

# ANNUAL REPORT

*July 1, 2006 - June 30, 2007*

**COGI**

**Clinical Outcomes Group, Inc.**

*Improving the Health of Our Communities*





# Message from Our President

FY 06/07, our 6<sup>th</sup> year of existence, provided COGI with expanded opportunities to serve our community through counseling, policy development, research, and prevention activities. Ironically, as we provide greater services to our community, we see increased opportunities to improve our society and better the lives of local folks.

Funding resources became more diversified, including federal funding from the U.S. Department of Health and Human Services to provide technical assistance to other non-profit agencies in our community. We also received additional grants from the American Legacy Foundation from which we were able to generate an evidence based approach to meet the needs of young tobacco users. Our efforts in this area led to presentations at national conferences and a publication in the Journal of Adolescent Health.

Our dedicated and professional staff continues to engage communities, businesses, and other organizations in helping to create a systematic approach to addressing community problems. There are too many community partners to recognize, but without their vision, leadership, and efforts we would be unable to achieve our goals and fulfill our organizational mission.

Please take an opportunity to review this annual report and examine it with a heartfelt perspective that our services contribute to changing the lives of many individuals in our community. Chances are that someone you know has been favorably touched by our efforts.

As always, I welcome your comments, if you would like to discuss any aspect of COGI or would like to work with us toward improving the health of our communities, please contact me directly at 1-800-264-1290 or [dzanis@temple.edu](mailto:dzanis@temple.edu).

Sincerely,

David A Zanis, Ph.D  
President – Board of Directors

## Inside our Annual Report

Cessation	3
Youth Programs	3
Community Programs	4
Tobacco Free Policy	6
Additional Projects	8
Financial Report	9
Board of Directors	9
Staff	9



## Tobacco Cessation

### Quit & Win!



COGI continues to have great success assisting individuals in their quest to become tobacco-free through our unique Quit & Win! workshops. Our ninety (90) minute workshops are held at various locations throughout our communities.

These workshops emphasize the individual and his or her unique addiction, provide them with tips to first reduce their tobacco use, select a quit

date, and develop a reasonable individualized quit plan.

Throughout this entire process a cessation coach works with the individual to ensure adequate support and encouragement. When necessary, nicotine replacement therapy is provided.

In fiscal year 2006-2007, COGI had 560 individuals engage in cessation services

with 245 individuals having a successful quit at the end of our cessation services. Follow up will be done with these clients to gather data regarding the number of clients who remained quit at a three month and six month follow up.

*“To step away from tradition, this year COGI staff created a New Year’s Second Chance campaign as well as a Lent campaign.”*

### Cessation Campaigns

Traditionally our campaigns centered around things like the Great American Smoke-out, Kick Butts Day and World No Tobacco Day. To step away from the tradition, this year COGI’s staff created a New Year’s Second Chance Campaign as well as a Lent Campaign.

The focus of our New Year’s Second Chance was based around the fact that many tobacco users will make a New Year’s Resolution to quit and find that they become frustrated and after a few days or weeks they are

using again. Our campaign kicked off near the end of January and reminded tobacco users why they were quitting in the first place and why quitting is important for their long term health. This campaign gave them their “second chance” and offered the assistance of a cessation coach and nicotine replacement therapy to make this quit attempt a success and ultimately allowing them to keep their New Year’s resolution.

The Lent Campaign was held in partnership with local churches and focused on to-

bacco users who make a promise during Lent to give something up as a religious sacrifice. Our campaign helped tobacco users to see that if they could give up tobacco during the 40 days of lent they could give it up forever. Quit & Win! workshops were held with partnering churches and the church bulletins became a great way to advertise the seminars at no cost. By quitting tobacco, these individuals were not longer sacrificing their health but rather improving their life.



## Youth Programs

### Teens Against Tobacco (TAT)



Fall brings the beginning of school year and the return of active TAT programs. Our Youth Programs Staff held TAT Conferences in three locations throughout our six county region. At these conferences TAT team members and their advisors received educational materials, activity plans and the newly revised TAT manual. Each TAT team was required to complete two projects from a project menu listed in their

TAT manuals. Schools were also given the opportunity to submit a TAT Mini-Grant application in hopes of receiving funding from COGI to conduct a larger project. Four mini-grants in the amount of \$200 were awarded.

Some examples of the projects conducted by our TAT teams include: presentations for elementary school students, tobacco free community

events, and programs decided to educate business (primarily restaurants) on the dangers of secondhand smoke and a request to these businesses to adopt tobacco free policies.

## Youth Quest 2007

PA BUSTED! held its third annual Youth Quest on April 24-25 in Harrisburg, PA. Thirty-four youth from our BUSTED! teens kickin' nicotine group and five members of the COGI staff attended this state wide conference and rally. The purpose of the event was to promote awareness regarding the dangers of tobacco and smoke on our environment.

During Day 1, Khizra Hussain and Danny Sheppard, two of our senior members, facilitated one of the four breakout

sessions on "How to Communicate Effectively – One Voice". This was a great experience and Khizra and Danny did a wonderful job.

On Day 2, Tina Zanis educated the region's youth on specific information related to their legislator's current position on smoke-free workplace law. Fifteen students from our region led visits with Representatives Fairchild, Gordner and Boback. At each visit, BUSTED! teen kickin' nicotine members presented each legislator with over 1,500 letters

in support of smoke-free legislation for PA. These letters were collected as part of the 2007 Kick Butts Day Event, MISSION POSSIBLE II: A Smoke-Free Pennsylvania.

The event concluded with a rally on the steps of the State Capitol with approximately 1,000 students in attendance. Once again our students shined at this state wide event with Khizra Hussain and Sarah Marino both seniors, spoke during the rally on the consequences of tobacco use. COGI is proud that our youth continue to take leadership.



Angela Morgan and Leslie Wilson (Back Left) are pictured with some of the TAT/BUSTED! students participating in the event.



Khizra Hussain, Vice-President North Central PA BUSTED! teens kickin' nicotine speaks on the steps of the Capitol.

## BUSTED!

COGI has labeled their teen group North Central PA BUSTED! teens kickin' nicotine. This group often accompanies COGI staff to community activities and works to educate our youth on tobacco's dangers. The teens become role models for younger students.

The entire group gets together for larger events like Kick Butts Day and Youth Quest and have an opportunity to spend time with their peers, get ideas for future projects, and join forces to be one voice interested in smoke-free PA. As this group developed,

chapters consisting of smaller groups were created so meeting could be coordinated more easily and individual community and school needs could be better addressed.

### COGI BUSTED! Enrollment

165 enrolled in FY 05/06  
178 enrolled in FY 06/07

North Central Pennsylvania's



Today's Youth Keeping the Smoke Out of the Lungs of Tomorrow



## Community Programs

### Great American Smokeout - 30th Anniversary

In conjunction with the American Cancer Society's Great American Smokeout (GASO) celebrated on November 16, 2006, Clinical Outcomes Group, Inc. partnered with AML Development Corp, the owner of 12 Burger King restaurants in our six county region.

AML has already been doing a wonderful job on protecting a health of the communities they serve by implementing a tobacco free policy. They wanted to take that a step

further and also offer cessation to their employees and their patrons.

On GASO, all AML Development Corp owned Burger Kings had specially designed bag stuffers to be given to all patrons. These bag stuffers contained information about GASO and the dangers of tobacco. Information about cessation and COGI contact information were also listed. Any patron who had a face-to-face meeting with one of the COGI cessation coaches received a \$5 Burger King gift card. In addition

to this, AML Development Corp also offered cash incentives to employees who stayed quit after COGI's cessation program.



(Left to Right) Karen McCloskey and Judy Hoppes of the American Cancer Society pose with Burger King employees at the Shenandoah restaurant.



## 2007 Tobacco Free MONOPOLY® Tournament

The 4<sup>th</sup> Annual Tobacco Free MONOPOLY® Tournament began on January 28, 2007 with Preliminary Rounds being held at the Fairlane Village Mall (Pottsville), Susquehanna Valley Mall (Selinsgrove) and the Columbia Mall (Bloomsburg). All rounds began at 2:00 pm lasting 90 minutes.

The event was designed for families to engage in an educational game in a tobacco free environment. Players are

of various ages and skill and the tournament becomes a friendly competition. The tournament has gained popularity with many players returning year after year, sometime even bringing friends and family to play as well.

A total of 51 players participated in the preliminary round and competed for a place in the final round. Donated prizes were awarded to the top three asset holders at each of the preliminary round

locations. The top two asset holders from each location also earned a place at the table in the final round.

The final round was held on February 11, 2007 at The Pottsville Housing Authority Warehouse where Austin Haupt was declared the 2007 Tobacco Free MONOPOLY® Champion.



(Left to Right) Margaret Mitchell, Austin Haupt, 2007 Tobacco Free MONOPOLY® Champion and Jennifer Rosenberger



David Goodwin and Leslie Wilson participate in a Health Fair

## Health Fairs

Throughout the past year, COGI staff have participated in various Health Fairs at several different locations. Some of the health fairs were held by companies for the benefit of their employees while others were held by different agencies for the general public. No matter

what the location, these events allow us to educate the public on the dangers of tobacco and secondhand smoke exposure.

Tobacco users are given information about cessation services offered by COGI.

Employers are provided with information on tobacco free policy and secondhand smoke dangers.

COGI enjoys health fairs and the networking and educational opportunities they provide us.

## Kick Butts Day 2007



Students wave letters already collected in support of smoke free workplace legislation.

On March 28, 2007, nearly 200 youth from 14 schools gathered on the grounds of Bloomsburg Town Park in celebration of National Kick Butts Day. Clinical Outcomes Group, Inc. chose the theme: MISSION POSSIBLE II: SMOKE-FREE PENNSYLVANIA.

This year's keynote speaker was Brian Roth, Vice-President of Ignite National in Washington, D.C. Ignite is a grassroots organization created and run by youth across the United States to advocate for clean indoor air. Brian rallied the students by encouraging them to take action and express

their opinions on important issues like clean indoor air. Other presenters included: Marissa Cooper, President of North Central Pennsylvania's BUSTED! teens kickin' nicotine (tkn), Khizra Hussain, Vice-President BUSTED! tkn, Dan Knorr, Bloomsburg Town Council, and Pete Carroll, Selinsgrove Mayor.

The event was held to generate awareness and create change for Pennsylvania. The mission was to collect 2,500 letters in support of smoke free workplace legislation to deliver to our local legislators during the Youth Quest event in April.

"But nothing compares to the impact that us teenagers have on legislation. And that is why we are here today. One of the main missions of North Central PA's BUSTED! tkn group, besides youth tobacco prevention, is to empower youth to unite and stand up for themselves. We are just as much an integral part of the success of Pennsylvania as adults are, and we have all the right in the world to change our state for the better."  
- Marisa Cooper, President of North Central PA BUSTED! tkn in her address to her peers.

## World No Tobacco Day (WNTD)

Clinical Outcomes Group, Inc. participated in a WNTD event coordinated by the Coalition for a Tobacco Free Susquehanna Valley. The event held at Knoebel's Amusement Resort in Elysburg on May 31, 2007.

An educational table was setup by COGI staff and focused on the dangers of secondhand smoke. The coalition

setup a table and worked to recruit members to their group. Faith Brown from PA Department of Health set up the popular Pig Lung display to show what tobacco does to our lungs.

A highlight for the children was a puppet show entitled "THINK Before You Start" and was presented by The Kingdom Kids Ministry.

Additionally, Knoebel's implemented a partial tobacco policy and designated the Kiddie Ride area, Band Shell Stage and Seating, Undercover Eating areas in the park, Inside all buildings, Service Counters and Ride lines as No Smoking Areas. It is hopeful that this policy will expand to cover the entire park.

*Community Events serve as a great venue to educate our communities on the dangers of tobacco while having fun. These types of events allow for youth involvement and interaction by all!*

## Relay for Life

Clinical Outcomes Group, Inc. has participated in the American Cancer Society Relay for Life events for the past few years. Funds are raised by the Schuylkill County Tobacco Free Youth Coalition for this event and COGI raises funds during the Tobacco Free MO-NOPLY® Tournament.

At each Relay event attended by COGI staff, informational tables were established and educational materials were provided to those interested. Since these events are well attended by people of all age groups there is also recruitment for our coalition membership as well as

BUSTED! teens kickin' nicotine. Mr. Ciggy always likes to make an appearance and do a lap at Relay to raise awareness. This year Mr. Ciggy had the opportunity to meet a cigarette pack who was also working to educate the community on the dangers of tobacco.



## Tobacco Free Policy

### COGI's Role

Tobacco Free Policies are needed to reduce the exposure to secondhand smoke. With legislation in not yet passed in Pennsylvania, business owners are on their own.

COGI has offered assistance to any business who wants to implement a tobacco free policy. Part of what we offer is policy education, development, and assistance for policy implementation. Staff training is also an important piece to a successful policy implementation and enforcement. Assistance in creation of press releases and sign development are also offered by COGI.

This year COGI also participated in PACT's Blue Card program which was designed to allow the public to sign a Blue Card and include a note as to why Clean Indoor Air legislation was important to them. These cards were collected by PACT and sent to the legislators of those who signed these cards. A total of 715 Blue Cards were collected by our COGI staff at various events held during the fiscal year.



Supporters of Clean Indoor Air Legislation in Pennsylvania fill out PACT's Blue Cards at a local Relay for Life Event.

**Total Worksites Going Smokefree  
(includes restaurants)**

**2005/2006 = 24**

**Total Public Places  
Going Smokefree**

**2005/2006 = 5**

## Tobacco Free Pool and Park Policy



COGI has continued its efforts to promote tobacco free policy at community parks and pools in our six county region. Our staff feel these venues are especially important area for policy implementation as they are places where children play. Without tobacco free park and pool

policies, children would be exposed to secondhand smoke. Our staff has on occasion been able to gain assistance from our youth to educate community leaders on the benefit of developing such policies. The elected officials in the community seem to respond well to the

youth that ask for this policy considering it is the youth who use these facilities.

We are pleased to say that during the past year additional pools / parks have implemented tobacco free policies.

## Tobacco Free Sports Complexes



“Pete the Tooth” visited a local baseball field.

The implementation of a tobacco free policy reduces all of us to the dangers of being exposed to secondhand smoke. It is especially important that our children are protected. COGI directly and through subcontracts with the Schuylkill County Tobacco Free Youth Coalition have offered assistance to sports

complexes in our six county region to implement tobacco free policies and keep our children (and adults alike) safe.

Hit, Pitch, and Run contests were held at community Little League fields and educational tables were established to provide information to adults about tobacco cessation and

also to educate children on the dangers of tobacco use. With baseball, spit tobacco is often an issue, so there was an emphasis on education of its dangers. “Pete the Tooth” from PA Department of Health visited one of our events to show our youth what tobacco can do to your teeth and mouth.

## Hospital Campus Go Tobacco Free



COGI has had the pleasure of working with local hospital officials in the implementation of Tobacco Free Healthcare Campus policies. As leaders in the healthcare of the communities they serve, these hospitals took a stand, recognized the dangers of secondhand smoke exposure, and implemented a 100% tobacco free campus policy to find yet another way to improve the health of the people they care for daily.

January 1st brought not only the beginning of a new year but also the beginning of Tobacco Free Healthcare Campuses in Schuylkill County. Saint Catherine Medical Center Fountain Springs (formally Ashland Regional Medical Center) implemented a comprehensive tobacco policy effective January 1, 2007.

Planning for the big day began in the early fall when COGI staff met with the administration of the hospital and offered suggestions on how to develop, announce and implement the policy. In preparation for the policy, the hospital permitted COGI staff to conduct tobacco cessation to its employees on site and also opened its facility to public Quit & Win! seminars. Additionally, all hospital staff

were trained on the policy and its enforcement. Training included nicotine replacement therapy use and recommended that this be prescribed to patients who are tobacco users.

On February 14, 2007 many people were celebrating Valentine’s Day while COGI was celebrating the love of a 100% tobacco free environment at The Pottsville Hospital and Warne Clinic. COGI staff assisted in the process of this hospital enacting its policy for a tobacco free healthcare campus and provided training and cessation to hospital staff and to the students and staff of the Pottsville Hospital School of Nursing.

Since their policy was established, COGI has developed a good working relationship with the staff of the Cardiac Rehab unit and have implemented a fax referral system whereby hospital staff can complete a basic information form for patients who are tobacco users interested in quitting and they fax the form to COGI. COGI then follows up with the patient directly to provide cessation services.

Another moment to celebrate came on July 1, 2007 when St. Luke’s Miners Memorial Hospital in Coaldale en-

acted its tobacco free policy. Preparation for this policy began with COGI staff in February. COGI’s proposal for this project included things like policy development, NRT distribution, employee education on policy, clinical training on NRT distribution and side effects, referral training, employee and family cessation services, and public cessation services.

One success to note from this project was the implementation of standing orders for NRT were established as part of the policy to provide relief of tobacco withdrawal for patients who were medically stable. Every tobacco user who is a patient at the hospital is offered free cessation services through a fax referral system established between the hospital and COGI.

To date, all of the Tobacco Free Healthcare Campuses have been successful by further improving the health of their staff and their patients. COGI is continuing its efforts and is currently working with additional hospitals in a similar manner.





## COGI's Additional Projects

### American Legacy Foundation

The American Legacy Foundation (ALF) is dedicated to building a world where young people reject tobacco and anyone can quit. As a national public health organization located in Washington, DC, the foundation develops national programs that address the effects of tobacco use. COGI became a recipient of an ALF grant which began on March 1, 2006.

Through ALF funds, COGI's project was to target tobacco users between the ages of 18 and 24 and provide tobacco cessation. COGI's approach was to target workplaces who employ individuals in this age range and work on tobacco free policy development as well as cessation services for their employees.

COGI used their Panel Tobacco Users Survey (PTUS) to

collect data on the targeted age group. Programs were developed with Pennsylvania CareerLink Centers and tobacco use questions were integrated into their employment assistance computer software.

The American Legacy Foundation was impressed with the outcomes COGI obtained in this year long project and funded this program for an additional year which began on March 1, 2007.



### Abuse Intervention Services (AIS)

.... violent offenders need to be held accountable for their actions and need to learn new behaviors, free of violence.

COGI's Abuse Intervention Program takes a unique approach to domestic violence. Services are easily accessible to victims of domestic violence, however services for the offenders are not always easy to find.

Through the AIS program, COGI takes the approach that the violent offenders need to be held accountable for their actions and need to learn new behaviors, free of violence. Through a 26 week group

process based on the Duluth Curriculum, offenders are introduced to a wide variety of abuses and confronts them on the ways they have employed these abuses. The group then works to learn new, non-abusive behaviors.

COGI works closely with the Schuylkill Women In Crisis (SWIC) program, Schuylkill Children and Youth, and the criminal court system to identify participants for the program.

COGI has an established AIS program in Schuylkill County and is working towards the development of a state-wide program. Our program in Schuylkill County has been awarded funding from the Schuylkill County Human Services Development Fund. In the request for funding for Fiscal Year July 1, 2006 through June 30, 2007, COGI proposed funding for services of 20 clients. COGI's final report for the fiscal year reported 35 clients served in the fiscal year.

### Workplace Wellness

COGI has provided wellness services to businesses within our communities for the past few years. In the fall of 2007, these services will be expanded and a more aggressive approach to this initiative will be implemented.

Our goal of "Improving the Health of Our Communities" can only be reached by partnering with our local employers and helping them to maintain a health workforce. We have found that the partnerships we are able to make with local businesses gives us the opportunity to serve the largest community population

and therefore allows us to better assess the needs of that particular community.

In fiscal year 2006-2007, COGI had extensive partnerships with the following local businesses:

- \* AML Development Corp
- \* Benton Foundry
- \* Bloomsburg Hospital
- \* Bloomsburg University
- \* CareerLink
- \* Catawissa Lumber
- \* Custom Building Systems
- \* Evangelical Hospital
- \* Geisinger Hospital
- \* Knoebel's
- \* Maria Joseph Center
- \* Pottsville Hospital

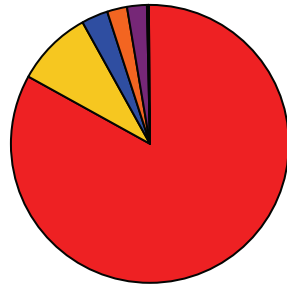
- \* Professional Building Systems
- \* Rieter
- \* Shamokin Community Hospital
- \* St Catherine Medical Center Fountain Springs
- \* St. Luke's Miners Memorial Hospital
- \* Thompson's Mailing
- \* Weis Markets, Inc.
- \* Wood-Mode Inc.

COGI looks forward to expanding the benefits of Workplace Wellness to several other businesses in fiscal year 2007-2008.



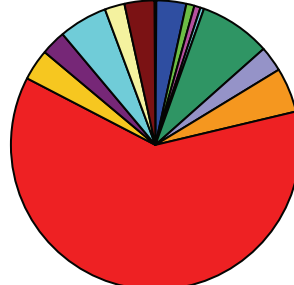
**REVENUE - \$955,137**

- Department of Health - \$792,824
- American Legacy Foundation - \$85,396
- Capital Capacity Fund - \$28,288
- Registration Fees - \$23,778
- Human Services Development Fund - \$22,472
- Other - \$2,379



**EXPENSES—\$955,137**

- Accounting - \$1,735
- Consultants / Evaluators - \$33,779
- Media - \$7,692
- Insurance - \$6,547
- Memberships Trainings - \$3,741
- Rent / Utilities / Other - \$77,717
- NRT - \$25,209
- Supplies / Equipment - \$49,035
- Wages / Fringe - \$582,945
- Subcontracts - \$34,816
- Travel - \$26,163
- Debt Reduction - \$52,500
- Capital Improvement - \$21,260
- Capital Reinvestment - \$32,000



**Clinical Outcomes Group, Inc. Board of Directors (2006-2007)**



David A. Zanis, Ph.D, President

Ron Holm, Secretary

Mary Beth Semerod, Director

Tom Scranton, Vice President

Norbert McCloskey, Treasurer

**Clinical Outcomes Group, Inc. Staff (2006-2007)**



Christina Butts, LSW  
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Margaret Mitchell  
*Tobacco Control Coordinator*

Sylvia Costa, MSW, LSW  
*Health Educator and AIS Group Co-Facilitator*

Angela Morgan  
*Youth Programs Coordinator*

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*Tobacco Control Coordinator*

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*Office Assistant*

Amy Markowski  
*Summer Intern*

Leslie Wilson  
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