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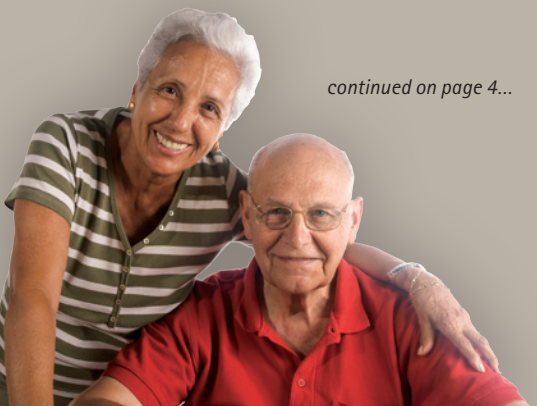
## Addressing the Changing Needs of Older Adults

Penn Foundation began offering services specifically for older adults in 2002. Along with a nurse, a psychiatrist would visit long-term care facilities in the community. "At that time, the program was primarily psychiatry-based," explains Dr. Karen Rosenberger, Coordinator of Geriatric Services. "This means that the main service we offered at that time was medication management."

Over the next five years, Penn Foundation looked to expand its older adult programming to better meet the needs of this population. In addition to hiring a part-time social worker, the agency developed new partnerships with other long-term care facilities and began offering neurological assessments through its outpatient Mental Health program.

"We began to work with the entire family and focus on issues other than medication," says Dr. Rosenberger. "For example, for a man whose wife is cognitively impaired, we would help him figure out what he needed on a daily basis to keep his wife at home. We would discuss how to transition his wife from living at home to living at a long-term care facility. We would work on these same issues with the adult children of older adults who were caring for their parents."

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## Penn Foundation Aims to Become a Center for Excellence in Trauma-Specific Care

On November 1, 2010, in collaboration with Indian Creek Foundation, Penn Foundation embarked on a three-year Trauma-Informed Readiness Project to become a Center for Excellence in Trauma-Specific Care.

"We want to better understand what our clients are experiencing and provide the sensitive care they need," explains Karen Kern, Executive Director of Mental Health Services. "Our goal at the end of the three-year period is a paradigm shift from treating symptoms to treating the cause."

Karen is overseeing this initiative together with Janice Nuss, Director of Social Work at Indian Creek Foundation. Both organizations are working in consultation with Joseph Spinazzola, Executive Director of the Trauma Center at the Justice Resource Institute in Brookline, Massachusetts.

### What is Trauma-Informed Care?

According to the National Center for Trauma-Informed Care, trauma is defined as an event that "induces powerlessness, fear, recurrent hopelessness, and a constant state of alert. Trauma impacts a person's spirituality and relationships with self, others, communities, and environment, often resulting in recurring feelings of shame, guilt, rage, isolation, and disconnection." Examples of trauma include child sexual abuse, other forms of abuse and neglect, witnessing violence, death or other kind of loss of parents or siblings, abductions, car accidents, plane crashes, social dislocation, terrorism, war, and natural disasters.

Trauma-Informed Care is an approach to treatment that recognizes the presence of trauma symptoms and the role that trauma has played in an individual's life. Many people who seek behavioral health services have

experienced some type of trauma, which often leads to mental health and co-occurring disorders such as substance abuse, eating disorders, and medical conditions as well as interaction with the criminal justice system. A trauma-informed organization seeks to offer more supportive services to avoid re-traumatization.

### Why Embark on a Trauma-Informed Readiness Project?

"The Trauma-Informed Readiness Project is the first step in addressing what many clinicians now agree is the epidemic underlying 85% of our mental health and substance abuse cases," explains Jonathan Labman, Project Coordinator and Licensed Professional Counselor with Penn Foundation's Mental Health Outpatient Services.

"In my clinical experience at the Recovery Center, if a client wasn't acknowledging the underlying trauma and being transferred to mental health services to deal with it after addiction treatment, I could expect to see them relapse. In the mental health world, there is evidence to suggest that the same thing occurs. If clients don't learn ways of coping with the physiological, emotional, and cognitive distortions that are a consequence of abuse/neglect, and if they're unable to create a narrative of what happened to them, they often end up chronically ill. We're hoping to create a comprehensive, holistic treatment approach that combines somatic and cognitive exercises, relaxation training, and creative activities plus new cutting-edge modalities to treat the underlying trauma."

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## SAVE THE DATE!

### Univest Grand Prix – September 17, 2011

Penn Foundation will once again be the beneficiary of the Univest Grand Prix Cyclosporitif on Saturday, September 17, 2011.

We are recruiting volunteers to serve as Race Course Marshals during the professional race.



To volunteer or for more information, contact Jen King at 215.453.5190 or [jking@pennfoundation.org](mailto:jking@pennfoundation.org).



## Enterprise Foundation Donates \$2500 to Penn Foundation



Presenting a check in the amount of \$2500 to Penn Foundation on behalf of Enterprise Holdings Foundation are Kate Tuthill (second from right) and Bradley Madrzykowski (right). Accepting the check are President & CEO Wayne Mugrauer (left) and Chief Financial Officer Francine Mellott (second from left).

Enterprise provides Penn Foundation with consultation and fleet management programming strategies for vehicle replacement, management, and maintenance for cost savings and efficiencies. "Penn Foundation has been extremely pleased with the proactive approach of the Enterprise team in assisting us with the day-to-day as well as the long-range planning and budgeting for our ever-growing fleet of vehicles," says Francine.

### Autumn Event Planning Underway



Led by **Stephen Nelson**, CFO of Haines and Kibblehouse, Penn Foundation's Autumn Event Committee assembled in March to begin work on this year's Autumn Event. These dynamic and energetic volunteers are the driving force behind this essential Penn Foundation fundraiser. Look for more information about the event at [www.pennfoundation.org](http://www.pennfoundation.org) or on our Facebook page, **Penn Foundation – Power of Hope**.



For information about Sponsorship Packages, please call Jen King at 215.453.5190.

*In the picture below are members of Penn Foundation's 2011 Autumn Event Committee (back row, from left) Sue McManus (Expos, Events, Etc.); Roz Swartley (Community Volunteer); Amy Biemiller (The LightStream Group); Frank Pugh (Community Volunteer); Joe Keilman (Liberty Printing & Office Supplies); Wayne Mugrauer (Penn Foundation); Stephen Nelson (Haines & Kibblehouse); Terry Derstine (Executive Promotions & Geiger); Terri Young (Penn Foundation); Peter Brown (First Savings Bank of Perkasio); (front row, from left) Kim Hessler (Penn Foundation); Rita Woodward (Longaberger Baskets); Kim Detwiler (Univest Corporation); Jen King (Penn Foundation); Courtney Alderfer (Community Volunteer); Kathleen Ruth (Penn Foundation); Jennifer Smith (Penn Foundation); Dale Wentz (QNB); and Dorothy Weik (Bricker, Landis, Hunsberger & Gingrich).*

*Not pictured are Karen Aichele (Community Volunteer); Donna Baum (Community Volunteer); Diane Carlson (Harleysville Savings Bank); E.J. Clemens (Community Volunteer); Maura Derstein (Lacher and Associates Insurance Company); Diane Dougherty (Penn Foundation); Bonnie Drobnes (Aflac); Duane Freed (The Packaging Store); Doug Jones (Altek Business Systems, Inc.); Linda Kaloustian (Community Volunteer); Gayle Keyes (Community Volunteer); Scott Landis (Landis Supermarkets); Brad Madrzykowski (Enterprise); Diane Magee (Grim, Biehn & Thatcher); and Dyllan Malka (Community Volunteer).*



## Three Ways You Can Help Restore Hope Today

### 1. TAX-FREE GIFT FROM YOUR IRA

In December 2010, Congress re-authorized a provision that allows you to make a tax-free gift from your IRA to Penn Foundation. If you are age 70 ½ or older and do not need all or part of the distributions from your IRA, you can make tax-free gifts totaling up to \$100,000 from a traditional IRA to qualified charities, such as Penn Foundation.



For more information, contact Jen King at 215.453.5190.

### 2. ANNUAL GIVING APPEAL CONTRIBUTION

Funds raised through our Annual Appeal support Penn Foundation's Commonwealth Fund, which subsidizes services for those who cannot pay or can only partially pay for the services they receive. Our goal is \$350,000 by the end of our fiscal year on June 30, 2011. Heartfelt thanks to all who have already made a gift during our recent appeal. If you have not yet made a contribution, please consider a gift today.



To make a gift online, visit [www.PennFoundation.org](http://www.PennFoundation.org).


### 3. SHOP ONLINE AND MAKE A DIFFERENCE!

If you shop online, you can help Penn Foundation! More than 800 stores are part of the iGive network, a free service that supports your favorite charitable organization. By shopping online at [www.iGive.com/PennFoundation](http://www.iGive.com/PennFoundation), a portion of the money you spend will benefit Penn Foundation. You'll never pay more when you reach a store through iGive, and you will have access to iGive's coupons, free shipping deals, and sales.



To get started, just create your free iGive account and shop online at [www.iGive.com/PennFoundation](http://www.iGive.com/PennFoundation).

## IPR (Intensive Psychiatric Rehabilitation) Changes Name to REACH


Penn Foundation's Intensive Psychiatric Rehabilitation (IPR) program has changed its name to REACH, an Individualized Program for Recovery. "The name 'Intensive Psychiatric Rehabilitation' did not capture the essence of what we do," explains Stacey Herreid-Halstead, Director of REACH. "Our program is designed to assist individuals with mental illness and/or co-occurring substance use disorders in setting and achieving educational, vocational, social, and/or life goals of their choice." 

## REACH Program Helped Me Overcome Anxiety

"Seven years ago, I decided to get sober and stay sober. When I faced my feelings instead of masking them with alcohol, I realized I was suppressing disorders like anxiety. It was hard for me to live a normal life. I was not able to go out in public or provide for myself and my children.

The REACH program helped me set goals. My REACH practitioner helped me overcome my anxiety by showing me how to take small steps back into society and by coaching me through experiences in public places. I learned special techniques to overcome anxiety attacks in public. Little by little, I got comfortable enough to go out alone.

REACH helped me deal with the ups and downs in life by turning my negative outlook into a positive one. It helped me understand my depression and how to cope with it. I stopped dwelling on my mental illness.

Having a mental illness isn't the end of the world. There are ways I can deal with it so I can lead a normal life and support myself and my children." 

- Ronald, REACH Participant\*

\* In 2010, Ronald received an award at the Bucks County Advancing in Recovery Conference and was able to accept this award in front of 100 people. He now also helps to facilitate IPR classes.

## Recovery Center Awarded Three-Year CARF Accreditation for Inpatient Drug and Alcohol Programs

The Recovery Center has been accredited by CARF International (Commission on Accreditation of Rehabilitation Facilities) for a period of three years for its inpatient drug and alcohol programs. This is the third consecutive Three-Year Accreditation that the international accrediting body has awarded to Penn Foundation's Recovery Center.

"It is very gratifying to have such a rigorous external review affirm that our drug and alcohol services are robust and consistently meeting our goal to help persons and their families in our community affected by addiction," says Marianne Gilson, Executive Director of Quality and Operations at Penn Foundation.

For more information on CARF, visit [www.carf.org](http://www.carf.org). 

## Penn Foundation Collaborates with Pennridge School District to Offer School-Based Therapy Program


In collaboration with the Pennridge School District, Bucks County Behavioral Health System, and Magellan, Penn Foundation is providing a School-Based Therapy Program at two of the district's elementary schools – West Rockhill and Sellersville.

"These two schools were identified because school district data suggested a high need for additional behavioral services for students which the schools could not provide," explains Cheryl Guy, Director of Family Based Services. "The target population is students in grades 1 – 5 who have behavioral issues or at-risk behaviors that are interfering with their functioning in school, at home, and in the community."

Penn Foundation is providing an on-site licensed psychologist to conduct assessments, individual and family counseling, classroom management, and crisis referrals one day a week at each of the two schools. The aim of the program is to address the needs of identified at-risk students who require more emotional and behavioral assistance than can be provided by the school. The hope is that school attendance, academic success, classroom cooperation, and social skills

will increase and challenging behaviors at school and at home will decrease.

"Students receiving therapy within the school are much more likely to consistently participate in treatment than those who must travel to an outside facility during after-school hours," says Cheryl. "A school-based therapist can capitalize on a student's existing academic and social networks and is able to observe and treat children within their natural environment."

Adds Cheryl, "Having a school-based therapist gives students a place to process their problems and learn productive coping strategies. Parents have a safe place to discuss their issues and learn ways to more effectively deal with their children. Teachers have a way to help the children by sending them to an experienced, knowledgeable, caring therapist." 


## Building Updates

While Penn Villa, Penn Foundation's new residential facilities, are "on schedule and on budget" according to President & CEO Wayne Mugrauer, a reevaluation of a planned addition to the Main Building is being undertaken.

The group home set for completion in March, and five townhomes set for completion in June are being built on Diamond Street in Sellersville and will replace rented, crowded two-bedroom apartments, allowing Penn Foundation to provide housing for 23 individuals.

The planned \$10.9 million addition to the Main Building, which currently serves the Mental Health Outpatient and Assertive Community Treatment programs, is being reevaluated in light of a budget shortfall and anticipated changes in behavioral healthcare.

"We are taking a fresh look at the cost of the project, the funds raised, and the funds needed to make this addition a reality," says Wayne. "As of February 15th we have raised just over \$7.5 million, which means we still need \$3 million to build the project without additional debt." Wayne is working with the Board of Directors to develop a plan to address this shortfall and to reassess the layout of the building in anticipation of meeting current and future service delivery needs.

"Our hope is to have the necessary building permits in place this spring and to start building in early summer," says Wayne. 



## Christopher Squillaro, D.O. Named Medical Director



Psychiatrist Christopher Squillaro, D.O. has been named Penn Foundation's Medical Director. Dr. Squillaro joined the staff of Penn Foundation in July 2008 and has been the Acting Medical Director since 2010.

Dr. Squillaro's responsibilities will include Chairing the Department of Psychiatry at Grand View Hospital, supervising Penn Foundation's medical staff, and working with Penn Foundation's administration to ensure the quality of existing programs.

Dr. Squillaro's first priority is "to remain true to the principles of excellent community care that Penn Foundation has been known for and expand this mission to new opportunities in healthcare." He also hopes "to bridge some of the communication gaps that have developed between physical and behavioral health providers, to be a pioneer in the evolution of healthcare as the country redefines its understanding of a healthcare system, and to make services easier to access and more mobile as technology becomes a greater tool in providing care."

Dr. Squillaro earned his medical degree from Philadelphia College of Osteopathic Medicine in 2004 and completed his residency at the University of Maryland/Sheppard Pratt in 2008. He is a member of the American Psychiatric Association and the American Osteopathic Association. 📍

## Meet Karen Rosenberger, Psy.D, Coordinator, Geriatric Services



Karen Rosenberger, Psy.D., Coordinator of Geriatric Services, has always liked working with older adults. Her first experience working with this population came as an aide at Souderton Mennonite Homes where she worked for several summers.

*"Older adults have such personality and such interesting life experiences," she says.*

After earning her undergraduate degree in Clinical Psychology from Albright College (Reading, PA), Dr. Rosenberger moved to Massachusetts to work with adolescents in the court system. She then earned her graduate degree in Clinical Psychology from the New School for Social Research in New York.

Returning to Philadelphia once her degree was completed, Dr. Rosenberger worked for two-and-a-half years in the Partial Hospital program at Pennsylvania Hospital. She pursued her doctorate in Psychology at Indiana University of Pennsylvania (Indiana, PA), focusing on family systems and neuropsychology. She completed an internship at Norristown State Hospital in 1997.

"During my time at Norristown State, one of my colleagues worked in nursing homes. He really spurred my interest in working with older adults," remembers Dr. Rosenberger.

For the next five years, Dr. Rosenberger worked in both outpatient and inpatient at Reading Hospital Medical Center, helping to develop an inpatient Geriatric Program. She came to Penn Foundation in 2001 to develop a program for the agency that addressed the needs of older adults. Dr. Rosenberger currently spends three days a week at area nursing homes visiting residents and two days a week in her office providing counseling. 📍

## Meet Jennifer Leone, M.S.W., Social Worker, Geriatric Services



A native of Berks County, Jennifer Leone began working at Penn Foundation in June 2010 as a Social Worker in the Geriatrics Program. In this capacity, she visits with residents of local nursing homes and provides assessments to determine need for therapy and/or medication. She also maintains contact with the resident's family members and collaborates with the nursing home staff to provide the best care.

Jennifer earned both her undergraduate degree in Psychology (minor in Sociology) and her graduate degree in Social Work from the University of Pittsburgh. She also holds a certificate in gerontology. Jennifer began her career in Philadelphia, first at CATCH (Citizens Acting Together Can Help), then at the former Eastern Pennsylvania Psychiatric Institute doing inpatient social work. She later worked in Transitions, an acute Partial program at Montgomery Hospital, conducting group, family, and individual therapy. Jennifer also offered private counseling through Life Counseling Services. She then began working at United Behavioral Health in Coatesville, Virginia, handling insurance reviews and providing medication management and counseling.

Jennifer has special interest in the areas of depression and anxiety in older adults. "I appreciate seeing different disciplines come together to serve older adults," she says. *"Getting older can be so isolating, especially if you have physical limitations or you don't have family nearby. You can learn so much from older people; I like being able to provide them with the opportunity to share stories with someone like me who genuinely cares."* 📍

## Addressing Changing Needs of Older Adults

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According to the Administration on Aging, the number of Americans over the age of 65 is expected to increase by 37% between 2010 and 2020 and by another 30% between 2020 and 2030. This rapid growth is primarily due to the baby boomer generation (those born between 1946 and 1964) reaching retirement age.

As the demographics of older adults change, so will the needs and expectations of this population. In anticipation of this shift, Penn Foundation is once again preparing innovative strategies to address the evolving face of older adult services.

"The upcoming generation of older adults is generally healthier, more technologically-savvy, and more knowledgeable about health-related issues. They are more focused on themselves, on having choices, and on maintaining as much independence as possible," says Dr. Rosenberger. "They are also more accepting of therapy and talking about issues. Therefore, we need to develop new, creative interventions that are not medication-based. We need to offer more comprehensive services that provide more individualized attention."

The first step in what Dr. Rosenberger estimates to be a one-year process is the development of a task force comprised of aging individuals, family members, medical personnel, facility providers; and treatment providers. This group will discuss what changes need to be made to better serve the older population in the years ahead and how to make those changes. Additionally, Dr. Rosenberger would like to hire another licensed clinician in the fall, and she would like to offer basic education classes on behavioral health issues in older adults.

With a target launch date of January 2012, Dr. Rosenberger is excited about the changes ahead. "By personalizing care and offering choices," says Dr. Rosenberger, "we are recognizing that these individuals are people who have lived life and have interesting stories and experiences to share." ■

## Penn Foundation Aims to Become a Center for Excellence in Trauma-Specific Care

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### STEP 1:

#### Strengthening Organizational Capacity

In the first year of this project, through a grant from North Penn Community Health Foundation, both organizations are looking to strengthen their organizational capacity for trauma-informed care.

"An outside consultant and the Project Coordinator (Jonathan Labman) worked with a Trauma Task Force in December to research and select a self-assessment tool to review current policies and procedures, physical environments, and privacy rights to ensure that they support trauma-informed care," says Karen. "We want to identify our strengths and opportunities for change."

In February, each program at Penn Foundation completed the assessment, and the Project Coordinator is working to compile the results. The consultant will also complete an external assessment which will be included in the final report. Additionally, in April, clients with trauma and their families will be invited to participate in a focus group to provide feedback.

Once this feedback is collected, the Trauma Task Force, Project Coordinator, and outside consultant will formulate an action plan to address the implementation of trauma-informed care. This plan will be shared with staff and Board members. Karen estimates that any proposed changes will be initiated between July and October.

Says Karen, "Our goal is to have 98% of all policies and procedures promote safety and privacy rights and 95% of focus group participants report feeling safe in buildings and waiting areas."

### STEP 2:

#### Understanding of Trauma-Informed Philosophy

The second step is to develop a trauma training module. "Employee education is essential for

creating a trauma-informed system of care and the changes required to promote safe environments," states Karen. "Education will be provided for employees to define trauma, its impact over the lifespan, long-term health risks, neurobiological effects, and risk factors."

Initially, 150 Penn Foundation and 150 Indian Creek employees will complete the trauma-informed basic training in May, with the expected result being that 95% of trained employees will be able to list the five basic principles of trauma-informed care. The Boards of Directors of both organizations will also complete the training.

#### Looking Ahead

Ongoing education and the piloting of trauma-specific treatment interventions will be the focus as the project heads into its second and third years. A trauma history screening tool will be developed and used during initial assessments, and all clinicians will begin to provide trauma-informed care. Additionally, seven designated clinicians will receive specialized training in using Cognitive Behavioral Therapy (CBT) with children who have experienced trauma, and three clinicians will participate in best practices training of trauma-specific treatment.

*"At the end of the three years, our aim is that Penn Foundation and Indian Creek Foundation will establish a Center for Excellence for Trauma-Specific Care," says Karen, "becoming a resource to the community and other behavioral health providers."*

Adds Jonathan, "I'm glad to be involved with a project that can have a positive and profound impact on our clients' lives. This is a fascinating area of study and one which has the potential to move Penn Foundation into the forefront of trauma treatment." ■



# PENN FOUNDATION

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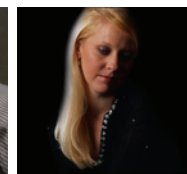
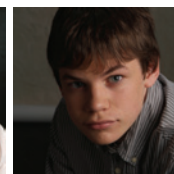
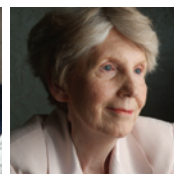
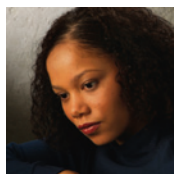
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GOOD TO KNOW...



## Penn Foundation Going Electronic with Newsletter

In the fall of 2011,  
Penn Foundation will be  
converting its newsletter to  
a completely electronic format. If you wish  
to continue receiving our newsletter, please  
send your name and e-mail address to  
Jennifer Smith, Public Relations Coordinator,  
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