



**What is the *GO and Build a Better World!* program?** *GO and Build a Better World!* is the second annual installment of a summer-long physical activity initiative developed through a partnership between Lebanon County Libraries and WellSpan Health. It is based on the successful *Get Outdoors (GO) York!* program, now in its tenth summer in York County. The *GO Lebanon!* initiative encourages children and parents to get outdoors and be physically active by engaging in an adaptation of letterboxing, a hobby in which participants must follow written clues to locate hidden items. Through the 2017 *GO and Build a Better World!* program, fifteen (15) “landmarks” – wooden posts with an etched Plexiglass plate attached to them – are hidden in various parks and along trails in Lebanon County. Participants use a crayon or colored pencil to “rub” the picture on the Plexiglass plate onto their program rubbing sheet.

**Why is this program conducted in Lebanon County?** Physical inactivity and unhealthy eating continue to be significant contributors to the rising rates of overweight, obesity and associated chronic diseases among children and families throughout the United States. According to the most recent Community Health Needs Assessment (CHNA), 70% of Lebanon County adults are categorized as overweight or obese (BMI $\geq$ 25). In addition, school health data shows that 47% of Lebanon County middle and high school students were classified as overweight or obese (BMI in 85<sup>th</sup> percentile or greater) in the 2012-13 school year. The 2017 *GO Lebanon!* initiative seeks to reverse these alarming statistics by offering a physical activity opportunity for children and their families.

**What is the “Blueprint” and is it required?** The *GO and Build a Better World!* Blueprint is the official guide to both the *GO Lebanon!* physical activity program and Lebanon County Libraries’ Summer Reading Club. Each Blueprint includes:

- An overview of the hobby of letterboxing
- Fifteen (15) pages that each contain clues to locate each landmark post, in addition to pertinent information such as difficulty level, mileage, and on-site amenities (e.g., water, playground)
- Directions to participating parks
- Reward levels and prizes for locating landmarks
- List of sponsor organizations and participating parks

In addition, *GO Lebanon!* participants are provided with a separate tear-out sheet on which the rubbings may be applied. Submission of this sheet at the end of the program validates that landmarks were found and ensures prize eligibility.

**When does the program start and end?** The *GO and Build a Better World!* program officially begins on Monday, June 5, 2017 and ends on Monday, August 14, 2017. Children and their parents have most of the summer to locate up to fifteen (15) landmarks at their own pace. However, all rubbing sheets must be returned to any Lebanon County Library no later than Saturday, August 19, 2017 to be eligible for prizes. All landmark posts will be removed from their locations at the completion of the program.

**How can children receive prizes?** All children that locate and rub three (3) unique etchings on the rubbing sheet that accompanies their Blueprint receive a reward for participating in the program. Children who locate and rub more than three (3) landmarks increase their eligibility to win one of three grand prizes as follows:

- 4-9 landmarks located = 1 chance to win a grand prize
- 10-14 landmarks located = 2 chances to win a grand prize
- All 15 landmarks located = 3 chances to win a grand prize

**Are there additional features of the GO Lebanon! program?** In addition to the Blueprint, the *GO and Build a Better World!* program has a website – [www.golebcounty.org](http://www.golebcounty.org) – at which program information, including additional information about each landmark and recommended Lebanon County library books that correspond to each landmark, may be found. In addition, the website houses directions to each participating park and schedules of summer programs available through Lebanon County Libraries. The *GO Lebanon!* program also uses social media – Facebook – to encourage participation and to serve as a “real time” means of communicating with and among participants.

**How many children participated in the 2016 program?** Lebanon County Libraries distributed 1,950 *GO and Be Active!* Playbook rubbing sheets during the summer of 2016, with 284 (14.6%) returned by participants at program completion. This count does not include other “non-registered” program participants such as parents, siblings or other family members, nor the number of participants who chose not to return their rubbing sheet. Hence, it is believed that the final count does not accurately reflect the total number of individuals who were physically active as part of this program.

**Were there any other outcomes of the 2016 program?** The 2016 *GO Lebanon!* program involved the use of clues to hike or walk to an activity (wooden post) and locate a rubbing plate. Therefore, both the distance to each *GO and Be Active!* activity and an aggregate distance for all fifteen (15) activities were known. One hundred and eight (108) program participants successfully located all fifteen (15) activities and walked a minimum of 15.04 miles each. The total number of miles walked by all participants who returned their Playbook rubbing sheets was calculated and equaled approximately 2,675 miles. In addition, each park in which an activity was hidden was notified of the number of program participants who visited. For example, the most visited park – Cleona Community Park – had 88.0% or 250 participants visit it. The least visited park – Middle Creek Wildlife Management Area – was visited by 135 participants, or 47.5% of those that returned their Playbook rubbing sheets. This data is shared with local parks staff as it may be beneficial parks for future planning efforts.

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