

Healthier Neighbors Impact Report

(October 2019 – October 2020)



Key Takeaways:

Epidemic. Pandemic. Covid-19. Flattening the curve. State of emergency. Social distancing. Self-quarantine. George Floyd. Health equity. The theme of Healthier Neighbors' last impact report was "Reaching Further". This term we were greeted with vocabulary and experiences we had only read about in history books or watched in a feature film. How could we "reach further" if no one knew what the future held in this new normal? There are two time periods which divide events and major shifts during this reporting period. Healthier Neighbors will focus primarily on post-pandemic occurrences.

Over the past couple of years Healthier Neighbors has shifted to incorporating our vision statement, created by residents, on all reports as a reminder of why we are here.

Our vision is that individuals are, the community is, self-reliant and resilient and have/has balance in body, mind and spirit. The change we want to see is an engaged and empowered community.

This year our vision was significantly challenged. Due to the pandemic events were delayed, some eventually cancelled and a warm hello or hug became a thing of the past. The elements of family which had once united those within the Healthier Neighbors' community, were now seen as a risk...a deadly risk.



If I may remove my Director/writer hat for a moment; this pandemic has been absolutely traumatizing. What started out as a few weeks escalated to the remainder of the year with job loss, spirit loss, and countless lives lost. As a leader, most days it was difficult to find strength to lead or the hope that I was equipped to do so. It was during these times the Healthier Together (HT) team came together (inclusive of all HT Directors, BeWellPBC and Palm Health Foundation staff) and intentionally dedicated time to check in on one another and strategize how we could check in on community; uncover their immediate needs and provide resources or simply a listening ear. Every meeting started with a much need mindfulness moment; taking a moment to breath deep, exhale, and follow that breath to the balcony for a greater view.

This term Healthier Neighbors selected “On the Balcony” as our theme. The pandemic increased the time the all Directors and Palm Heath staff spent together. Prior to Covid it was common for

On The Balcony



us to meet quarterly for what is known as our *Learning Community*. As a part of our Learning Community each Director is responsible for completing a learning challenge.

The challenge teaches us how to utilize tools, concepts and themes to address difficult issues or to gain useful data. One of the many tools we learned and practice is *On the Balcony*. This term, “On the Balcony” is used to signify looking at the full picture from a higher plane. Kind of like an aerial view; taking notice of what is approaching, what is presently happening, what areas are weak, and also who is on your team. Literally experiencing what it is to purposefully step away from the day to day projects and duties, elevating to a higher platform and creating strategy based on the full view. This intentionality is void of the limitations and blind spots caused by being on the proverbial dance floor.

We now faced a real life challenge in real time. The pandemic forced HN and the Healthier Together communities to restructure resident engagement and build new structures of communication and follow up with community.

[https://fb.watch/1yv6C76Ce_ /](https://fb.watch/1yv6C76Ce_/)

Workgroup Restructure

The “Covid Restructure” took place in the HN workgroups as well. As we settled into our new normal the workgroups came together to discuss a few critical topics: HN Mini Grants, events and the immediate needs of our group residents.

In true HN fashion, we took the question to the community. Covid hit at a time when Workgroups were preparing for their yearly activities: A Father’s Day Celebration, A Healthy Food Bus Tour and increasing the faith-based ambassador sites to include a Produce Pop-up Pantry. All of these activities were suddenly “unsafe” and put too many residents “at risk”. The pandemic also interrupted our annual Mini Grant process. Over 60 residents were prepared to submit their applications. The Mini Grant Workgroup made a quick decision to pause all activity with a restart date unknown to even us.



The world of social media significantly grew in popularity and user interaction during the onset of the pandemic. It served as a place of comfort, social gathering, interactions, venting and information. The first area we would address online would be our residents' response to Covid and the Mini Grant process.

Healthier Neighbors was live.
Published by Jeanette Marshall [?] · March 19 · 🌐

Thank you for joining the conversation. What thoughts do you have about our Mini Grant process, the resources available to you during this crisis, and what do you think you'll need post COVID-19?

Jeanette Marshall
Your Project Director
jeanette.HN@HTPBC.org

HN 2020 Mini Grants, Funding & COVID-19
01:16:45

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3,250 767 [Boost Post](#)

Performance for Your Post

3,250 People Reached		
1,028 3-Second Video Views		
325 Reactions, Comments & Shares		
44 Like	42 On Post	2 On Shares
59 Love	51 On Post	8 On Shares
8 Haha	8 On Post	0 On Shares
209 Comments	197 On Post	12 On Shares
9 Shares	7 On Post	2 On Shares
442 Post Clicks		
289 Clicks to Play	1 Link Clicks	152 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Like many others, we connected with our residents directly from our homes and safe spaces. One particular evening our Live Community Conversation (photo above) reached over 3200 persons. Including over 190 questions and comments in the chat box. Residents clearly expressed their desire to continue the Mini Grant process and provided suggestions and guidelines to support the continued process in a safe manner. Additional Mini Grant suggestions provided by residents included allowing small businesses to apply for “restructure” dollars. The resident who suggested this expressed how many small businesses would have to transition to an online platform due to Covid restrictions and would face unexpected expenses.

The Mini Grant Workgroup delayed the grant submission process and explored the new suggested criteria received from community. In the end, each community suggestion was incorporated in our new application.

<https://fb.watch/1yDRZDwdUH/>

INFORMATION
SESSION



COVID19 EDITION

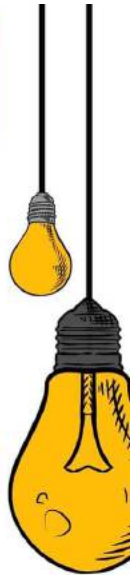
LEARN ABOUT NEW ADDITIONS TO
THIS YEAR'S APPLICATION

Facebook Live
@HealthierNeighborsPBC
Friday, May 29 at 6PM

HEALTHIER NEIGHBORS

Mini Grant

Think Differently



The Mini Grant Results

Healthier Neighbors welcomed:

- **68 emailed applications** (20 new/restructured business, 48 community projects)
- **47 finalist interviews with the Mini Grant Workgroup via Zoom**
- **2 days of socially distanced deliveries to Mini Grant winners**



- **38 [Eat N Cake](#) cupcake deliveries made to 38 Mini Grant Winners!!**



This year Healthier Neighbors invested another \$50,000 into 38 residents within the 33404, 33401 and 33407 zip codes. This included 8 business awards and 23 community projects. We were extremely excited to meet new winners and welcome back some returning winners from our first year. Ashley Nicole, Owner of [Smoothie Me Please](#), was one of our new winners and a lifelong resident of Riviera Beach. Not only has Ashley secured funding from our Mini Grant she was also awarded an incubator site in Riviera Beach through the Community Redevelopment Agency


to continue her passion and expand her brand into a brick and mortar location in the city. We are so proud to stand beside Ashley as she watches her dreams comes to life.

Healthier Neighbors
Published by Erin Fields [?] · October 6 · 🌐

🎉 We have a special congratulations in order for our 2020 Healthier Neighbors Mini Grant Awardee, Ashley Walker! She will be opening up her smoothie shop, "Smoothie Me Please," in Riviera Beach at a location that you are likely very familiar with!

We are ecstatic to see you continue to do great things and bring health to our community.

Neighbors, don't forget support this local black owned business and fuel your body with nutritious options. Text 'smoothie' to 474747 to get details on opening day. 🍷 🍌 🍌 Smoothie Me Please



Performance for Your Post

29,114 People Reached

2,062 Reactions, Comments & Shares 🌐

911 Like	74 On Post	837 On Shares
673 Love	87 On Post	586 On Shares
2 Wow	0 On Post	2 On Shares
311 Comments	33 On Post	278 On Shares
168 Shares	168 On Post	0 On Shares

4,377 Post Clicks

2,944 Photo Views	0 Link Clicks 🌐	1,433 Other Clicks 🌐
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Each of our Mini Grant winners will work closely with our AmeriCorps VISTA, Erin Fields. Erin serves as our Community Outreach & Media Coordinator. Erin worked alongside our 2019 winners. Attending events, taking photos and videos was a major part of her engagement last year. Of course this year's engagements will look very different. Erin is working closely to introduce and train each winner on how to utilize the Sensemaker storytelling database. Winners are encouraged to input their wins and progress along the way.

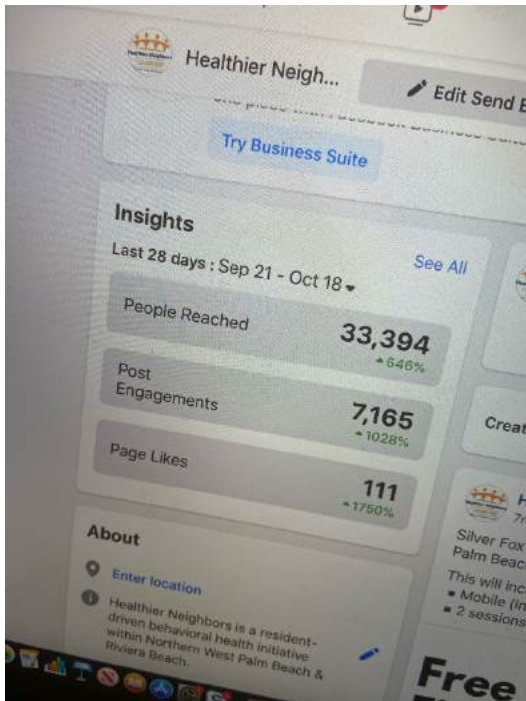


I am Erin Fields and I have been working with Healthier Neighbors as a Community Outreach Coordinator since June 2019. So far, it has been an incredible learning experience! For this reason, I extended my service an additional year.

I started off by creating a social media plan for the Healthier Neighbors Facebook and our new Twitter and Instagram. I wanted to create new additions that could be added to engage the community like FAQ Friday and the Resources Story Tab. FAQ Friday would be a visually appealing post and story that answered Neighbors' questions about what HN does and how they could be involved. The resources story tab would include community resources such as events, places, and people that could be useful for them. This will always be there for community members to browse through.



Since, I have managed our social media platforms daily to increase access to behavioral health resources and introduce residents to community projects, events, and much more right in our zip codes. I developed and supported an archive of photos and videos to share with the public to increase engagement and participation. The Healthier Neighbors audience has increased by 300% and engages nearly 2,000 residents a month.

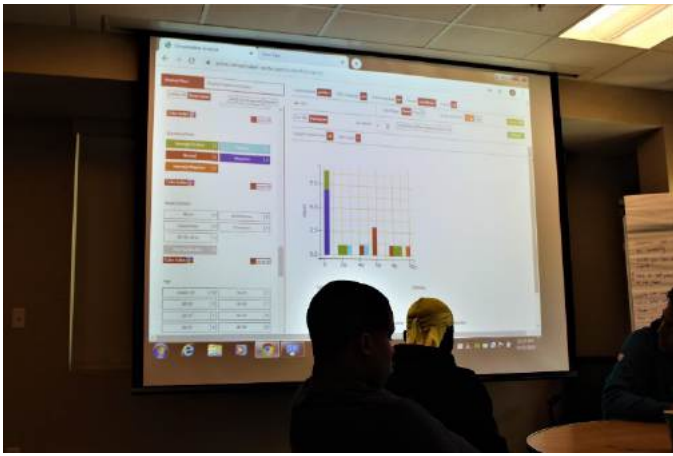


One of my favorite parts of working with Healthier Neighbors has been serving on the Healthier Neighbors Mini Grant Team. I've learned a great deal about my community and its various assets, and was even able to participate in a few of the projects. I created promotional material and worked with KVL Media to create 5 mini documentaries and our 2019 Look Book. I assist in the application and scoring process and guided each mini grant winner through the completion and documentation of their projects. Over 1,000 residents were directly impacted by 2019's mini grants.



More recently I have been working with the Healthier Neighbors Youth Data Group. I recruited and trained 15 youth in the Sensemaker Data Collection Process. The youth collected over 100 community stories during the beginning of the COVID-19 pandemic, which has allowed numerous residents to receive necessary assistance from community partners.





BLACK LIVES MATTER

Along with a pandemic, 2020 gave much of the world no choice but to sit in solitude as we watched together the repeated murders of unarmed black citizens. George Floyd, Breonna Taylor and Ahmaud Arbery were only a few given a national platform. There are too many more to count. These murders coupled with stress and anxiety attributed to the pandemic resulted in a united front, of all races, who took to the streets in peaceful protest to declare, **BLACK LIVES MATTER!**



Dear Friends, Neighbors, Colleagues and the Palm Beach County Community,

We're writing to you as residents of Palm Beach County. As sons and daughters, mothers and fathers. As black and white neighbors in this community. We're writing because we're humans bearing witness to deep racial injustices and want to be part of real change.

Like so many millions of people across the United States and the world, we're writing with heavy hearts, and complicated, wide-ranging emotions. Fear. Anger. Outrage. Despair. Hopelessness. Optimism. Hope.

We want to linger on hope, but hope isn't enough. It has never been enough to adequately address the longstanding, deep-seated racism that has flourished in the United States over the last 4-5 centuries and still lives today.

Now is the time to show up for our black community. To lean in and listen. To create, nurture and hold spaces to wrestle with injustices that have consistently and historically targeted our black brothers and sisters.

As leaders in the *Healthier Together* initiative, which shares and builds power in communities of color, we're standing together at this critical moment to build on awareness of racial injustice and generate action to make our community, and this nation, better.

In recent days, there are encouraging signs that momentum may be building to impact change. We're encouraged by the direct conversations about racial inequities from across diverse sectors. We're encouraged by the number of white people participating in peaceful protests and speaking out to generate solutions. We're encouraged by the community's genuine interest in creating a movement for just and equitable policies and practices that will lead to safety and dignity for all.

We will build on this momentum by continuing to educate ourselves. Unhindered by organizational and political interests and driven only by human-to-human connection, we will listen and learn, test our own biases and assumptions and push against the visible and invisible barriers that hold racist practices in place. We will have hard conversations with our family and friends and in our communities and work environments, places of worship and learning institutions.

We, like the other Palm Beach County-based initiatives engaged in race equity work, don't have the answers and we can't know where the solutions will come from. But we can create and hold the space for people to come together to talk, to listen, to learn, to feel, to be heard and to bear witness.

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We also believe that when there is space to explore, solutions *can* and *will* emerge, calling for pathways for change.

To our black sisters and brothers: we see you, we hear you and we're standing with you.

To our white sisters and brothers: don't rest on encouragement and hope – lean in, get uncomfortable and do your part to disrupt the racial injustices plaguing our country. Now is the time.

Sincerely,



Jeanette Marshall, Healthier Neighbors
Ricky Petty, Healthier Boynton Beach
Carmelle Marcelin-Chapman, Healthier Lake Worth Beach
Kenya Madison, Healthier Delray Beach
Joanna Peluso, Healthier Jupiter
Antoinita Ifill, Healthier Glades

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