

**WEST WHITELAND TOWNSHIP  
PUBLIC SERVICES COMMISSION  
Monthly Meeting Agenda  
Wednesday, March 6, 2019 at 6:30 p.m.**

**Call to Order**

**Pledge of Allegiance**

**Public Comment**

**Review of Minutes** – February 6, 2019

**Announcements**

**Open Discussion**

1. Public Open House (Tuesday, April 9, 2019 at 5:00 – 8:00 p.m.)
2. 2019 Sun Shade Grant

**What's Your Observation?** *A time for members to share items of importance to you or the community you live in.*

**Adjournment**

## **Development by Design**

### **Public Open House Outline**

- **Public Open House:** Tentatively scheduled for Thursday, April 9<sup>th</sup> (5:00 – 8:00 PM)
  
- **Greeting Members of the Public and Exhibitors: 5:00 – 5:45 PM**
  - Exhibits and Displays (2<sup>nd</sup> Floor Foyer)
    - What is a Township? What do we do? What we regulate? Where to find Information?
    - Planning/Development Process
    - Township's Role in Development: Current State of Development in WWT/Development by Design
    - Permit Status Report/Permitting Process
    - Regional Growth & Development: Surrounding Municipalities
    - Landscapes 3: County Comprehensive Plan - Policy Plan for Growth/Development & Open Space
    - Township Capital Improvements: Planned and Approved Transportation Improvement Projects
    - Township Led Projects
      - Township Bicycle and Pedestrian Plan
      - Exton Park
      - Chester Valley Trail to Exton Train Station Connector
      - Ship Road Couplet
      - Pottstown Pike/Exton Train Station Improvements
  
- **Welcome and Opening Remarks: 6:00 – 6:45 PM** (Township Supervisors)
  - Presentations (Main Meeting Room)
    - Current State of Development in WWT/Development by Design (John Weller)
    - Bicycle and Pedestrian Plan (Justin Smiley)
    - Chester Valley Trail to Exton Train Station Connector (Ted Otteni)
    - Ship Road Couplet (Consultant/Staff)
    - Pottstown Pike/Exton Train Station Improvements (Consultant/Staff)
  
- **Question and Answer Session with Public: 6:45 – 7:30 PM**
  - (Main Meeting Room)
  
- **End of Program and Exhibitor: 7:30 – 8:00 PM**

## **West Whiteland Public Services Committee Proposal – 2019 Sun-Safety / Skin Cancer Awareness Program**

With one in five Americans projected to develop skin cancer in their lifetime, it is the most common type of cancer in the United States. It is also one of the most preventable types of cancer. The American Academy of Dermatology (AAD) is a leading advocate for patient education and working with schools and other organizations in establishing awareness programs.

### **Purpose / Objective**

The objective of an awareness program would be to help educate township residents, and those who enjoy our parks and outdoor space, the risks to excessive sun exposure, as well as suggested methods to minimize the risk. A specific target audience are younger athletes who participate in seasonal outdoor sports, such as Little League baseball and softball, soccer clubs, and other activities with extended sun exposure. We obviously want people to enjoy our parks to their fullest extent, but to do so in a safe and healthy manner.

### **Benefit**

Establishing good habits towards sun safety and minimizing the risk of skin cancer, especially for our younger audience, can lead to a lifetime of better health benefits.

Additionally, the AAD promotes a Shade Structure Grant Program, providing funds for purchasing and installing shade areas for playgrounds and athletic fields (e.g., dugout roofs) for eligible organizations who support and maintain a sun safety / skin cancer awareness program.

### **Components of the Awareness Program**

There are no specific requirements outlined by the AAD as to what constitutes an awareness program, but they do offer a variety of resources and content that an organization can leverage.

West Whiteland Township has the benefit of a variety of media to connect with residents and those who visit our parks. Awareness information could be shared, and/or directions to access third party awareness information, via the following:

- Township website
- Township newsletter
- Township social media, including Facebook and Twitter
- Educational signage installed in selected parks
- Flyers and brochures made available at the township building
- Flyers and brochures posted / made available at park bulletin boards / kiosks

- Through partnerships with Little League, soccer clubs, and other organizations that regularly use our facilities

While these are all passive in nature, the variety of methods would most likely reach a large audience within the township.

An additional, more active awareness activity, would be to provide, or have someone sponsor, a free skin cancer screening clinic. In 2017, we had assistance from Chester County to provide such an event. We will need to revisit if that is possible again, and/or if other assistance can be found.

Finally, another active component suggested by the AAD would be providing sunscreen dispensers at key locations within our parks. This has some addition costs as the dispensers would need to be purchased, and sunscreen lotion provided/refilled on a regular basis. Perhaps it is not a consideration for the first year of the program, but an option to consider in the future.

### **Resources Required**

Most of the resources required for the passive awareness portion of the program are human resources. Time and effort would be required to identify / customize content for the literature, as well as format / prepare for the various communication methods of distribution. Some modest costs could be incurred for printing flyers / posters, and/or the purchase of AAD or similar brochures.

The AAD also recommends that as part of the awareness program (and required as part of the grant application process) that the organization partner with a local dermatologist, who could also serve in an advisory capacity. We have reached out to Dr. Michael Damiano at Main Line Health Dermatology, who was willing to sponsor us last time, for assistance with this grant cycle.

### **Timing**

While this would be considered a year-long program, the majority of activities would be expected to take place between April and October.

The AAD Shade Structure Grant program conducts its application process from September to November each year, with winners announced the following February. While the instructions in the grant application mention that an awareness program has to be established for a year, the AAD contact I spoke with mentioned that we were to start our awareness program in February/March this year, it would be considered to be in place a year when the grant winners are announced the following February.

The AAD promotes May as Melanoma/Skin Cancer Detection and Prevention Month. It is kicked off with Melanoma Monday, which is the first Monday in May. We could coordinate a number of our planned outreach activities to coincide with their national efforts in May.

### **Measure Impact**

While not required in the AAD Grant process, we may want to consider methods to determine the effectiveness of the awareness campaign. Perhaps it can be part of a larger township survey later in the year, or just a collection of comments and feedback from residents, but it might be a nice “extra” if we can demonstrate the impact we’ve made through the program.

### **Approval**

This Awareness Program was presented to the township Public Services Commission for their consideration and approval in March 2019.