

Chamber CHATTER



MECHANICSBURG
CHAMBER OF COMMERCE
The Strength of One. The Power of Many.™

4.18.24

6 West Strawberry Avenue, Mechanicsburg, PA 17055 (717) 796-0811 www.mechanicsburgchamber.org

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News, Events & more!

CHAMBER EVENTS

Watch for Weekly Updates!!

April

23 - AM Strategies... for Business Success - Lunch edition and networking - Heather Holloway - **SCOPE: The System for Social Media Mastery.** Sponsored by UPMC.

Location sponsor - **Buhrig's Gathering Place,** 25 E Main St, Mechanicsburg. 11:30am - 1:00pm.

25 - Business Leaders Discussion Group - Sponsored by PaySmart Payroll Services, 650 Wilson Ln, Ste. 100, Mechanicsburg. 7:45 - 9:00am. Members only event.

May

2 - 14th Annual Cinco de Mayo Regional Fiesta Mixer - Location - **Volvo CE,** 200 Rowe Rd., Shippensburg, 4:30 - 6:30pm. RSVP requested.

RSVP to info@mechanicsburgchamber.org

For a full calendar of chamber and member events, visit www.mechanicsburgchamber.org/events

Seeking HOSTS for 2024 EVENTS

- Business Women's Networking Luncheon
 - After Hours Mixer
 - Business Leaders Discussion Group

BE A HOST and showcase your business, service and more...

Thank You For Renewing Your Membership!

Drayer Physical Therapy Institute
Keystone Smokehouse & BBQ Co.
Virginia Reid
Sophia's at Walden

Mechanicsburg Chamber of Commerce presents:

A.M. Strategies ... for Business Success

Tuesday, April 23

11:30 am - 1:00 pm

Lunch Edition

Presented by:

Heather Holloway
Holloway Media Services

SCOPE: The System for Social Media Mastery



- **Understand the fundamentals of social media marketing and its impact on brand building.**
- **Learn strategies to attract new customers through effective content diversification.**
- **Discover tactics for engaging and retaining existing customers.**
- **Explore the power of storytelling in social media marketing and how it contributes to brand loyalty.**
- **Gain insights into the latest trends and innovations in social media marketing and how to leverage them for business success.**

Location Sponsor:



Buhrig's Gathering Place -
25 E Main Street, Mechanicsburg -
Parking Available (any Buhrig lot) -
off Strawberry Avenue

Sponsored by:

UPMC
LIFE CHANGING MEDICINE

Complimentary light lunch included.
RSVP required to info@mechanicsburgchamber.org
or call 717-796-0811

Mechanicsburg Chamber of Commerce presents:

Business Leaders Discussion Group

Thursday, April 25

7:45 - 9:00 am

**Sponsored by
PaySmart Payroll Services
650 Wilson Ln, Suite 100
Mechanicsburg**



RSVP to info@mechanicsburgchamber.org or call 717-796-0811.
This members-only event is **free** to attend!

Bring your questions and business topics and hear what others have to say!

Seeking HOSTS for 2024 EVENTS

- Business Women's Networking Luncheon
 - After Hours Mixer
- Business Leaders Discussion Group

BE A HOST and showcase your business, service and more...

For more information - on **HOSTING AN EVENT**
contact the Chamber office at 717-796-0811 or email - info@mechanicsburgchamber.org.

Our calendar is WIDE open.

14th Annual



REGIONAL
FIESTA MIXER

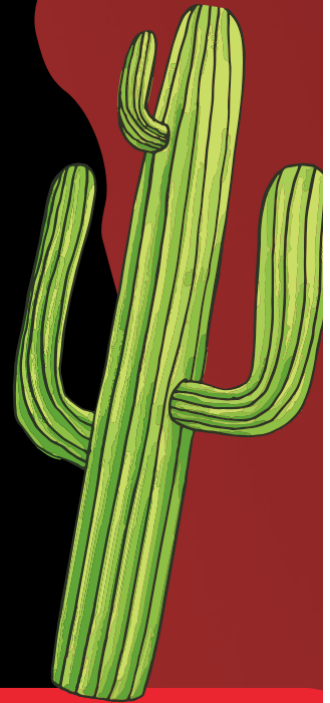
THURSDAY, MAY 2, 2024
4:30 - 6:30 PM

Volvo Construction Equipment
Customer Center
200 Rowe Road, Shippensburg

RSVP: tinyurl.com/2024-Cinco-Mixer



Volvo Construction
Equipment





14th Annual Regional Fiesta Mixer

Thursday, May 2, 2024

4:30 - 6:30 pm

Volvo Construction Equipment
Customer Center
200 Rowe Road, Shippensburg

SPONSORSHIP OPPORTUNITIES AVAILABLE!

Take advantage of this opportunity to connect with 350+ business professionals!

Exclusive Event Sponsor (SOLD)



Event Partner (\$500)

- Logo promoted in all event advertising
- Booth space

Food Sponsor (\$1,000)

- Logo promoted in all event advertising
- Booth Space
- Display Business Banner (provided by Sponsor)



Table Sponsor (\$250)

- Booth space



Volvo Construction
Equipment

Beverage Sponsors (\$500)

- Logo promoted in all event advertising



Sponsorship Information: chamber@shippensburg.org



Jubilee Day

Save the Date

On June 20, Jubilee Day returns to the streets of downtown Mechanicsburg. This year marks the 94th Annual edition! Don't miss your chance to be exposed to nearly 70,000 attendees from across the midstate.

Booth space is available at a discounted rate for Chamber members. Contact the chamber for an application. 717-796-0811 or info@mechanicsburgchamber.org



This event could be right up your alley! The BIGGEST BOWLING PARTY in the region is back to ignite the power and promise of youth. Bowl for Kids' Sake raises funds for Big Brothers Big Sisters of the Capital Region. Gather your friends, family and coworkers to bowl for a cause! Raise funds to connect youth across 5 counties with caring mentors who inspire kids to dream BIG! The more you raise, the bigger your impact! Multiple event dates are available. Register today at CAPBIGS.ORG.

Bowl for Kids' Sake is sponsored by Hershey's Chocolate World.

Event has multiple dates/times/locations (additional event dates may be added):

- Thursday, April 18th at 6:00pm. Palmyra Bowling, Palmyra.
- Thursday, April 25th at 6:00pm. Midway Bowl, Carlisle.

The poster for Lemoyne Springfest features a row of seven colorful flowers (pink, purple, yellow, pink, purple, yellow, pink) at the top. Below the flowers, the text 'LEMOYNE SPRINGFEST' is written in large, bold, black capital letters, followed by 'VENDOR FAIR AND KIDS FUN DAY' in smaller, bold, black capital letters. The date and time 'Saturday, April 20' and '10am-2pm' are displayed in large, bold, black text. The location 'Grace United Methodist Church Parking Lot' and '309 Herman Ave | Lemoyne' are listed in a smaller font. The bottom section of the poster contains the text 'Shop our vendor fair, order food from our food trucks. FREE kids games and activities' and 'Sponsored by Musselman Funeral Home & Cremation Services, Inc. and Grace UM Church.' in a smaller font.

LEMOYNE SPRINGFEST
VENDOR FAIR AND KIDS FUN DAY

Saturday, April 20
10am-2pm

Grace United Methodist Church Parking Lot
309 Herman Ave | Lemoyne

Shop our vendor fair, order food from our food trucks.
FREE kids games and activities

Sponsored by Musselman Funeral Home & Cremation Services, Inc.
and Grace UM Church.

Third Friday **FOOD TRUCKS**



**APRIL 19 • MAY 17 • JUNE 21 • JULY 19
AUG. 16 • SEPT. 20 • OCT. 18**



135 W. Simpson St.,
Mechanicsburg
717-766-4611
fumchurch.com



MULTIPLE TRUCKS /// VARIETY OF FOOD

SAVE - THE - DATE

94th Jubilee Day
Thursday, June 20th

20th Annual Golf Outing
Friday, September 20th

Interested in sponsorship - email
info@mechanicsburgchamber.org

**DEATH
DYING
& GRIEF:**
AN HONEST CONVERSATION

APRIL 20, 2024
11 AM - 3 PM
THE ENGLEWOOD

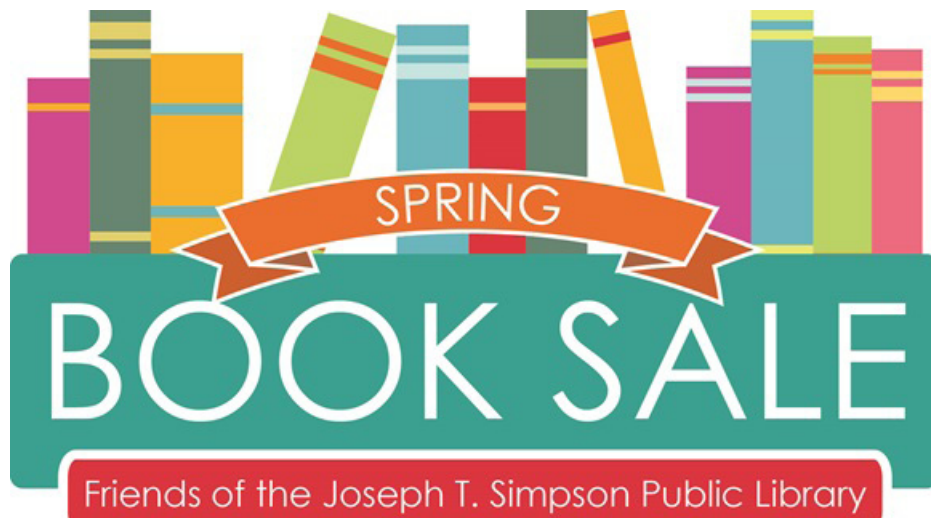
4 PRESENTERS
LUNCH
RESOURCES
FREE ADMISSION

The Englewood, 1219 W End Ave Suite B, Hershey, PA 17036

If the idea of talking about death, dying, and grief makes you cringe, you're not alone! Join Attorney Jessica Greene at Death, Dying & Grief: An Honest Conversation – an event designed to explore these topics in a safe and uplifting atmosphere. Learn how to navigate and nurture this essential part of our collective journey.

We promise, it's not going to be as scary as it sounds. This isn't your typical event. We're breaking the silence around these challenging subjects, offering a space for open dialogue and understanding. Come armed with your questions and leave with valuable resources provided by locally-owned businesses. This event is designed to be informative, comforting, and even uplifting. Let's break the silence and learn together!

[**REGISTER HERE**](#)



The Friends of Simpson Library present their Spring Book Sale Saturday, April 27 and Sunday, April 28.

The regular Book Sale is on Saturday, April 27, from 9:00 am - 2:00 pm.

On Sunday, April 28, from 1:00 - 3:00 pm, it's the Bag Sale—
all the books you can fit in a level bag for only \$10.00!
Some restrictions apply. Paper bags supplied by the Friends of the Library.

"Members Only" Preview: Friday, April 26, 6:00 - 8:00 pm.
Invitations to Preview Night are mailed one month prior to the sale
to current Friends' members, and a list of members will be at the door.
Memberships may be purchased at Preview Night.
Memberships start at just \$25.

The Book Sale is held at our new location:
Book Sale & Donation Center
45 West Allen Street, Mechanicsburg

Chamber Chatter is published on-line every Thursday.

We encourage member businesses to send us information on sales, promotions, news and events. It is a great way to promote your business or organization.

Chamber Chatter advertisements will remain for up to 4 weeks, or as space permits.

If you have something to share, please submit it by Wednesday at noon to
info@mechanicsburgchamber.org.

****Chamber Chatter advertising is a FREE member benefit.****

For The Health Of A CHILD

Sunday, April 28th, 2024

4:30 to 7:30 P.M.

The Willows at Ashcombe Mansion
1100 W. Grantham Road, Mechanicsburg

Alicia Richards, ABC27 Anchor, Evening Emcee
Mix & Mingle | Delicious Food & Drinks
Silent Auction

*Proceeds to benefit children's
medical & dental services at*



Sponsorships Available!



A Benefit For 

Sunday, April 28th, 2024

The Willows at Ashcombe Mansion

For more information and event details, visit
www.SadlerHealth.org/Support.



**100 N. Hanover St.
Carlisle, PA 17013**

ACCOUNTABILITY WEBINAR




Saturday
May 11, 2024
11:00 AM

The seminar will cover topics such as setting clear expectations, communication strategies, and goal tracking techniques. This webinar is a great opportunity to enhance your skills and boost productivity in a professional environment. So, don't miss out on this chance to learn and grow - sign up today and take the first step towards a more accountable and successful future!

FACILITATOR
LATOYA WASHINGTON

REGISTER ONLINE

 717-554-0981

 www.rhemacreationz.com



Accountability is a crucial aspect of success in any organization. By attending a virtual webinar focused on accountability, you can gain valuable insights and practical tips on how to remain accountable in your personal and professional life. The seminar will cover topics such as setting clear expectations, communication strategies, and goal tracking techniques. This webinar is a great opportunity to enhance your skills and boost productivity in a professional environment. So, don't miss out on this chance to learn and grow - sign up today and take the first step towards a more accountable and successful future!

Visit <https://www.rhemacreationz.com/event-details/accountability> to register online

ONE NIGHT ONLY

Live At
The Englewood

May 19th

Doors: 3pm
Show: 4-6pm

Listen to the new
music, with a special
announcement...

Tickets:
EnglewoodHershey.com



CHRISTIAN YEAGER

Report Potholes to PennDOT

While it's always great to welcome the spring thaw, it also brings with it more potholes on our roads and bridges. Extreme fluctuations in temperatures can contribute to more potholes on our roads.

To help combat potholes and prevent them from becoming a danger to vehicles and drivers on the road, you can report potholes to PennDOT. Simply call 1-800-FIX-ROAD or [click here to file a report online](#).

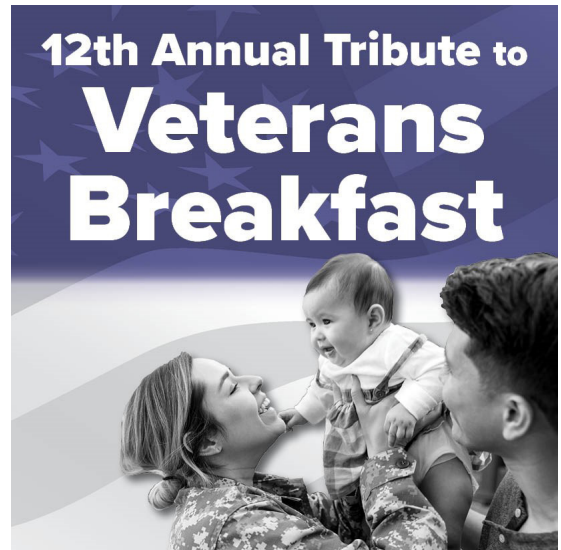


My 12th annual Tribute to Veterans Breakfast will be held Thursday, May 30, at 8 a.m. (doors open at 7:30 a.m.) at the Mechanicsburg First Church of God Community Center, 201 E. Green St. in Mechanicsburg.

The 88th District's veterans, active-duty military personnel and their families are invited to this free program and breakfast to pay tribute to their service. This year, our theme is the veteran's families, as we know when a soldier serves, so does the family by keeping the home life going while they defend our liberties. We thank them for all the sacrifices made while their loved ones served our country.

Our guest speaker will be Alyssa H. Holstay, Esq. Alyssa has been practicing law in Pennsylvania since 2007 and has practiced in criminal law, child welfare law, family law and administrative law. She is also the founder of Selfless Service, a community support and assistance organization for military families, law enforcement and first responders

RSVPs are required. Please call my office at 717-761-4665 or [click here to let us know you're coming](#).



Protecting Children from Abuse

April is Child Abuse Prevention Month. While state laws have identified people, such as teachers, health care providers and clergy members, who are mandated to report suspected cases of abuse, we all have a role to play in protecting our children.

Signs of potential physical, sexual or emotional abuse or neglect may include sudden changes in a child's behavior or school performance; being overly compliant, passive or withdrawn; always watchful, as though preparing for something bad to happen; and a reluctance to be around a particular person or to return home from school or activities.

If you suspect a child is being abused or neglected, call PA ChildLine at 1-800-932-0313.

sam's club™



The following Membership Offers will begin on 4/16 and go through 4/30 with a Celebration Expo happening on 4/20. In Club Event.

New Membership Offers available in-club

- \$50 Plus Membership
- \$14 Club Membership

Plus Challenge:

- Upgrade and get \$20 off \$40 or more purchase.

Credit Offer:

- Earn a \$50 statement credit when you open a new account and use it to make \$50 in Sam's Club purchases within the first 30 days.
- Money Magazine BEST in GAS 5% Cash Back and 3% Cash Back Plus Members 5% Cash Back GROCERIES
- No Annual Fees

Scan & Go Offer:

- \$10 Scan & Go offer for first time users.
- existing members only who want to try Scan & Go for the first time.
- A \$10 Scan & Go offer will automatically load for new members joining.

Scan & Go Instant Savings Offers

- Select items will be on promotion for members who use Scan & Go.

Scan & Go Member Appreciation Offer:

- All members who make an eligible Scan & Go transaction on 4/20 will receive a free CPU trip (Club Pick UP) (Club Members) or free DFC (Home Delivery) (Plus Members), valid through May 10. All first-time Scan & Go users can redeem the \$10 instant offer and the appreciation offer.

Celebration Expo on 4/20

JAZZ ME BAND

KIRK WISE UPCOMING
SOLO, DUO & BAND
PUBLIC DATES

Fri. 4/19 – Captain Bob’s Steamed Crabs,
Railroad/ Shrewsbury...Kirk solo 6-8

Sat. 4/20 – Reid’s Wine & Cider House,
Gettysburg...Kirk & Dave Duo 7-10

Tue. 4/23 – Greystone Brew House@
Range End , Dillsburg...Kirk solo 6-9

Fri. 4/27 – Hemauer Brewing,
Mechanicsburg...Kirk solo 6:30-9

Sun. 4/28 – Captain Bob’s Steamed Crabs,
Railroad/ Shrewsbury...Kirk solo 1-3

Mon. 4/29 – Lawton Legion, Harrisburg...
Kirk solo 4:30-6

Tue. 4/30 – Greystone Brew House@
Range End , Dillsburg...Kirk solo 6-9

Fri. 5/3 – Pilger Ruh Wine Garden,
Gettysburg...Kirk solo 6-9

Sun. 5/5 – Allegro Wine, Stewartstown...
Kirk solo/duo 1-4

For complete up-to-date
schedule, information,
and photos go to
www.jazzmeband.com

Bookings: call Kirk at 717-979-0341 or
E-mail wisemotors@aol.com

Tour sponsors:
FARNHAM INSURANCE,
MEMBERS 1st F. C. U.,
CLASSIC DRY CLEANERS, STUDIO D &
LANDON WISE PHOTOGRAPHY



PennState Health

COMMUNITY HEALTH NEEDS ASSESSMENT

Penn State Health (PSH) hospitals are committed to understanding and addressing the health needs of the communities we serve. Therefore, PSH is undertaking a Community Health Needs Assessment (CHNA) and we would appreciate your input.

Please take the time to participate by April 30, 2024 and use the following link to access the survey:
<https://redcap.link/qofljo0>.

Your survey responses will be held confidential. Any comments you provide will not be attributed to you or your organization but rather included in an aggregate report of findings. We will share results and overall findings from the CHNA, more information coming soon.

If you have specific questions or if you require a disability or language accommodation to complete this survey, please email CHNA@pennstatehealth.psu.edu.



THE FOUNDATION FOR ENHANCING COMMUNITIES

THE FUND FOR WOMEN & GIRLS ANNUAL GRANTEE RECOGNITION BREAKFAST TO HONOR 15 ORGANIZATIONS AND \$60,000 OF COMMUNITY IMPACT

The Fund for Women & Girls (FWG) is delighted to be at the West Shore Country Club on Tuesday, April 30, 2024, for the Annual Grantee Recognition Breakfast. This year's event will honor and recognize 15 local organizations making a positive impact supporting the women and girls in Central PA. Attendees will hear these organizations' powerful stories of making real change and how they are creating opportunities for female health, safety, education, and inclusion right here in our region.

The organizations being recognized were awarded a combined total of \$60,000 in grant funding. They include:

- Boys and Girls Club of Central PA, SMART Girls
- Boys and Girls Club of Chambersburg and Shippensburg, SMART Girls
- Brethren Housing Association, Ongoing Homelessness for Single Mothers and their Children
- Bridge of Hope Harrisburg Area, Rental Assistance for Single Mothers and their Children Facing Homelessness
- Community CARES, Family Emergency Shelter
- Community Check-Up Center of South Harrisburg, Providing Long-Acting Reversible Contraception for Uninsured Women
- Cumberland Valley Breast Cancer Alliance, Inc., Lymphedma Sleeves, Breast Prostheses, and Related Items for Survivor of Breast Cancer
- Girls on the Run Mid State PA, The Confidence Suite: Programming to Meet the Current Physical and Mental Needs of Adolescent Girls
- Girls on the Run Lancaster-Lebanon, Empowering Girls in Lebanon County
- Greenlight Operation, Restoration Home Project
- Healthy Steps Diaper Bank, Ending Diaper Need and Period Poverty in South Central Pennsylvania
- Lebanon Valley Volunteers in Medicine, Basic Primary Health Care Management for Uninsured Women that have low household income residing in Lebanon County
- Perry County Literacy Council, Women's Education Initiative
- Shape of Justice Inc., Menstrual hygiene products for Join Hands Ministry
- YWCA Carlisle & Cumberland County, Sexual Assault & Anti Human Trafficking Services for Women & Girls

To learn more about each of The Fund for Women & Girls grantees visit

The Fund for Women & Girls Annual Grantee Recognition Breakfast will be held on Tuesday, April 30, 2024, from 7:30–9:00 a.m. at the West Shore Country Club. Proceeds from this event directly support future grant making from The Fund for Women & Girls.

To purchase your tickets, visit www.tfec.org/breakfast.

ABOUT THE FUND FOR WOMEN & GIRLS

The Fund for Women and Girls, a special initiative of The Foundation for Enhancing Communities (TFEC), was created in 2000 to broaden the awareness of, and respond to, issues affecting women and girls through the power of collective philanthropy. Women and girls around the world are inordinately represented among the poor, uneducated, and abused. Without a focused effort to combat the issues that face them, they will remain among the underserved. Our vision is of a region where women and girls are afforded the right to live in safety, meet their basic needs for living, have the opportunities to pursue their dreams, and are inspired to experience the value of philanthropy.

ABOUT THE FOUNDATION FOR ENHANCING COMMUNITIES

The Foundation for Enhancing Communities (TFEC), the 18th oldest community foundation in the United States, inspires giving by partnering with donors to achieve their charitable goals, and strengthens our local communities by investing in them now, and for future generations. TFEC has been serving the South-Central Pennsylvania counties of Cumberland, Dauphin, Franklin, Lebanon, and Perry, and the Dillsburg Area for more than 100 years. Regional foundations of TFEC include the Greater Harrisburg Community Foundation, the Franklin County Community Foundation, the Mechanicsburg Area Community Foundation, the Perry County Community Foundation, and the Dillsburg Area Community Foundation.

For more information on TFEC, please visit www.tfec.org.



**Big Brothers
Big Sisters.**
OF THE CAPITAL
REGION

We're Hiring!
APPLY TODAY



Director of Justice, Equity, Diversity & Inclusion

Big Brothers Big Sisters of the Capital Region is a leading nonprofit organization dedicated to providing programs that create and support one-to-one mentoring relationships that ignite the power and promise of youth. We are committed to fostering justice, equity, diversity, and inclusion (JEDI) in all aspects of our work and ensuring that every child has the opportunity to reach their fullest potential.

Position Overview: We are seeking a dynamic Director of Justice, Equity, Diversity, and Inclusion to lead our organization's initiatives to advance equity and inclusion

in our programs, policies, and practices. The Director of JEDI will be responsible for developing and implementing youth programs and events, partnership development and serve as the primary JEDI spokesperson representing the agency at various community outreach opportunities.

The ideal candidate will be an excellent communicator with the ability to inspire and engage diverse audiences while effectively conveying the mission and impact of our organization.

Key Responsibilities:

- Ensure the implementation of BBBSCR 's strategic initiatives.
- Present agency's JEDI initiatives and programming to community through various outreach opportunities.
- Collaborate with senior leadership to integrate JEDI principles into all aspects of the organization's operations, including program design, recruitment, training, and partnerships.
- Lead training and educational efforts to increase awareness and understanding of JEDI concepts among staff, mentors, mentees, and volunteers.
- Partner with community organizations, schools, and other stakeholders to enhance the organization's impact on underserved and marginalized populations.
- Stay informed about current trends, research, and best practices related to justice, equity, diversity, and inclusivity, and integrate relevant insights into the organization's strategies.

Qualifications:

- Bachelor's degree in a relevant field (such as social work, sociology, diversity studies, or related disciplines).
- Experience in a leadership role focused on justice, equity, diversity, and inclusivity initiatives, preferably in a nonprofit or community-based organization.
- Strong understanding of JEDI principles, social justice issues, and systemic inequities.
- Excellent interpersonal and communication skills, with the ability to engage with diverse groups of stakeholders.
- Experience in implementing youth programs
- Collaborative and inclusive approach to leadership, with the ability to influence and inspire others.
- Demonstrated project management skills and the ability to work effectively in a fast-paced environment.
- Passion for the mission of Big Brothers Big Sisters and a strong commitment to promoting equity and inclusivity.

How to Apply:

If you are passionate about advancing justice, equity, diversity, and inclusion and are dedicated to making a positive impact in the lives of young people, we encourage you to apply.

Please submit your resume and a cover letter outlining your qualifications and interest in the position to adunn@capbig.org.

Big Brothers Big Sisters of the Capital Region is an equal opportunity employer and is committed to diversity, equity, and inclusion in all aspects of our organization.

Job Type: Full-time

Pay: \$45,000.00 - \$50,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Schedule:

Monday to Friday

Work Location:

Hybrid remote in Harrisburg, PA



UPMC Harrisburg designated Thrombectomy-Capable Stroke Center by The Joint Commission

UPMC Harrisburg has earned The Joint Commission's Gold Seal of Approval® and the American Stroke Association's Heart-Check mark for Thrombectomy-Capable Stroke Center Certification. The designation is evidence of UPMC's commitment to providing excellent stroke care for patients in the central Pennsylvania region.

"This is a sign to our community that we're ready to provide top-quality stroke care anywhere in the region, when every minute truly matters," said Brandon Wattai, Stroke Program Director for UPMC in Central PA. "The Joint Commission recognized that our care teams, emergency medical services partners, and support staff are highly coordinated in our efforts to help patients get rapidly treated for and recover from strokes."

Thrombectomy is the surgical removal of blood clots from the brain and if performed promptly, can help reduce the risk of severe disability or death by restoring blood flow as quickly as possible. While the procedure is performed solely at UPMC Harrisburg, patients across UPMC in Central Pa.'s network have access to this care thanks to careful coordination between UPMC in Central Pa. hospitals and emergency medical services teams. This follows rapid detection using advanced AI-enhanced neuroimaging available at all sites, and real-time virtual collaboration on patient cases with Pittsburgh-based vascular neurologists.

UPMC in Central Pa.'s Stroke Program underwent a rigorous onsite review in February. Joint Commission standards are developed in consultation with health care experts and providers, measurement experts and patients. The reviewers also conducted onsite observations and interviews and noted that care teams demonstrated excellent communication, coordination with emergency medical services, and a passion about their roles in caring for patients and striving for the highest levels of quality.

"Thrombectomy-Capable Stroke Center Certification recognizes healthcare organizations committed to striving for excellence and fostering continuous improvement in patient safety and quality of care," said Ken Grubbs, DNP, MBA, RN, executive vice president of Accreditation and Certification Operations and chief nursing officer, The Joint Commission. "We commend UPMC for using The Joint Commission certification process to reduce variation in clinical processes and to strengthen its clinical program to drive safer, higher quality and more compassionate care for individuals served."



Proper Precautions Prevent Common Running Injuries

Nathan Wool, M.D., Sports Medicine Physician, UPMC Orthopaedic Care

The start of spring brings warmer temperatures, and the milder weather motivates people to get outside and exercise. Running is inexpensive and easy to do, either indoors or outdoors. Whether you are a seasoned runner or a beginner, taking proper precautions before, during and after running will help you avoid six common overuse injuries that runners frequently experience: shin splints, Achilles tendinitis, plantar fasciitis, hamstring strains, tendinitis, and IT (iliotibial) band syndrome.

Shin splints are characterized by sharp pain experienced at the front or inside of the tibia (shin bone). Individuals who have flat feet are more susceptible to shin splints. Typically, shin splints occur when a runner increases the distance or number of days he or she runs too quickly. The treatment for shin splints is rest, stretching and slowly returning to activity as the pain subsides. Insoles or orthotics may be prescribed to offer stability.

Achilles tendinitis is swelling or inflammation of the tendon that runs from the back of the calf to the heel of the foot. Runners notice sharp pain and stiffness in the morning and during activity. This injury is the result of repetitive stress on the tendon and can be caused by tight calf muscles or running too far too soon. Achilles tendinitis should be treated with rest and ice (10 to 20 minutes at a time with 30 minutes between treatments). Stretching and strengthening the lower legs is important to avoid future injury. Healing of this injury tends to be slow. If pain increases or persists, contact your healthcare provider to schedule an appointment.

Runners will tell you that plantar fasciitis feels like stepping on a nail with the heel of your foot. Inflammation of the plantar fascia, the connective tissue that runs along the bottom of the foot from heel to toes, can result from either tight lower leg muscles or increasing activity too quickly. People with high arches in their feet are more prone to this injury. Avoid plantar fasciitis by wearing supportive shoes (no bare feet) or adding orthotics to shoes. Treatment includes icing the area for pain relief. Exercises to strengthen and stretch the lower leg muscles will also help improve the condition.

When athletes start a running program, hamstring strains and tendinitis can be a common occurrence. The hamstring can be injured while performing explosive hip flexion, a fast, powerful bending of the hip joint that can occur when sprinting or jumping. A good stretching routine is key for preventing this injury. Ensuring good flexibility allows for the muscle to adapt to the new running program. Treatment for a hamstring issue includes rest, reduction in intensity and duration of exercise, stretching, ice, and anti-inflammatory medications.

IT band syndrome is an injury to the connective tissue along the outside of the thigh from the top of the hip to the outside of the knee. This injury occurs when the IT band repetitively rubs against the outside of the knee causing pain and inflammation. The injury is often a result of repetitively running

downhill or on sloped roadway. Treatment includes reducing exercise, heat and stretching before exercise, icing the area after activity and anti-inflammatory medication (i.e., ibuprofen) to reduce discomfort. Strengthening the hip, quadriceps, hamstring and gluteus maximus muscles often alleviates the pain.

Regardless of the injury, don't push through the pain. Consult a physician if you have pain that doesn't improve with rest. If you are just starting out, talk with your primary care physician about whether running is a good choice. It's also good to know your numbers for blood pressure, body mass index, blood sugar and cholesterol to set appropriate goals when developing an exercise plan. Consult an athletic trainer or strength and conditioning specialist to develop a running plan that meets your goals and matches your ability. Just like weightlifting, progression is key. It's recommended to start a walk/run combination to give your body time to adjust to the stress running places on joints and muscles. Your cardiovascular system generally adapts more quickly than your musculoskeletal system.

Also, buy a good pair of running shoes from a store that specializes in proper fit. Think of your running shoes as shock absorbers that reduce the force on your body while you run. Shoes typically have a 400-500-mile limit. Check the tread periodically to ensure there is enough cushioning to avoid injuries.

Once you get started, keep going! The first two weeks of running will be difficult. Alternate a running routine with a few days of strength workout to build muscle and bone density, which should help you stay strong and injury-free.

UPMC offers walk-in care for acute, non-life-threatening orthopaedic injuries you may encounter during spring exercise at two locations, Harrisburg and Enola. For more information on hours and specific locations, call 717-988-0700 or visit [UPMC.com/InjuryClinic](https://www.upmc.com/InjuryClinic).

For more information about UPMC Orthopaedic Care, visit [UPMC.com/CentralPAOrtho](https://www.upmc.com/CentralPAOrtho).

Nathan Wool, M.D., is an orthopaedic surgeon and sports medicine physician with UPMC Orthopaedic Care and serves as the team physician for Carlisle and Big Spring High Schools.