

# Healthier Jupiter Impact Report (April – Sept 2015)

[healthiertogetherpb.org/HealthierJupiter6monthreport](http://healthiertogetherpb.org/HealthierJupiter6monthreport)



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Neighborhood: Jupiter

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## Summary:

### **Healthier Jupiter – Lighting the Way!**

#### Where we started

Healthier Jupiter is a community initiative addressing health and quality of life issues starting with diabetes prevention and management. We selected diabetes because promoting healthy lifestyles can lower diabetes risk and complications as well as positively affecting risk for many other chronic diseases. Additionally, since everyone benefits from encouraging healthy lifestyles, we viewed this as a unifying initiative for our community. Just as a lighthouse beam shines in all directions, our objective is to help everyone achieve a healthier life.

#### Where we have gone so far

Three strong nonprofits in Jupiter – El Sol, Jupiter Medical Center and MyClinic – have a history of working together with the Town of Jupiter, the School District and multiple other organizations and engaged individuals to make our community healthier and improve quality of life. This predated the Healthier Together initiative and provided a strong backbone to the body of work that Healthier Jupiter has begun. Building on these

partnerships, Healthier Jupiter has expanded to include the Edna W. Runner Tutorial Center (which in turn, expanded the initiative to beyond the Town boundaries into greater Jupiter), the faith-based community and businesses, which are all represented on our first steering committee. Jupiter Medical Center has been identified as the fiscal agent, and Carrie Browne was welcomed as project director.

To explain ourselves to the growing community participants, Healthier Jupiter identified our first programmatic strategies around our common goals of awareness, access and inclusivity and our four steps of helping people (1) understand the link between diabetes risk and lifestyles; (2) helping people make healthy food choices and (3) become more physically active, and (4) find and get necessary medical care.

### What we have achieved

Our core steering committee with planning support from Palm Healthcare Foundation continues to attract interested community members and organizational partners. We have formed four robust committees around marketing, healthy foods, physical fitness and access to medical care, each creating their own programmatic goals which will funnel up to our overall strategic goals. These committees meet monthly and in addition to creating programs are also helping us identify potential new steering committee members. Meanwhile, multiple presentations by our project director and an active social media presence continue to increase community communications and awareness of our initiative.

### Key Lessons Learned

With Healthier Jupiter's bias for action, the most difficult lesson learned was to be patient with the time it takes to gear up and broaden engagement within the community. Recruitment and involvement of new players needs to be ongoing and a first priority in order to build the bench strength that we will need throughout this initiative.

### Key Partners:

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Community Members, Town of Jupiter, El Sol, Jupiter Medical Center, Palm Beach County School District - Wellness, MyClinic, Edna W. Runner Tutorial Center, Small Business, Faith Community, Palm Healthcare Foundation

### New Partners:

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Additional Community Members, Memory Trees, CROS Ministries, Jupiter Coalition, JMC Wellness Center, JMC Auxiliary, Mount Carmel Baptist Church, Florida Power & Light, Palm Beach County Food Bank, Florida Atlantic University, Jupiter Walk and Bike,

Northern Palm Beach County Chamber of Commerce, Department of Health Nutrition Division, Diabetes Coalition of Palm Beach County, Palm Beach County Medical Society, Food School, Children's Services, Department of Health

## Goals:

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1. Engage 450 residents to increase awareness of risk factors of Type 2 Diabetes and learn about community assets and challenges in the Jupiter Community.
2. Share Healthier Jupiter concept with stakeholders in the community.
3. Attend and participate in community organizational meetings to promote Healthier Jupiter Initiative.
4. Create online and print map and directory of community resources for fitness/recreation/healthy foods/access to medical and social services.
5. Initiate exercise groups and train community members to walk/run a 5k through small neighborhood training programs.

## Process and Implementation Outcomes:

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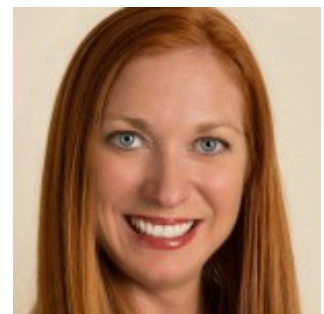
- Outcome: **Trust is built and nurtured**

Progress:

Strengthened cross sector collaboration, added video stories on healthier together website, trust established, steering committee & community committees, fiscal agent identified, project director named, building back up, taking on responsibilities in the committees.

Associated Media:

- [Carrie Browne Named Healthier Jupiter Project Director](#)  
[ Post ]
- [Jupiter Medical Center Selected as Fiscal Agent for Healthier Jupiter](#)  
[ Post ]
- [Healthier Jupiter – Initial Vision and Planning Meetings](#)  
[ Image Gallery ]



- Outcome: **Clear, flexible place-based vision**

Progress:

Building on what the town has fostered as the look and feel of this town Welcoming, Outdoors, healthy lifestyle. Build and make inclusive. Resources are available no matter economic status.



Associated Media:

- [Celebrate Let's Move & Healthier Jupiter!](#)  
[ Post ]



- [A Hidden Community Need – Jocelyn's Story](#)  
[ Digital Story ]
- [Healthier Jupiter Celebrates Let's Move](#)  
[ Image Gallery ]





- [MyClinic](#)  
[ Video ]



- [Toward A More Bike Friendly Jupiter](#)  
[ Digital Story ]





- [Under the Lighthouse](#)  
[ Digital Story ]
- Outcome: **Diverse community engagement and communication**  
Progress:  
To make healthy choices have to make it fun, popular, easy and visible. Built on the acting advocacy of our founding organizations which represent Schools, Government, non-profit, Private sector, the community, and faith based organizations.

Associated Media:

[El Sol members and workers participated in a Healthier Jupiter focus group](#)  
[ Post ]

Associated Attachments:

- [Download File "Healthier-Jupiter-First-Programmatic-Strategies.pdf"](#)
- [Download File "image-0001.jpg"](#)



Detailed Narrative:

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### ***What makes a healthy community?***

Healthier Jupiter envisions a community in which everyone supports each other to live the healthiest life possible. This vision requires that we bring the community together to listen to the needs of all, build support and provide resources to empower residents to make healthier choices.

“Uniquely Jupiter” is our Town’s motto, and one aspect of our community that sets us apart is our incredible volunteer spirit. Although the majority of our population enjoys a higher per capita income than many other parts of Palm Beach County, the community is aware of and responsive to people in need, as evidenced by the high numbers of volunteers supporting El Sol, MyClinic, Jupiter Medical Center and the Edna Runner Center. Healthier Jupiter aims to harness this power with a two-pronged approach: (1) create a broad-based awareness of the importance of a healthy lifestyle and its ability to reduce diabetes risk and (2) focus our resources on reaching those most in need. By fostering a culture of health in Jupiter – making it easy, fun, popular and visible to choose healthy foods and stay active – we can engage our larger community to personally practice these goals and reach out to help our neighbors most in need by volunteering their time and resources.

### ***What’s been done in the past six months?***

Jupiter has been abuzz with Healthier Jupiter activities! With our initial focus on marketing and creating awareness of the initiative, we have continued to inform and engage the greater community even as we begin to create infrastructure for the organization.

## By the numbers

Between May and October, 2015, Healthier Jupiter has:

1. Hired **one** highly effective project director who has presented the Healthier Jupiter initiative 21 times to approximately 721 community residents.
2. Created **three** social media avenues Healthier Jupiter Facebook page with **222** likes, Twitter page with **165** followers and a LinkedIn company page.
3. Conducted **eight** focus groups with diverse members from the community – El Sol clients and volunteers; Type 2 diabetes patients; Endocrinologists; Healthy Foods committee attendees; Fitness committee attendees; Medical Care committee attendees; Elementary students' mothers (Hispanic); Mt Carmel Baptist Church members.
4. Created **four** active committees and identified chairs and co-chairs to create programmatic goals and further the initiative in these areas: Diabetes screening and medical care; Healthy Foods, Fitness and Marketing
5. Conducted **two** community meetings with **80** total attendees. By introducing the “I am Healthier Jupiter” Instagram campaign at the second community meeting, we have been able to use the photos to create discussions within the organizations of the people pictured to ask about the initiative and increase involvement and Facebook followers.
6. Participated in **one** initial community event – the Loggerhead Triathlon Wellness Expo. We distributed information about diabetes risks, solicited participation in the Diabetes Risk Assessment and communicated about the initiative.
7. Collected **108** completed Diabetes Risk Assessments, which have been batched and entered by community group or event before contributing to the Diabetes Coalition.





## Infrastructure Gains

To help strengthen our core steering committee members, we have created a press kit that includes an elevator speech, Q&As, Healthier Jupiter's contact information and the marketing sheet with our mission, vision, goals and strategies. We participated in collective impact training in Belle Glade sponsored by Palm Healthcare Foundation and provided through Neighborhood Works. We have identified a governance committee who has drafted initial guidelines for us (currently under review) and created a nominating committee to help us with our search for additional steering committee members.

Our steering committee and four working sub-committees meet monthly, and most recently we have participated in a sense making session with Palm Healthcare consultants to prepare us for our strategic goal setting.



## Lessons Learned:

What have we learned so far?

From start-up and early implementation of Healthier Jupiter we are learning and building from the successes and challenges in the initial stages of the initiative.

1. Progress depends on working toward the same goal
2. Understanding this is a slow process

3. Adding depth/backup for participating groups – ready to step in and aware of the initiative
4. Creating an administrative structure
5. While all partners are critical to the overall success of the effort, each comes to the table with a different set of realities, including time to commit to the work, funding to support their involvement, political challenges, means of conducting business, and end goals.
6. Community Organizations and Providers come to the table before community members.
7. Communication is a key in the initiative and will require several avenues.

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

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1. shared vision for change
2. An engaged steering committee
3. Community engagement which includes 21 Presentations to 721, 8 Focus Groups and 108 Diabetes Risk Assessments completed

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

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1. Sustaining Momentum
2. Community Change occurs at a slower pace
3. Communication - Making sure the community knows what we are doing

### Next Steps:

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#### **What's next for Healthier Jupiter?**

The next phase of Healthier Jupiter includes many low or no cost strategies that can be implemented right away, and some that will require a commitment of time, expertise and resources. Programmatic steps, continued community engagement, strategic planning, and continued data collection will be important as we move forward.

Healthier Jupiter will be hosting a Community planning meeting in October 2015 to prepare the initiative for Strategic planning in November.

**Healthier Jupiter is working to create a comprehensive list and mapping of Jupiter's Healthy Resources. This Resource directory will be available online at [healthiertogether.org](http://healthiertogether.org) and print versions throughout Jupiter and our partner organizations.**

1. Identify Jupiter's Healthy Food Resources: Community Gardens, Farmers Markets, access to fresh foods.
2. Identify Jupiter's Physical Activity Resources: Fields, Tracks, Kayak launches, walking, and running trails.
3. Identify Jupiter's Access to Medical Care Resources: Screenings, Health Care, Medication, and prevention.

**Neighborhood Exercise Program – Healthier Jupiter will provide training and supplies to participants interested in a beginner exercise program. Those participants will return to their neighborhoods/workplace/school and start a program with their group.**

1. Develop role and description for the Train the Trainer program
2. Hold Training programs for Neighborhood Trainers
3. Empower trainers to build teams in their neighborhoods/workplace/school

### **Healthier Jupiter Data Collection**

- Continued Focus groups throughout the community.
- Mining Existing Data sources: Town of Jupiter, El Sol, Jupiter Medical Center, Diabetes Coalition, Palm Beach County Resources.
- Establishing baseline data for the Healthier Jupiter initiative.

### **Upcoming Events**

- Awareness/Healthy Foods/Physical Fitness/Access to Medical Care Sub-Committee's continue to meet monthly.
- Healthier Jupiter will exhibit at the Town of Jupiter – Harvest Fest in October 2015, over 3,000 attendees expected
- HJ will promote and attend the inaugural Palm Beach County American Diabetes Walk at CityPlace – October 2015
- HJ will participate in the El Sol ArtFest event. Diabetes Risk Assessments will be shared and JMC will be providing Diabetes Health screenings – November 2015
- Community Meetings – Next will be in November 10, 2015 to share with the community our strategic plans and gain consensus
- HJ will support, promote and partner with the Diabetes Coalition of Palm Beach County during Diabetes week in November 2015
- Partner with Palm Healthcare Foundation on the Let's Move initiative in March 2016
- Planning a "Day of Movement" to cap off the Let's Move campaign in March 2016.
- Expanding the Healthier Jupiter Steering Committee
- Pursue opportunities to partner with local community events in which physical activity and Health will be a part of the event.

- Promote Healthier Jupiter through the “I am Healthier Jupiter” campaign – Social Media and Printed campaign
- Healthier Jupiter social media avenues building to be a resource for local healthy events and healthy lifestyle education
- Healthier Jupiter E-Newsletter to keep the community informed on the latest information
- Continually update the HealthierJupiter.org website to keep the community informed

### Additional Attachments:

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- [Download File "el-sol-focus-group-2.jpg"](#)
- [Download File "IMG\\_9604-1.jpg"](#)