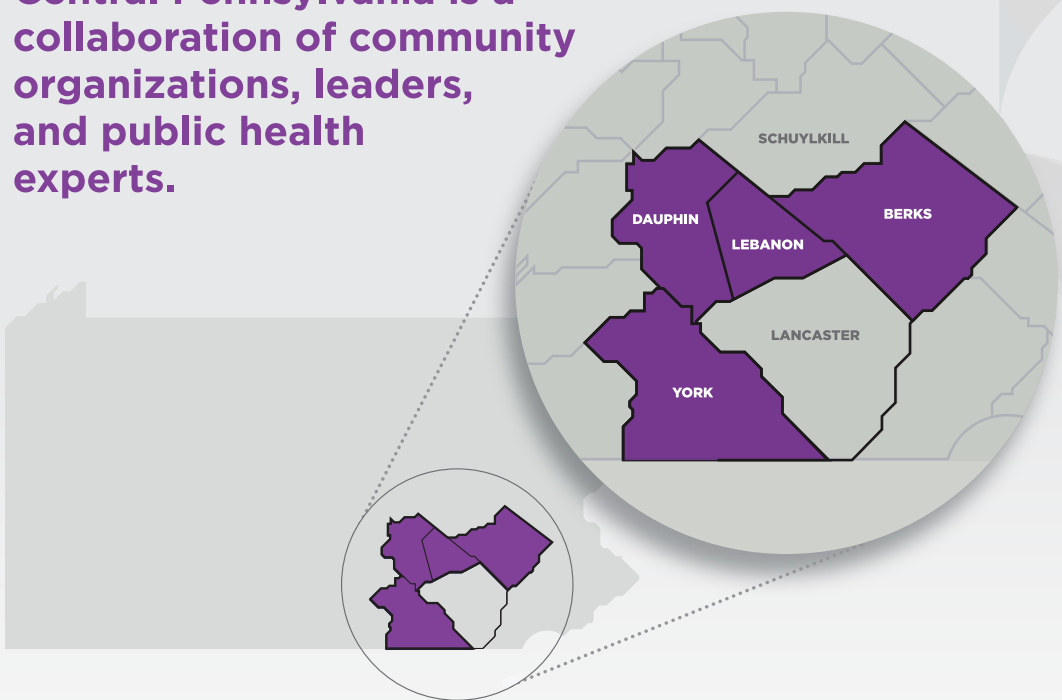




REACH

Racial and Ethnic Approaches to Community Health

The Racial and Ethnic Approaches to Community Health (REACH) program in Central Pennsylvania is a collaboration of community organizations, leaders, and public health experts.



Penn State REACH plans and carries out local, culturally appropriate programs to address a wide range of health issues amongst the Hispanic and Latino populations in Central Pennsylvania.



REACH
NUTRITION
SECURITY

Nutrition Security: Promote food service and nutrition guidelines and the expansion of existing fruit and vegetable voucher incentives and/or produce prescription programs.



REACH
PHYSICAL
ACTIVITY

Physical Activity: Develop policies and activities to connect pedestrian, bicycle, or transit transportation networks (called activity-friendly routes) to everyday destinations.



REACH
EARLY CARE
AND EDUCATION

Early Care and Education: Advance policies and activities that improve nutrition, physical activity, and breastfeeding and uplift Farm to ECE programs.



REACH
VACCINATION

Vaccination: Implement practices to increase awareness, confidence, demand, and access to flu, COVID-19, and other routinely recommended adult vaccines.



REACH

NUTRITION SECURITY

Food Service Guidelines

17.8%

of residents have received emergency food from **a food pantry or soup kitchen in the past year.**

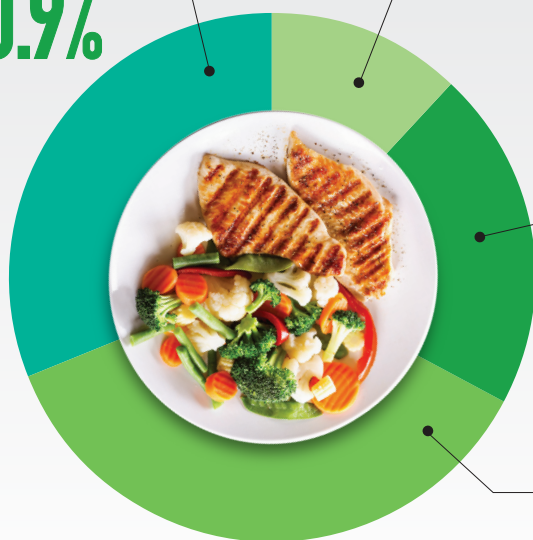
Eating healthy fruit and veggies is important but only

44.8%

of residents believe they are eating enough fruit and vegetables.

Many Lebanon County residents make and eat their meals at home compared to those who eat at fast food restaurants.

7 DAYS PER WEEK
30.9%



0-2 DAYS PER WEEK
12.1%

3-4 DAYS PER WEEK
20.9%

5-6 DAYS PER WEEK
36.1%

DAYS PER WEEK MAKING MEALS AT HOME

Weighted number surveyed 111.6

DAYS PER WEEK EATING FAST FOOD

4-7 DAYS PER WEEK

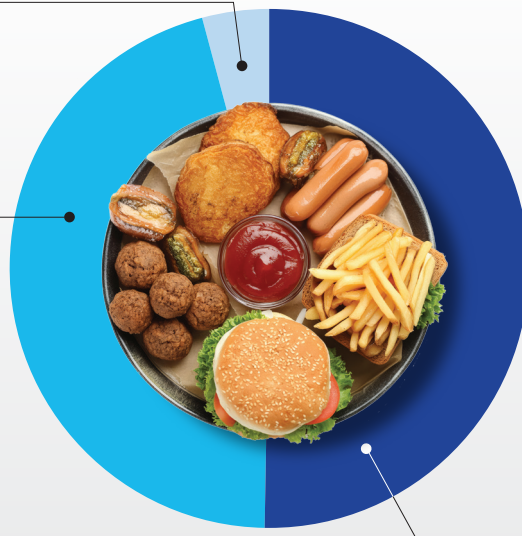
4%

1-3 DAYS PER WEEK

45.7%

0 DAYS PER WEEK

50.3%



Weighted number surveyed 111.6

100%

of all residents agree that it is very important for children to get healthy food and drinks.

31.6%

of residents surveyed believe that youth are getting healthy food and drinks.



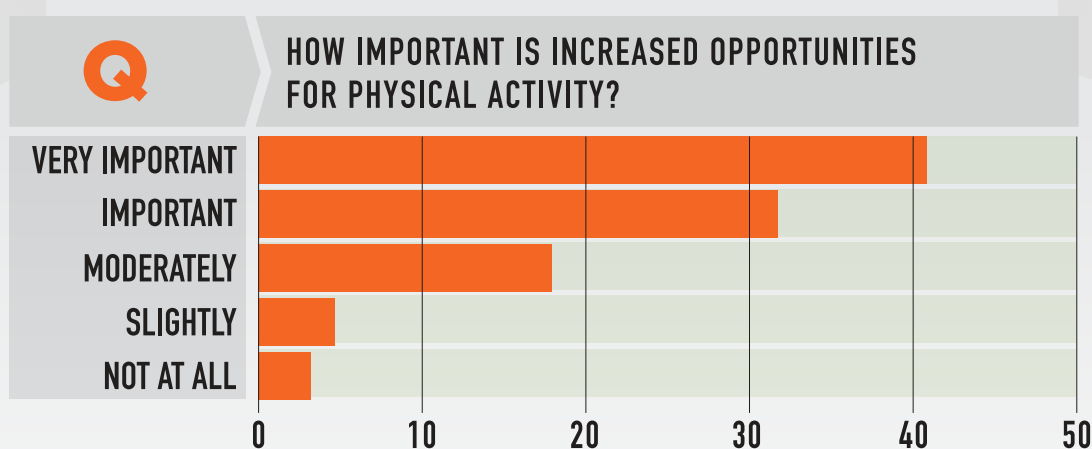
REACH

PHYSICAL ACTIVITY

Physical Activity

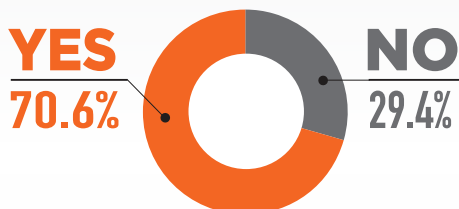


Residents of Lebanon County find increasing opportunities for physical activity in the county to be **VERY IMPORTANT**.



In the needs assessment survey, the majority of respondents engaged in some kind of physical activity within the last month in Lebanon County.

Q DURING THE PAST MONTH, DID YOU PARTICIPATE IN ANY PHYSICAL ACTIVITIES OR EXERCISES SUCH AS RUNNING, CALISTHENICS, OR WALKING FOR EXERCISE?

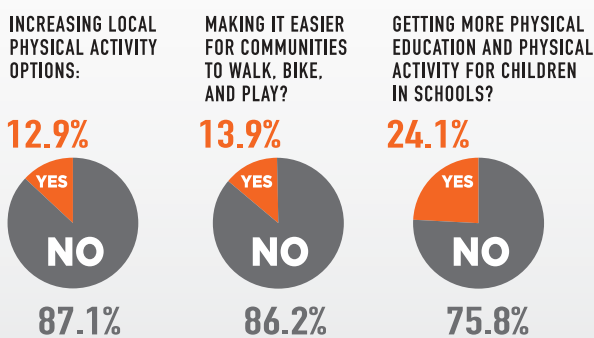


87.8%

of Lebanon County community members feel that the community should have **MORE** opportunities for people to be active and do things like walk, bike, and play.

There are opportunities in Lebanon County to increase advertisement, or promotion, for physical activity.

In the past 30 days, have you seen, heard, or read any TV, radio, newspaper or online advertising about...



In Lebanon County, trusted sources to provide messages to promote physical activity included:

HOSPITALS OR MEDICAL CENTERS
(82.2% viewed as a trusted source)

LOCAL/STATE HEALTH DEPARTMENTS
(75.1% viewed as a trusted source)

Why is this important? This type of health messaging can help promote healthy behaviors in the community!



REACH VACCINATION

Vaccination Attitudes

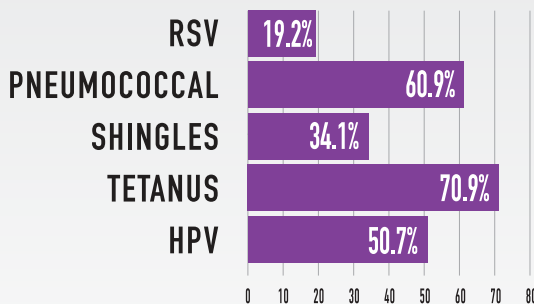


OF INDIVIDUALS SAID THEY DON'T BELIEVE THAT VACCINES ARE SAFE AND EFFECTIVE.



SAID THEY THINK ROUTINE ADULT VACCINES ARE NOT AT ALL SAFE.

Adult vaccines received:



51% OF INDIVIDUALS in Lebanon County did not receive their flu vaccination for the 2023-2024 season, and **89%** said they probably or definitely will not get the flu vaccine this season.

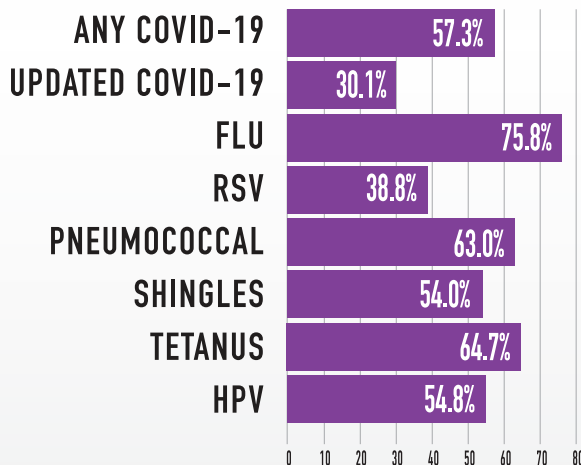


36.4% OF INDIVIDUALS

in Lebanon County said they think the COVID-19 vaccine is not at all safe, and

36.1% of respondents from Lebanon County reported that they received 0 doses of the COVID-19 vaccine.

A healthcare provider has recommended the following vaccines:



IN LEBANON COUNTY, 73%

of those whose providers recommended routine vaccination received one or more adult vaccines while only **49%** of those whose providers did not recommend a vaccine received them.



REACH

Why Are Community Needs Assessments Important?

1 HELPS to identify and prioritize the needs of a community.

2 INFORMS decision making processes that can help community leaders and organizations make informed choices about resource allocation, program development, and policy decisions.

3 ENGAGES stakeholders by gathering input and feedback to ensure that needs and concerns of all individuals and groups within the community are addressed.

4 MONITORING and evaluating the impact of programs and services over time to identify gaps, track progress, and make adjustments as needed.

Penn State REACH Community Needs Assessment

In partnership with Franklin and Marshall College, the Penn State REACH team surveyed households using an address-based sampling methodology.



■ **The survey sample was determined** by identifying locations within selected tracts located in Lebanon County that contained a high incidence rate greater than **30% of Hispanic Households**.

■ **The survey will include interviews with**

800 **RANDOMLY SELECTED ADULTS.**

■ **Available in both SPANISH AND ENGLISH**

■ Interviews will be conducted via live-interviewer outbound calls, live-interviewer inbound calls, and/or a web survey as determined by respondent preferences.

■ **111** **LEBANON SURVEY PARTICIPANTS**
(weighted)



REACH

NUTRITION SECURITY

Nutrition Incentive Program

97% of Lebanon county residents overwhelmingly believe *"my health depends on what I eat".*

ONLY 38.1% always have fruits and vegetables available in their home weekly.



WHEN SHOPPING FOR FOOD 93% OF RESPONDENTS

believe that variety of produce is important. **But, only 45.2%** believe there is a large selection of fresh produce in their neighborhood.



FOUR OUT OF 10 RESPONDENTS

stated that the food they bought in the past 12 months just didn't last and they didn't have money to buy more.



ONLY 24.2% OF RESPONDENTS have heard of the farmers market nutrition program before.

ONLY 10% OF RESPONDENTS have heard of nutrition incentives such as **Double SNAP, Food Bucks, Market** or **Farm Bucks.**

ONLY 9.4% OF RESPONDENTS have ever heard of produce prescription programs and of those respondents only **7.6%** have ever participated in the program.

ONLY 22% OF PARTICIPANTS were receiving **SNAP** benefits and only **5%** were receiving **WIC** benefits in the past 12 months.

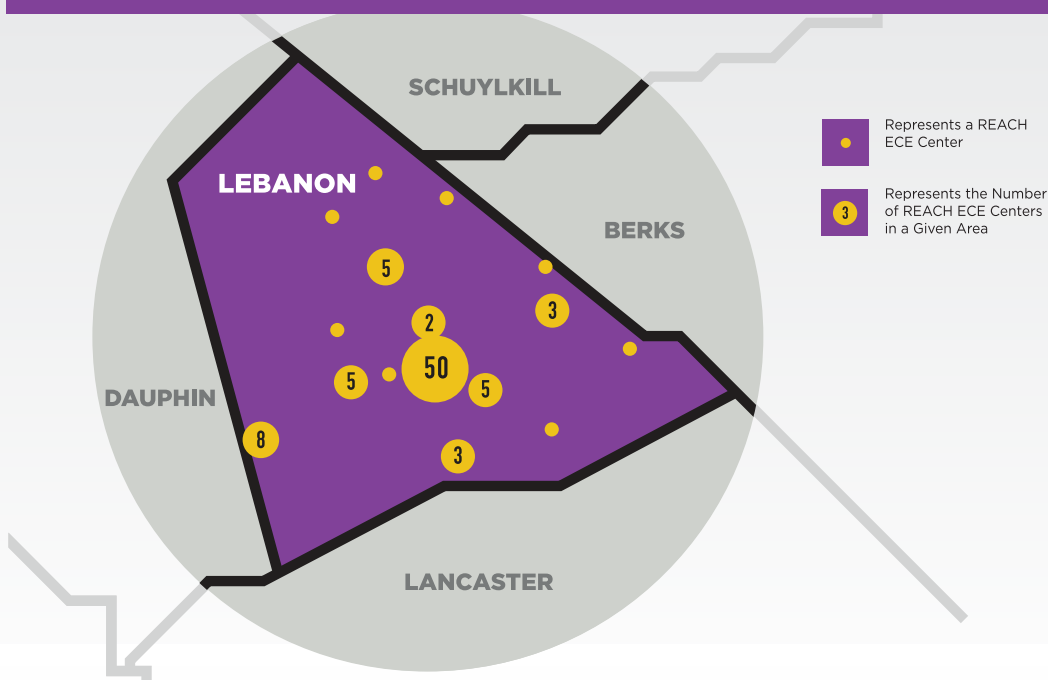


REACH EARLY CARE AND EDUCATION

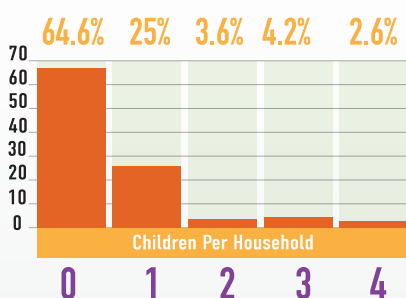
Early Care & Education

High-quality Early Care and Education (ECE) programs positively influence a child's social, emotional, educational, physical, and economic outcomes later in life. Questions were asked to community members in Lebanon to learn more about their preferences related to nutrition in ECE program settings.

Overall ECE Centers in Lebanon County, PA

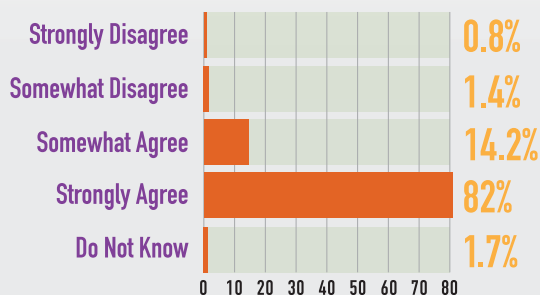


Q How many children under 18 years of age currently live in this household?



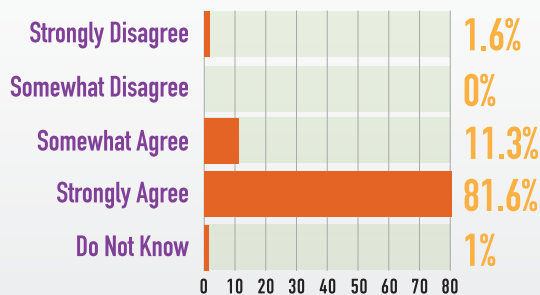
Weighted number surveyed 111.6

Q Do you agree or disagree... I would like there to be nutrition standards in early child care and education programs.



Weighted number surveyed 111.6

Q Do you agree or disagree... I would like early child care and education programs in my community - such as child care centers, day care homes, Head Start programs, pre-schools, and pre-kindergarten programs - to follow healthy food guidelines.



Weighted number surveyed 111.6

The Child and Adult Care Food Program (CACFP) is an important federally funded program that increases access to nutritious, well-balanced meals for children in child care settings (i.e., ECE Centers). In Lebanon County the CACFP Participation rate is the following:

CACFP PARTICIPATION RATE: 12%