



Nurses, EMTs and paramedics from the Downingtown/Coatesville area participating in the Trauma Center meeting in late August.

"There's no cause and effect, no logical explanation for why the death rates are as low as they are in the absence of a trauma center," concludes Hugo Finarelli, senior vice president of HSS.

Still, as the county's population increases so might the need for a trauma center.

The steering committee appointed by Gerlach, which included the two health foundations, all five county hospitals, county emergency medicine services (EMS) personnel and state Rep. Curt Schroeder, agreed that either Brandywine Hospital or The Chester County Hospital in West Chester would be the best site for a new trauma center. Although CEOs of both of the centrally located hospitals said they would consider opening a trauma center, both cited significant challenges. These include recruiting enough surgeons to staff a 24-hour-a-day facility that would be expected to treat three serious trauma patients per day by 2015.

Another critical factor is the cost of such a facility. The study concluded that either hospital would incur an annual operating loss of \$5 million to \$8 million. As a result, neither hospital is willing to proceed unless it is assured of a stable, long-term funding source.

With no federal funding and little state funding available, the study concluded one of the only viable funding sources could be a per capita county tax similar to the one that currently supports the county library system.

As a Sept. 6, 2007 editorial in the Daily Local News noted, "The question has been raised that if the county could offer a dedicated tax for opening a trauma center at roughly the same level that it provides for library services – \$6 million a year – would residents see such an outlay in public funds as worthwhile? It is a question that the county commissioners should begin asking themselves. We think they may be surprised by what they hear."

Brandywine Consignment Shop Has a Deal for You

If you are looking for a bargain or have clothing, household items or furniture in good condition, have we got a deal for you! Whether you're looking to buy, consign, or donate such items, the Brandywine Consignment Shop is the place to go.

And as an added bonus, you can do so with the satisfaction and peace of mind that comes with knowing the proceeds go to a good cause – the Brandywine Health Foundation.

The consignment shop is located in a cheery yellow house located just north of the Route 30 Bypass on Route 113 at 368 Uwchlan Avenue in Downingtown. The shop is open Monday, Tuesday, Thursday, Friday and Saturday from 10 a.m. to 3 p.m. and Wednesday from 10 a.m. to 5 p.m.

The shop has been selling beautiful, like-new clothing and household items to our community for more than 15 years. It operates with more than 40 dedicated volunteers. New volunteers are needed and welcome any time, so join today.

For more details about the Brandywine Consignment Shop, contact Nancy Oliver at 610-269-8622 or visit www.brandywinefoundation.org.



Put Health First with Your United Way Workplace Donation

It's easy to make a healthy difference with your United Way gift. Just choose the Brandywine Health Foundation in the United Way Donor Choice Campaigns and the Combined Federal Campaign. For donations to the United Way of Southeastern Pennsylvania only, please designate your donation to the foundation's code number: 14448. For the Combined Federal Campaign, please designate your donation to the foundation's code number: 55833.

Also, please send a copy of your Donor Choice form to the Brandywine Health Foundation, 50 South First Avenue, Coatesville, PA 19320. That way, we can record and acknowledge your gift. Thank you so much for making health a priority in your neighborhood.

Milestones

Welcoming New Board Members

The foundation is pleased to welcome the following new members of its board of directors:



Frank F. Breuninger Jr.:

A Coatesville resident who graduated from Coatesville Area Senior High School, Breuninger has worked in Coatesville his entire adult life, first for the Chester

County Mutual Insurance Company and, since 1977, as president of F. Frederick Breuninger & Son Insurance Inc. He has also served on the board of directors of the Lutheran Church of the Good Shepherd and the Coatesville Country Club, and is the president of the Coatesville Health Development Corporation.



Ann Lunger Jones:

A design consultant for Plain & Fancy Interiors in Centerville, Del., the former fourth-grade and Head Start teacher has served on a number of

boards, including the Delaware Learning Center (for pre-school children with learning disabilities), Planned Parenthood of Chester County and the University of Pennsylvania New Bolton Center Allam House Committee. Jones currently serves on the Winterthur Development and Point-to-Point committees.



James H. Manning Jr.:

A graduate of Cheyney University and the University of Pennsylvania School of Law, the former assistant U.S. attorney

was, prior to his retirement, a long-time attorney with Sun Company Inc. in Philadelphia, where he served as chief counsel for litigation management for 16 years.

Condolences

The foundation wishes to extend its deepest sympathies and condolences to the family and friends of four friends of the foundation who recently passed away:

Joanne Chertok, Norman E. Cottom Jr., Thomas R. Greenleaf and Robert I. Pyle.

Mrs. Chertok, of Coatesville, was a strong supporter of the foundation and a leader in the Jewish philanthropic community. Mr. Cottom, who joined the foundation's board of directors in July 2006, also served on the board of OIC of Chester County and was active in St. Paul's Baptist Church. Mr. Greenleaf, of Elverson, the retired president of Chemical Leaman Corp., was a founder of the foundation as a member of the Brandywine Health Transitional Corporation Board, on which he was still serving at the time of his death. Mr. Pyle, who farmed the area just south of Brandywine Hospital, was a loyal supporter and generous friend of the foundation. They will all be missed.

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