

Healthier Delray Beach Impact Report (Sept 2015-Mar 2016)

healthiertogetherpb.org/report/healthier-delray-beach-impact-report-sept-2015-mar-2016/



Creation Date: April 29, 2016

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Reporting Period: 09/01/2015 to 03/31/2016

Neighborhood: Delray Beach

Keywords: behavioral health, Collective Impact, Delray Beach, Healthier Delray Beach, Healthier Together Initiative, Impact Report

Summary:

Healthier Delray Beach – Awareness, Access, Acceptance!

Healthier Delray Beach (HDB) is a multi-year, community-led initiative focused on improving the behavioral health of the most vulnerable residents, specifically youth and families living in the 33444 and 33445 zip codes. Ultimately, HDB aims to impact the overall health and well-being of Delray Beach by promoting awareness of behavioral health, increasing resident access to needed services, and encouraging acceptance. Building upon these strategies, HDB has already seen successes and spent the first year laying the foundation for future years of the initiative.

The Community Takes Notice

Following months of community engagement and assessment, HDB hosted inaugural events beginning September 2015 to ignite behavioral health conversations and appeal to different interests to encourage participation. From a community dinner to a movie screening to a national speaker, HDB co-hosted a variety of events with local partners and invited Delray Beach residents of all ages. Events were well-attended, discussion elicited fresh ideas, and excitement generated more collaboration and new volunteers. In

addition, community groups sought out HDB to present, contribute to their events, and co-facilitate new projects.

The Community Gets Involved

As a result, HDB began developing lasting relationships in the community while forging ahead with action steps. More volunteers joined HDB workgroups and met monthly to take action. Delray Beach providers attended Resource Roundtable Meetings and discussed service gaps and access barriers while working towards building a comprehensive system of care. New supporters from the City Commission and the Delray Beach Police Department came forward to collaborate on events. Additionally, an exciting effort beginning with Atlantic High School students has led to an extra arm of the initiative – Teen Life in HDB – to focus on raising awareness among Delray Beach youth.

The Community Plans for the Future

At the same time, the HDB team (Steering Committee, Workgroup Members, and the Project Director) and key community contributors participated in planning sessions to summarize assessment information and shape the initiative's action plan. In January 2016, 100 residents and professionals attended the HDB Community Meeting to provide feedback and finalize the strategic plan. With this completed, the workgroups re-formed to coincide with the sections of the plan – Community Engagement (a combination of the Ambassador and Community Engagement Workgroups), Programs and Practices (formerly Data Collection), Governance and Sustainability (formerly Governance) and Marketing. Additional updates included adding an AmeriCorps VISTA for support and hiring a marketing firm to develop groundwork for campaign messaging.

The Community Teaches Lessons Along the Way

With this growth and success has come challenges and lessons learned from the community. Because Delray Beach is a diverse and conscientious city, engagement takes time and effort to reach all groups and to build trust in the initiative. Reaching the community is best done through numerous avenues, especially in combining social media and print. Once relationships are forged, volunteer and resident retention require constant HDB consideration and attention. HDB's diverse volunteer base is putting people together whom have never met before, and getting along to get work done takes work itself. A delicate balance is needed to keep people's interests, skill, and available time in the forefront while ensuring initiative objectives remain the focus and action happens at meetings and at times in between. With behavioral health already a complex area of focus, HDB is mindful of prioritizing community need and finding practices that will garner the best results.

Overall, Healthier Delray Beach looks forward to the second year of the initiative – excited to build upon current accomplishments and support work towards a healthier community!

Key Partners:

Community residents, Achievement Centers for Children and Families, Boys Town South Florida, The City of Delray Beach, Delray Beach Community Redevelopment Agency (CRA), EJS Project, Families First of Palm Beach County, Florida Atlantic University, West Atlantic Redevelopment Coalition (WARC), Golden Partners Inc., Delray Sports Exhibitors, MorseLife, Delray Beach Drug Taskforce, Living Skills In The Schools/The Crossroads Club, CaliBrand Consulting, Palm Beach County Schools, Village Academy, Palm Beach County Youth Services Department, Legacy of Frog Alley Ancestors, City of Delray Beach Parks and Recreation, Palm Beach County Substance Awareness Coalition, Ruth and Norman Rales Jewish Family Services Inc., Greater Delray Beach Chamber of Commerce, Alpert Jewish Family and Children’s Services, and Chrysalis Health

New Partners:

More community residents, Genesis Community Health, Atlantic High School, Delray Beach Police Department, City of Delray Beach City Manager’s Office, Skye High Fitness, Coalition of 100 Black Women, Old School Square, Milagro Center, Digital Vibez, Boca Raton’s Promise, Palm Beach County Action Alliance for Mental Health, and the Delray Beach Mayors Taskforce

Goals:

1. Community Engagement - Increase community knowledge of behavioral health and confidence in HDB; Increase community partnerships and collaboration.
2. Programs and Practices - Increase knowledge of evidence-based practices through research and training; Support implementation and evaluation of prevention and early intervention pilot projects; Increase knowledge and awareness of community-based behavioral health services to bridge the gap between the community and the behavioral health delivery system (information and referral); Increase support for community residents accessing the behavioral health system (support services); Increase availability and access to high-quality, cost-effective community-based behavioral health services (one stop shop).
3. Governance and Sustainability - Distribute funds to support Healthier Delray Beach initiatives; Provide oversight of Steering and Workgroup membership to support HDB infrastructure; Develop a sustainability framework.
4. Marketing - Increase awareness of Healthier Delray Beach; Decrease stigma associated with behavioral health challenges.

Process and Implementation Outcomes:

- Outcome: **Trust is built and nurtured**

Progress:

- Residents keep coming back and bringing their family, friends and co-workers to attend HDB community meetings and events (total of 1600 people from March 2015-March 2016).
- Per assessment activities, 348 community members completed the health needs survey, 95 people were individually interviewed, and 61 residents participated in 8 focus groups.
- Ten (10) additional community members joined the Steering Committee and Workgroups to participate in the strategic planning process.
- Local initiatives with common goals have reached out to HDB to join efforts and provide behavioral health expertise (Delray Beach Mayor's Taskforce, Homeless Initiative, and Delray Collaborative).
- Workgroups have re-organized to align with strategic plan objectives. New members have reached out to join the groups to get the work done (35 total Workgroup members)!

Associated Media:

[Healthier Delray Beach Celebrates with the Community](#)

[Post]



- Outcome: **Quality, meaningful collaboration**

Progress:

- Community groups are asking HDB to get involved in their events from planning to sponsorship to vendor participation (17 groups).
- HDB has collaborated with 26 local providers and organizations to co-host groups and awareness events.
- Local city, county, law enforcement, nonprofit and private organizations have invited HDB to present to staff (20 presentations).
- HDB is working with Atlantic High School students to develop a youth-led HDB group – Teen Life In HDB.
- More than 65 providers have attended Resource Roundtable meetings to develop the system of care.
- Twenty-three (23) providers participated in a HDB needs survey to identify gaps in services.
- HDB is attending an average of 12 community meetings per month – city and county-wide.
- HDB has received in kind support (office, meeting and event space; advertising; and materials) from 6 separate Delray Beach entities.
- Community residents and professionals have provided approximately 1000 hours of volunteer time - estimated at \$23,000 total volunteer investment (based on United Way of Palm Beach County guidelines).
- HDB is connecting with the other Healthier Together initiatives – particularly making joint presentations and sharing practices with Healthier Jupiter and attending trainings and conferences together.

Associated Media:

- [Hurdling Barriers at the Healthier Delray Beach Resource Roundtable](#)
[Post]
- [TEEN LIFE IN HDB](#)
[Post]



- Outcome: **Community-led process**

Progress:

- HDB has co-hosted 7 events, 10 community meetings, 3 Resource Roundtables (provider meetings) in the first year of the initiative.
- Residents were involved in every step of the planning process from assessment activities to sense-making workshops to finalizing HDB's Strategic Plan.
- One hundred (100) residents attended the community meeting in January 2016 to finalize the strategic plan and celebrate first year accomplishments.
- The community is providing content for HDB social media sites (Facebook, Twitter and Instagram) and support with 250 "likes" on Facebook to date.
- The 4 community-run workgroups have already accomplished more than 17 action steps on the plan.
- Four (4) Ambassadors have been identified and engaged in the initiative.
- HDB has supported the first Community Liaison position at the Achievement Centers for Children and Families.
- HDB is contracting with Delray Beach vendors for services to include marketing, printing, catering, and training.
- The Delray Beach Police Department invited HDB to present at the January Supervisors Meeting and assist with scheduling Mental Health First Aid training for the police officers.
- HDB met with City Commissioner Jarjura and was invited to present and receive a proclamation at the Commission Meeting on May 3rd.
- Feedback forms are offered at the end of every meeting to encourage community comment. Thus far, 97% of attendees state they "really like" participating and want to remain involved!



TEEN LIFE IN HD

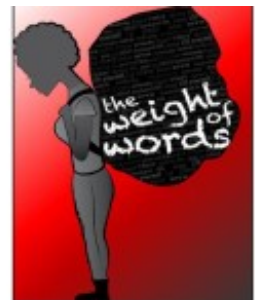
Associated Media:

- [Healthier Delray Beach Hosts Family Dinner Event](#)
[Post]
- [Let's Talk Mental Health in Delray Beach](#)
[Post]
- [Mental Health First Aid in Delray Beach](#)
[Post]
- [Movie Night with Healthier Delray Beach](#)
[Post]
- [The Weight of Your Words](#)
[Post]



Associated Attachments:

[Download File "HDB-Strategic-Planning-One-Pager-2016.pdf"](#)



Detailed Narrative:

Healthier Delray Beach is building a stronger community!

Healthier Delray Beach’s (HDB) mission is “to serve as a trusted advocate for the behavioral health needs of the Delray Beach community by creating awareness, encouraging acceptance, and developing a system of care.” HDB envisions a Delray Beach strengthened at every level (individual/family, community, and systems) by the work of the initiative.

From September 2015 through March 2016, assessment activities (focus groups, interviews, community and provider surveys, and hard data collection) wound down. Steering, Workgroup and Community members participated in 3 months of workshops to make sense of the information and develop an action plan for the remaining years of the initiative. In January, 100 residents and professionals attended the community meeting to finalize HDB’s strategic plan.



To view the HDB Strategic Plan, go to <http://healthiertogetherpbc.org/docs/healthier-delray-beach-strategic-plan-2016/>.

Along with finalizing the plan, HDB continued to make progress towards building capacity, forming strong alliances, supporting visionary leadership and forward thinking, and fostering group dynamics that promote growth of the community. The newly-developed strategic plan provided direction through objectives and action steps categorized into 4 parts (and corresponding with the 4 updated HDB workgroups):

- 1) Community Engagement
- 2) Programs and Practices
- 3) Governance and Sustainability
- 4) Marketing

Community Engagement:

First events, new partnerships and professional development...



HDB co-hosted the inaugural event – the Family Dinner Event – in September 2015. Sponsored in part by the Palm Beach County Substance Awareness Coalition, HDB and 6 local organizations – City of Delray Beach Parks and Recreation, MorseLife, Milagro Center, Legacy of Frog Alley Ancestors,

EJS Project and Achievement Centers for Children and Families – invited 13 families (66 attendees total) to spend dinner time together, take family photos, and learn the behavioral health benefits of family togetherness and communication.



In the months following, HDB presented additional events to the public to gain awareness and to stimulate behavioral health conversation:

- 150 people attended the *Paper Tigers* documentary screening and panel discussion focusing on trauma-informed care at the Crest Theatre. HDB collaborated with Old School Square, The City of Delray Beach, Achievement Centers for Children and Families, and multiple local school principals (November 2015).
- 200 students at Atlantic High School listened to national speaker, Hakeem Rahim, talk about his lived experience with mental illness. HDB partnered with the school and Boca Raton’s Promise (January 2016).
- 75 faculty and staff participated in discussion after watching a special viewing of *Paper Tigers* on-site at Atlantic High School. HDB and The City of Delray Beach co-hosted (February 2016).



- 27 Village Academy School student performers presented “The Weight of Words” to 90 family members and community supporters. Performers and family then attended a family dinner held by HDB (February 2016).
- 48 youth and 92 adults (140 total) gathered at Pompey Park to participate in activities facilitated by Palm Beach County Youth Services Department and Children’s Services Council of Palm Beach County to develop a county-wide Youth Master Plan for those birth thru age 22. HDB along with BoysTown and the City of Delray Beach organized the event (March 2016).
- 383 children had fun at Let’s Move Delray to highlight the advantages of taking care of both mental and physical health. HDB assisted Digital Vibez and Skye High Fitness to put the event together (March 2016).



In the meantime:

- HDB answered requests to provide presentations, sponsorship, and vendor presence in Delray Beach and for county-wide organizations, activities and meetings to support local efforts and expand initiative reach.
- HDB became a member of the Palm Beach County Substance Awareness Coalition, Delray Beach Drug Task Force, Palm Beach County Action Alliance for Mental Health and the Nonprofit Council of the Greater Delray Chamber of Commerce.
- HDB met with the Delray Beach Police Department and Palm Beach County Sheriff’s Office Administrators in December 2015 to discuss the importance of first responder training in behavioral health and opportunities to share data and resources.
- Mayor Glickstein and Commissioner Jarjura presented at the HDB Community Meeting in January 2016 to show their support and invited HDB to present to the City Commission in May.

CONGRATS!
 Sky High Fitness -
 Healthier Delray Beach
 YOUR TEAM LOGGED
 827,771 MINUTES IN THE
LET'S MOVE
 COMMIT TO CHANGE
 CHALLENGE!

Overall, Palm Beach County logged more than 10 million minutes this year!

Thank you for participating in the 2016 Let's Move Commit to Change Physical Activity Challenge! Did you know that nearly 63% of Floridians are overweight or obese? That's why your commitment to this challenge is so important. Thank you for helping better health in our county by moving all month! We look forward to your participation next year.

Do you have a Let's Move success story? Tell us how the challenge had an impact on you! Submit stories and photos to info@phfabc.org

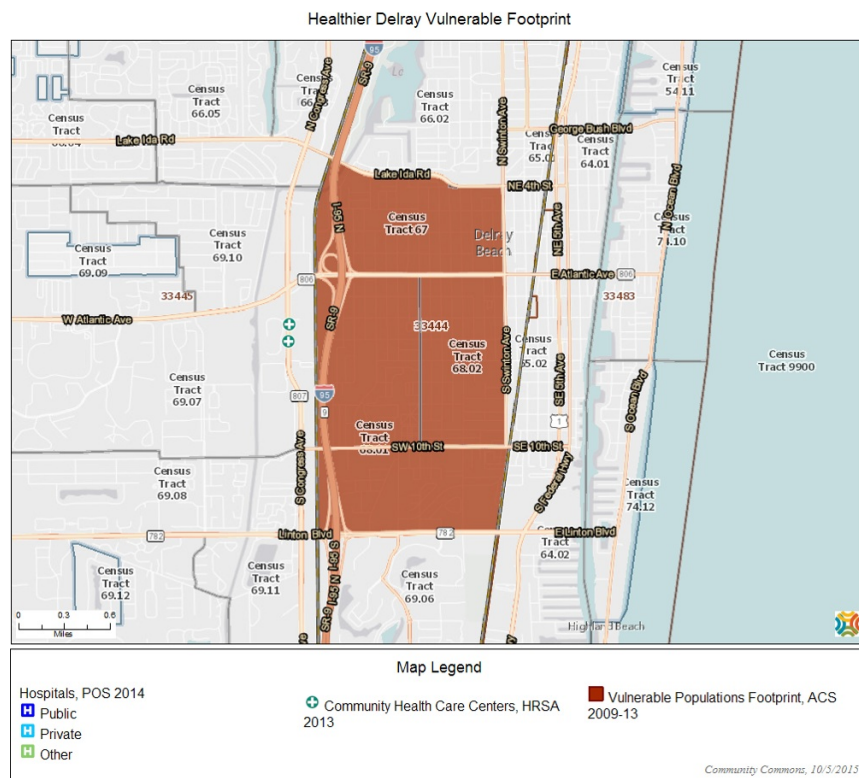
Palm Healthcare
 FOUNDATION, INC.

- More residents joined the Community Engagement Workgroup, and Co-Chairs (one community member, one Steering member) took the lead.
- The Workgroup created the Ambassador Role Description and application and brainstormed orientation and development ideas for the 4-5 identified Ambassadors.
- A youth-led group – self-titled Teen Life in HDB – formed from the work of 13 students along with the HDB Project Director, the AVID Teacher at Atlantic High School and the support of the Workgroup. The students planned for awareness events beginning May 2016 to encourage youth to learn about behavioral health and ask for help when needed.
- With all of the momentum happening in Delray Beach, HDB was also able to connect with Healthier Jupiter and made joint presentations to the School District of PBC’s Wellness Promotion Task Force and the Community Health Network. Ideas, practices and trainings were shared between initiatives, and the Project Directors were of great support to one another.

Programs and Practices:

Target population, best practices, and community training ...

Following the data, direction and energy of the community, HDB clarified the focus and refined the work:



- Target population was identified to begin with youth and families, specifically living within the following boundaries of the 33444 and 33445 zip codes: south of Lake Ida Road, west of Swinton Avenue, north of Linton Boulevard and just west of I-95.
- Key topic areas for best practices were determined to be prevention and early intervention, information and referral (e.g. Community Liaison), support services (e.g. Peer Specialist), and integrated care (e.g. One Stop Shop).
- Action steps were developed to support research and training across all topic areas.

At the same time:

- Mental Health First Aid (MHFA) was chosen as the first training to offer to the community. MHFA was provided twice – in October 2015 and February 2016 – to a mix of residents and professionals wanting to learn about the basics of behavioral health and how to help someone in crisis.
- Local stakeholders pursued HDB to join efforts with shared goals. Following the strategic plan launch, HDB connected with the Mayor’s Taskforce/Parent Engagement (Prevention and Early Intervention), the Homeless Initiative (Community Liaison), and Delray Collaborative (One Stop Shop) to ensure behavioral health services were a part of their discussion and design.
- Resource Roundtable meetings were held in December 2015 and March 2016 to elicit provider problem-solving around barriers to service and to make connections for future partnerships.
- With all of these new activities identifying services and supports, the Programs and Practices Workgroup began formulating a matrix of programs for the Delray Beach community, and new relationships among providers were initiated!

Governance and Sustainability:

Protocol, Support, and Funding Opportunities ...

Because HDB was growing, structure and support was needed to keep the initiative focused and sustainable:

- Guiding principles and codes of conduct were created for Steering Committee and Workgroup membership.
- In kind support was abundant – Pine Grove Elementary School provided office space; the Greater Delray Chamber of Commerce and City of Delray Beach Parks and Recreation provided meeting space; Delray Beach Public Library provided training space; Old School Square provided event space; and the City of Delray Beach provided press release and materials support.

- An Americorps VISTA was granted to HDB through El Sol in Jupiter for day-to-day assistance.



Improving Behavioral Health for the Delray Beach Community!

All the while:

- The Governance and Sustainability Workgroup worked diligently to establish a grant-making process with application, announcement and monitoring protocol included. At the end of March, the Workgroup was making final revisions before presenting to the Steering Committee for approval in April.
- HDB granted funding for the first Community Liaison position at Achievement Centers for Children and Families. This pilot program will help to shape future grants and enduring best practices.

Marketing:

Media, mascots and the mission statement ...

Creating visibility of HDB while developing a framework for future messaging kept the Marketing Workgroup busy. Activities included:

- A scope of work was developed to outline advertising and communication strategies.
- A Delray Beach marketing firm was hired to handle media and campaign design.

- Promotional materials (pineapple stress balls, pineapple pens, and a tent and table skirt) were ordered for use at resource fairs and presentations.
- Plans were created for a monthly newsletter with preset behavioral health themes.
- Discussion began around a website specific to HDB.
- Pineapple Pete and his sister, Peggy, made their debut at the January community meeting (by way of PowerPoint pictures). Production of stuffed animal versions of both mascots was complete in February. The mascots will be utilized to introduce the community to behavioral health programs and practices throughout Delray Beach.



Simultaneously:

- HDB became more active on Facebook, Instagram and Twitter. Community following increased in response.
- Email, phone calls and meetings with residents continued in order to spread reach to parts of the community not utilizing social media.
- As HDB continued community engagement events, the initiative supported local businesses by hiring printers, caterers and photographers from the area.

By building upon the success of the project's first year and continuing the work outlined in the strategic plan, HDB will work towards greater community awareness and acceptance and fostering a comprehensive, integrated system of care with established frameworks to continually evaluate community impact. Through these strategies, HDB imagines a community with increased capacity for change and long-term improved health.

Lessons Learned:

Healthier Delray Beach continues to learn!

HDB acknowledges that a grassroots approach to addressing a complex societal issue like

behavioral health requires time, focus and collaboration to affect true change. HDB perseveres by constantly learning what works for the community and responding accordingly. Recent lessons learned include:

- 1) Diverse communities require many modes of outreach (from emails to social media to in-person connection). Try them all to find best results!
- 2) Successful community engagement is all inclusive and constant. When in doubt, engage some more!
- 3) With good engagement comes the need for great retention. Give special attention to residents and volunteers who keep coming back.
- 4) Learning to work together is vital to achieve a common goal. Team-building and training can go along way!
- 5) Volunteers with ideas are great. Volunteers ready to do the work are necessary!
- 6) Community data collection is very important ... and a challenge.

Top three things you are proud to have accomplished through your work with Healthier Together:

1. Community capacity: As community people are engaged to serve as Ambassadors for the initiative, HDB is supporting them by providing training, opportunity to utilize new skills, and exposure to people and places that will support their further professional development.
2. Community service: HDB is taking steps towards a stronger system of care by funding the first Community Liaison and congregating providers in regular Resource Roundtable meetings.
3. Forward momentum: The second year has begun, and HDB is charging ahead with new events, growing resident involvement and greater community awareness!

Top three challenges you have faced with your work with Healthier Together:

1. Community capacity: Obstacles abound that hinder resident access to supports and services. HDB is working with citizens, providers, government and community organizations to understand and overcome them.
2. Community service: Behavioral health is a complex community issue that requires understanding and support from every level of community – resident to government, school to business, citizens from all areas.

3. Forward momentum: HDB relies on volunteer skill and availability to get the work done during and in between meetings. HDB has seen talent and commitment already and will nurture these relationships to encourage action at all times.

Next Steps:

Healthier Delray Beach is excited for future steps!

April 2016:

Teen Life In HDB – Atlantic High School students continue to build the youth group concept and are planning in-school awareness events for Mental Health Awareness Month.

Mental Health First Aid Training for Delray Beach Police Department – HDB partners with several local trainers to enhance police officer knowledge of behavioral health and related crisis management for adults.

Grant-making Process – The Governance and Sustainability Workgroup designs processes and monitoring for future grants to be awarded by HDB and seeks Steering Committee final approval.

HDB Steering Committee Grows – New Steering Committee Members are inducted.

May 2016:

Delray Beach City Commission Presentation and Mental Health Proclamation – HDB kicks off Mental Health Awareness Month activities by presenting goals and accomplishments to the City Commission and then receiving a proclamation in support of community awareness and education.

Mental Health First Aid Training – More community members have the opportunity to attend this free training to encourage understanding of behavioral health and to teach how to respond to youth in crisis.

Quarterly Community Meeting – Delray Beach residents are invited to celebrate mental health and wellness, discuss direction of the initiative, and get more involved.

Behavioral Health Awareness Day – The community is encouraged to wear green as a reminder that there is no health without behavioral health.

June 2016:

Resource Roundtable Meeting – Delray Beach service providers will attend to network, brainstorm and support a more comprehensive system of care.

Ambassador Orientation – The first group of Ambassadors will participate in activities intended to provide training and tools to serve as representatives of the HDB initiative.

Throughout the spring and summer 2016:

Healthier Delray Beach Workgroups – Groups will meet regularly to accomplish action steps on the strategic plan.

Resource Fairs/Presentations/Events – HDB will continue to participate in an array of community and county-wide events to encourage residents and professionals to talk about behavioral health and wellness!

Pineapple Pete and Peggy Campaign – HDB mascots will travel around Delray Beach to educate others about community programs and introduce residents to available services.

Resource Directory – HDB will work with 2-1-1 and additional local entities to develop a Delray Beach-specific guide.