

## St. Joseph Health Ministries

Improving the health of children in need within Lancaster County.

1929 Lincoln Highway East, Suite 150  
Lancaster, PA 17602

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# word of mouth

a quarterly publication of St. Joseph Health Ministries

### ST. JOSEPH HEALTH MINISTRIES ST. JOSEPH HEALTH MINISTRIES FOUNDATION

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## Lovin' it: McDonald's again partners to promote oral health

For the second year in a row, St. Joseph Health Ministries is partnering with the 14 McDonald's restaurants in Lancaster County to promote oral health.

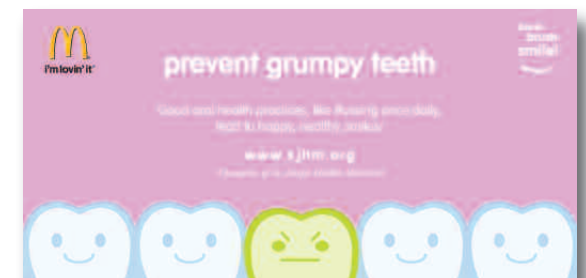
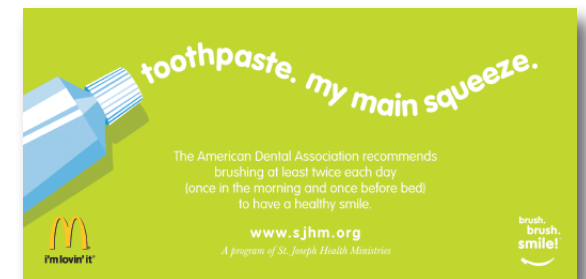
Starting Oct. 2, McDonald's customers who purchase Happy Meals at the participating stores will receive one of two colorful flyers. One bears the headline "Toothpaste. My main squeeze," and cites the American Dental Association's recommendation to brush at least twice daily for a healthy smile; the other, titled "Prevent grumpy teeth," encourages daily flossing.

The promotion coincides with the introduction of Happy Meals featuring a Build-A-Bear toy. The stores will hand out 1,000 copies of each flyer until supplies are depleted.

October is National Dental Hygiene Month.

#### Participating locations:

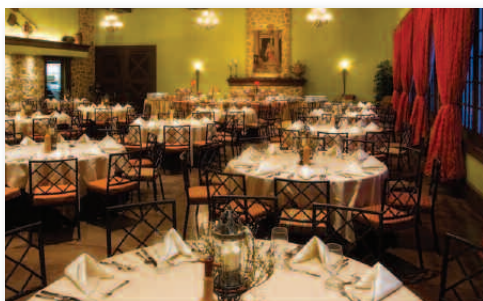
- 1434 Manheim Pike, Lancaster
- 301 Willow Valley Square, South Lancaster
- 140 N. Reading Road, Ephrata
- 1755 Columbia Ave., Lancaster
- 711 Lancaster Road, Manheim
- 311 Centerville Road, Lancaster
- 990 Lititz Pike, Lititz
- 68 East Towne Mall, Lancaster
- 2034 Lincoln Highway East, Lancaster
- 1880 Hempstead Road, Lancaster
- 1829 Oregon Pike, Lancaster
- 575 N. Franklin St., Lancaster
- 210 W. King St., Lancaster
- 1295 Millersville Pike (Manor Shopping Center), Lancaster.



## 10 things to know about the Sept. 25 gala

This year, we celebrate the 10th anniversary of St. Joseph Health Ministries' inception. In recognition of this proud achievement, we offer 10 things you should know relative to this year's gala.

1. At 6 p.m. Friday, Sept. 25
2. At The Inn at Leola Village
3. In the Casa di Fiori ("House of Flowers") banquet facility.
4. Theme is "Under the Tuscan Sun."
5. Attire is dressy casual.
6. Diamond sponsors are Eastern Life & Health Insurance Co., Medication Information Services, and Patrick Trimble, Realtor.
7. Silent auction items include a Suite Chocolate Package from The Inn at Leola Village.
8. Live auction items include round-trip airfare for two to anywhere in the continental U.S. courtesy of AirTran Airways.
9. Menu includes tenderloin of beef "Florentine style," involtini of pork loin, penna pasta with medallions of chicken, and orecchiette with mazzi-preserved tuna and lemons, and much more.
10. Most important, net proceeds benefit Brush. Brush. Smile!, helping improve the health of children.



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www.sjhm.org



### Pushing the right buttons

In June, St. Joseph Health Ministries gave the power to the people: "Power of a Smile Week," that is.

The week of June 14, St. Joseph Health Ministries promoted oral health by giving away thousands of collectible buttons featuring a smiling tooth and our Web address, www.sjhm.org. Each of Lancaster County's 18 public libraries graciously served as a distribution point for the buttons. In some cases, the libraries quickly depleted their supplies and asked for more.

What's more, the promotion drove traffic to the Web site, where visitors found easy-to-use information and a couple of free downloads: a children's activity book and a 30-day brushing and flossing chart. During the week, daily page views on the Web site rose from the 300s to 7,159 on June 20.

### Brush Brush Bus makes 'Giant' leap to reach more families

There was no summer break for the "Brush Brush Bus" and its dental team.

With school out, St. Joseph Health Ministries partnered with Giant Food Stores to provide free dental care to eligible Lancaster County children.

The bus made two visits to the parking lot of the Giant at 235 N. Reservoir St., Lancaster: July 27-29 to register children, then multiple dates in August to treat them.

"Brush. Brush. Smile! continues to look for innovative ways to reach children who don't regularly visit a dentist," said Susan Scott, director of operations for St. Joseph Health Ministries. "We're really excited to work with Giant Food Stores in our effort to reach even more children and to welcome new faces on board the Brush Brush Bus."

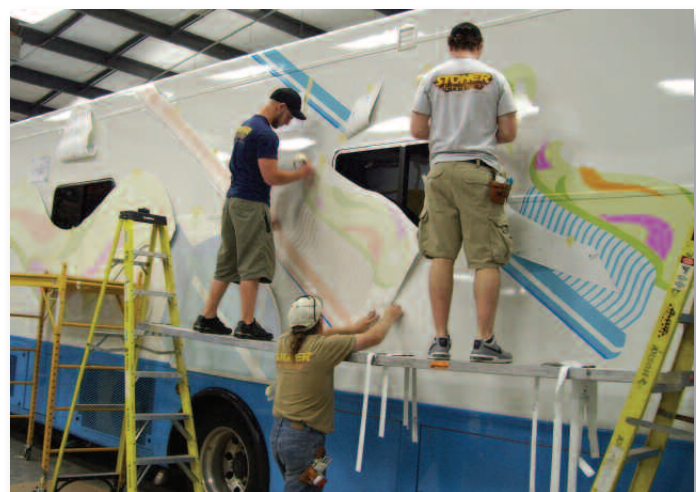


The Giant visits were featured on CBS21 and WGAL-TV, among other news media.

### That's a wrap

After seeing 1,500 children, performing 19,000 dental procedures and traveling 32,573 miles in five years, the original Brush Brush Bus has received a well-earned makeover.

Its original vinyl wrap – featuring the colorful squares that resembled giant sticky notes – was faded, cracking and peeling. So in June, workers applied a new wrap featuring a swirl of toothpaste and colorful toothbrushes, similar to the design on the second bus.



Workers from Stoner Graphix in Hummelstown install the new vinyl wrap.

Ask your dentist if he or she participates in Brush. Brush. Smile! Connect. If not, additional information about the program is available by calling St. Joseph Health Ministries at 397-7625.

### Jennifer's goodbye

She was the original employee of St. Joseph Health Ministries, witness to its creation out of the sale of St. Joseph Hospital and to the birth of Brush. Brush. Smile! Jennifer Thompson, who left an indelible mark on this organization, left this summer to become director of community relations and outreach for St. Joseph Medical Center in Towson, Md. Kelly Altland, vice president of development at St. Joseph Medical Center in Reading, is the interim president of St. Joseph Health Ministries.

#### Jennifer reflected on her 10 years with St. Joseph Health Ministries:

"In 2004, Catholic Health Initiatives and the St. Joseph Health Ministries board of directors challenged us to create a community-based program that would make a measurable difference in the lives of children. We had no idea how it would evolve. I remember the multiple drafts of concept papers and budgets, the many pieces of paper and flip charts that culminated with a concept for a program focused on children's oral health – what would soon become Brush. Brush. Smile!

**we hoped it would make a difference in people's lives. The first year presented many challenges as we created something from nothing. But we soon began to feel the energy of community leaders, dentists and county residents in support of our vision.**



"And here we are in 2009, celebrating five years of Brush. Brush. Smile! and the 10th anniversary of St. Joseph Health Ministries. It's a strong, viable organization with a state-of-the-art community oral health program that is recognized nationally for the good it is doing.

"Staff members have come and gone, but the legacy of the Sisters of St. Francis continues to live and breathe within this organization. Each and every day, St. Joseph Health Ministries carries on its mission of helping families and children in need within Lancaster County."