



*Measurably improving children's lives by giving students the tools they need to make informed and healthy life choices.*

# **Weiler Health Education Center**

**2008-2009 Annual Report**





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1989, **David A. Cofrin, M.D.**  
1985, **John H. Updegrove, Jr. M.D.**  
1989, **Anneliese B. Vollrath\***  
1985, **Carl E. and Emily I. Weller\***

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\*deceased

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Dear Friends,

It has been a year of transition at the Weller Health Education Center. Once primarily a destination for children, the Weller Center has grown into a dynamic force for change, reaching out to diverse audiences throughout 19 counties in Pennsylvania and New Jersey. Last year we reached more than 74,000 children from 175 schools, teaching onsite in their communities.

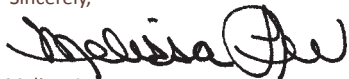
We serve as a catalyst for healthy communities by partnering with civic, social service and educational groups. We have instructed teachers on how to integrate wellness into their curricula and shown parents and other adults about the benefits of healthy habits for children allowing us to reach more boys and girls than we can alone.

We have prepared millions of children for an ever-changing mix of health challenges throughout the years. Our goal is to stay ahead of the threats to their health by providing them with the latest information and motivation they need to make good choices and avoid risky behaviors. We keep abreast of what is going on with youth in our communities through our health risk behavior surveys. This year we have partnered with Lehigh University's Social Science Data Center to develop data collection instruments, analyze the resulting data and compile publishable reports on our survey findings.

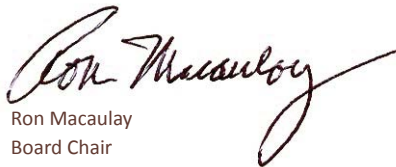
Yet, despite all that we have accomplished, the Weller Center is not immune from the challenges of these difficult economic times. As you can see from our financial data, we run a lean and cost-effective operation. A significant amount of our revenue comes from the hard hit corporate and foundation sectors, as well as our program fees which cover a third of our costs from school districts.

Children today may be the first generation to live a shorter lifespan than their parents. Your financial assistance is needed now to help the Weller Health Education Center continue to prevent health problems for our children and our grandchildren.

Sincerely,



Melissa Lee  
President and CEO



Ron Macaulay  
Board Chair



**In 2008 - 2009 more than 74,000 children from 175 schools participated in Weller programs**

Schools provide us with an unparalleled opportunity to reach and positively influence our children. For 27 years, the Weller Center has partnered with hundreds of schools to give kids the tools to protect, nourish and grow their body, mind and spirit.

Kids who participate in our programs learn how to avoid tobacco, drugs and alcohol, how and why to eat right and exercise, and how to stand up to bullies and enjoy healthy, happy relationships. Through our unique health risk behavior surveys, we work with school districts to determine the specific health risks their students face and provide solutions for these issues.

As schools are forced to cut health classes and limit recess time due to growing budget challenges, they are relying on the Weller Center's programs more than ever. In many schools we serve, the Weller Center's programs are the students' only exposure to life-saving information on the prevention of obesity, violence and bullying, teen pregnancy and addiction.



***Teacher comments about our most requested program, "Life Begins"***

*"The biggest strength of the program was the instructor's ability to talk about a subject matter that may be uncomfortable in a non-judgemental and professional manner."*

*"The program's greatest strength was providing appropriate information for the age level."*

*"The graphics and presenter were very good at tactfully explaining and fielding difficult questions."*

### Childhood Obesity—the Rising Epidemic

For the first time in two centuries, our children may have shorter life expectancies than their parents due to rising obesity rates. For years, the Weller Center has worked to combat childhood obesity and we're proud to support Michelle Obama's efforts to end this crisis through the newly created Let's Move initiative. During 2008-09, a record 12,000 children participated in our innovative nutrition and physical activity programs. We continue to develop unique, measurable and inspiring ways to get kids eating better and moving more, and introduced the following two new obesity prevention programs:

#### Six-Week Nutrition and Fitness Module

Through a series of six one-hour nutrition education workshops for second and sixth graders, we're teaching kids the fundamentals of good nutrition, how the body systems are impacted by what we eat and help them understand how the media impacts decision making regarding the foods we choose. These programs are made possible for many school districts through the **Highmark Healthy High 5** School Challenge Grant program.

#### Niños en Acción

With a grant from the **Aetna Foundation**, the Weller Center kicked-off a comprehensive, community-based nutrition and fitness program for families and children in Allentown, Pennsylvania, called Niños en Acción (Kids in Motion). More than 5,800 children and their families will be impacted.

According to Kathleen Sebelius, Secretary of Health and Human services, this may be the first generation of children to live a shorter lifespan than their parents.



Weller has reached  
over 1.4 million children  
since its inception  
in 1982

### Assessing the risks our kids face

Along with our traditional school-based interventions, we continue to partner with individual school districts and communities to identify the specific health risks their students face through our unique Health Risk Behavior Surveys. **Sanofi Pasteur** and **Capital BlueCross** each generously funded health risk behavior surveys in 2008-09. The Weller Center's survey continues to be the only survey in the nation that is customized for each participating school district.

### Evaluation

In an effort to measure the results Weller Center programs have on the children we serve, we administer impact evaluations measuring student knowledge gain, perception and intent for behavior change. To ensure the validity and integrity of our research initiatives, the Weller Center collaborates with **Lehigh University's Social Science Data Center**, which has been providing research expertise for community-based agencies for a number of years.



Thank you for your contributions!  
Through your generous support  
we were able to reach over 74,000  
children in 2008 - 2009.

#### **\$25,000+**

Capital Advantage Insurance Co.\*  
Carl E. & Emily I. Weller  
Foundation\*\*\*\*

#### **\$10,000 - \$24,999**

Central Susquehanna Community  
Foundation\*  
Claire Coffin Estate  
Linny & Beall Fowler\*\*  
Highmark Blue Shield (Davis Vision)\*  
LVH Coalition for a Smoke-Free Valley  
Kraft Foods, Inc.\*  
Northampton County D&A  
Sanofi Pasteur  
Verizon Foundation  
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#### **\$5,000 - \$9,999**

ADA Foundation - Harris Fund  
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Donley Foundation  
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#### **\$1,000 - \$4,999**

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Lehigh Valley Hospital & Health  
Network\*\*  
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UGI\*\*  
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#### **\$100 - \$499**

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### Working to prevent dating violence

In early 2009, while conducting health risk behavior surveys at school districts in northeastern Pennsylvania, the Weller Center's health educators discovered that incidences of dating violence were nearly **twice the national average** in certain school districts. The Weller Center turned to the Verizon Foundation which provided a grant to survey thousands of middle school students about dating and domestic violence, what influences their perception and how technology impacts dating violence behaviors. With this information, we'll develop programs for middle school students designed to preclude those behaviors from taking hold.



**According to the  
CDC, childhood  
obesity has more  
than tripled over the  
last 30 years**

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 Klunk & Millan Advertising  
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 Jody Thomas\*  
 Mr. & Mrs. Gary Weiland\*\*

\* 5 years  
 \*\* 10 years  
 \*\*\* 15 years  
 \*\*\*\* 20+ years

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We have made every effort to ensure the accuracy of our donor list. If you discover any errors, please accept our sincere apologies and notify us at (610) 258-8500, extension 18, so that we may correct our records. Thank you!

## 2009 Outstanding Friend to Kids

### In-Kind Sponsors

Sally Albano  
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Susan Kondravy  
Tallman Hudders/Norris McLaughlin  
Team Capital Bank  
UGI Utilities  
Valley Preferred  
Victaulic  
C. Palmer Zigmund



8,000 children  
attended the program  
"Life Begins" during  
the 2008 - 2009  
school year

#### Pennsylvania School Districts

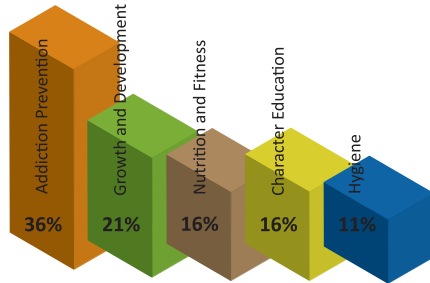
Allentown  
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Berwick  
Bethlehem  
Boyertown  
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Catasauqua

Diocese of Allentown  
Downington  
East Penn  
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Lancaster  
Middle-West  
Nazareth  
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Northampton  
Northern Lehigh  
Northwest  
Northwestern Lehigh  
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Pocono Mountain  
Salisbury Township  
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Selinsgrove  
Shamokin  
Shenandoah Valley  
Shikellamy  
Southern Lehigh  
Whitehall-Coplay  
Wilson

#### New Jersey School Districts

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Allamuchy  
Bernards Township  
Cornwall Lebanon  
Delanco Township  
Eastern Lebanon County  
Franklin Township  
Great Meadows Regional  
Hackettstown  
Holland Township  
Lopatcong Township  
Morris  
Phillipsburg  
Readington Township  
Tewksbury Township  
Warren Township  
Washington Township  
Woodstown Pilesgrove

Attendance by Topic Area



... and many private schools  
throughout Pennsylvania and  
New Jersey.

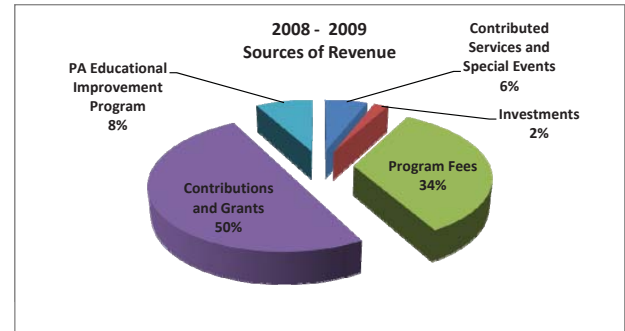
## Statement of Financial Position

<b>ASSETS</b>	9/30/2009	9/30/2008
Cash and Cash Equivalents	382,781	459,589
Prepaid Expenses	7,260	19,369
Inventories	921	2,987
Pledges and Accounts Receivable	145,228	173,897
Fixed Assets	2,119,239	2,207,824
<b>Total Assets</b>	<b>\$2,655,429</b>	<b>\$2,862,666</b>

## LIABILITIES AND NET ASSETS

Accounts Payable and Accrued Expense	93,496	134,837
Notes Payable	58,751	68,308
Long-Term Debt	859,182	908,179
<b>Total Net Assets</b>	<b>1,644,000</b>	<b>1,751,342</b>
<b>Total Liabilities and Net Assets</b>	<b>\$2,655,429</b>	<b>\$2,862,666</b>

The official registration and financial information of the Weller Health Education Center can be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



## ***Weller Health Education Center***

325 Northampton Street  
Easton, PA 18042  
610-258-8500

**ADDRESS SERVICE REQUESTED**

Visit us on the Web at [www.wellercenter.org](http://www.wellercenter.org)