

Healthier Delray Beach Impact Report (April-September 2017)

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Summary:

Looking back and building forward

As the third year begins, Healthier Delray Beach is making strides with behavioral health awareness and building capacity efforts that are laying the stage for sustainability of a healthier community.

HDB keeps achieving...

Already, behavioral health campaigns like Get Your Green On and equity activities such as Racial Equity Reflections are encouraging greater understanding across Delray Beach. Trainings and implementation of best practices (i.e. Mental Health First Aid and Restorative Justice Practices) are expanding knowledge and quality of services offered to the community. Partners continue to invite HDB to the table to collaborate, influence policy and procedure, and grow the system of care in Delray Beach. Most notable, residents are increasingly engaging in HDB activities and giving of their time to

accomplish strategic action steps.

HDB keeps moving...

HDB has learned that patience is a virtue as the community takes the time to strengthen connections, accept the importance of behavioral health and wellness, and bridge the gap between residents and resources. The work continues through Build Our Blocks in the neighborhoods, partnership agreements and visibility of local resources, and “disruptive” work that encourages open conversation and collaborative solution-making. With the “Changes We Want To See” Plan now directing the evaluation process, HDB can measure impact of these activities in Delray Beach for years to come.

Key Partners:

Please refer to previous Impact Reports for partners.

New Partners:

N/A

Goals:

1. Delray Beach youth and families have improved behavioral health and well-being, with a focus on improving health equity.

Process and Implementation Outcomes:

Outcome: **See Early Years Impact Reports (Reports dated March 2015-March 2017)**

Progress:

Process and implementation outcomes complete. Results can be viewed in Early Years Impact Reports.

Behavioral and Systems Changes:

- Outcome: **Increased base of support in the community**

Baseline:

June 2017: HDB Ambassadors track new, unduplicated residents that they connect with and provide initiative and behavioral health information.

Progress:

- September 30, 2017

- Thirty-eight (38) new residents are engaged on average per month from June to September.

Associated Attachments:

- [Download File "Community-Tailgate.jpg"](#)
- [Download File "BOB-Website-Launch.pdf"](#)

- Outcome: **Shifts in awareness and understanding of issue area**

Baseline:

January 2017: Social media analytics (Facebook) reports 47% engagement rate (liked, shared, and commented) out of 414 total residents.

May 2017: Retrospective surveys are developed to determine evidence-based training and workshop outcomes.

Progress:

- September 30, 2017

- Social media reach has grown to 552 total followers.

- September 30, 2017

- Survey results from 3 Mental Health First Aid trainings and 2 equity workshops conclude that of 151 participants, 100% reported an increase in their knowledge.

Associated Attachments:

- [Download File "HDB-Newsletter-April-2017.pdf"](#)
- [Download File "HDB-May-2017-Newsletter.pdf"](#)
- [Download File "HDB-Newsletter-June-2017.pdf"](#)
- [Download File "HDB-Newsletter-July-2017.pdf"](#)
- [Download File "HDB-August-2017-Newsletter.pdf"](#)
- [Download File "HDB-September-2017-Newsletter.pdf"](#)
- [Download File "Racial-Equity-Workshop-Survey.pdf"](#)
- [Download File "City-Equity-Workshop-Survey.pdf"](#)
- [Download File "Mental-Health-First-Aid-Training-Survey.pdf"](#)

- Outcome: **Increased organizational responsiveness to targeted community needs**

Baseline:

June 2017: Key informants (people representative of different groups in the community and considered to have “a pulse on Delray Beach”) are identified to participate in ongoing interviews to establish trends in the community over time.

Progress:

September 30, 2017

10 out of 10 (100%) key informants acknowledge that service gaps exist in the community. Although behavioral health was not on the “top of their minds,” they support behavioral health awareness and recognize Healthier Delray Beach as an advocate.

Associated Attachments:

[Download File "Key-Informant-Interview.pdf"](#)

Detailed Narrative:

Check-in with HDB

Healthier Delray Beach, in the beginning of its third year, was reaching community through diverse avenues to ensure resident voice, encourage behavioral health understanding, and develop stronger community networks. Staying focused on awareness, acceptance and access to care, the initiative kept growing its base of support and all it could offer to the residents of Delray Beach.

Checkout what we accomplished...

Through community engagement, HDB encouraged collaboration and connections between the initiative, services and supports, and the residents.

- In April, Angela Williams was inducted as the newest HDB Ambassador. As a longtime Delray Beach resident, she brings enthusiasm and familiarity of the community to HDB.
- From May through August, HDB collaborated with 9 entities (Delray Beach Public Library, Bethel Evangelical Baptist Church, DB Police Department, PBC Mental Health First Aid Coalition, Racial Equity Institute, PBC School District and Department of Safe Schools, Converge and Associates, City of Delray Beach and Village Academy School to bring a diversity of workshops to Delray Beach.



- As an active member of the DB Homeless Taskforce, HDB worked with 15 local organizations on strategies for citizens living in/at-risk of homelessness to have access to food, services to include behavioral health support, and housing.

- HDB partnered with the Birth to 22: United for Brighter Futures alliance of system providers to proclaim May as Mental Health Awareness and Trauma-Informed Care Month throughout Palm Beach County (in conjunction with the national awareness month). Forty-six (46) organizations from the PBC School District to local churches and businesses and more than 1,000 PBC residents participated in events in honor of the month. In addition, 13 cities along with the Board of County Commissioners, the School District and local agency Boards of Directors adopted proclamations and supported the Get Your Green On campaign.



- The IGNITE (Inspiring the Generation Now to Impact Tomorrow for Everyone) Teen Summit held in July was attended by approximately 200 Delray Beach youth ages 11-18 from 9 mentoring groups and local camps. With the theme of equity and community involvement, teens were exposed to 2 national keynote speakers, 9 workshops by local leaders, a 6-person panel for Q&A, resource presentations, fun games and a dance party. The planning committee included Knights of Pythagoras Mentoring Network, DB Police Department, Achievement Centers for Children and Families, and the Teen Life in HDB students.



- Following the summit, the Teen Life team – with support from Principals and teacher sponsors – began planning for the new school year at all 3 schools – Atlantic High School, Carver Middle School and Village Academy. As the students decided to connect the schools together in activity and expand their reach even farther this year, newly-named Teen Life leaders facilitated brainstorming sessions and created the first school-wide campaigns.



- Approximately 90 people – more than 75 residents from age 6 to 79 – attended the HDB “Tailgate” – community meeting – in August 2017 at a local recreation center. Attendees shared feedback and direction for future HDB activities, a Delray Beach resident provided testimonial per the need for behavioral health support, and additional neighbors asked how to get involved in the initiative.
- Following months of planning, Build Our Blocks – projects designed, applied for and executed by neighbors together – was launched in August. Two (2) neighborhoods have expressed interest in participating and Ambassadors are taking the lead to engage them in the process.

Through marketing, HDB branded and promoted the initiative and disseminated information about behavioral health.

- The Get Your Green On campaign in May was bigger and better in its second year with 1,000s of promotional items – bookmarks, stickers, postcards and posters – handed out county-wide and almost 500 “hits” on the new webpage devoted to sharing information about local behavioral health resources, articles, and tools to get anyone started to raise awareness and lend support.
- HDB’s monthly newsletters, 3 social media sites (Facebook, Instagram and Twitter), and regular email blasts were ablaze with activity for more than 1,000 subscribers.
- Healthier Neighbors and HDB shared cost and a contract for Salt513 Media, marketing consultants, gaining marketing expertise and social media oversight for both initiatives.



Through programs and practices, HDB supported evidence-based trainings, bridged gaps between community and provider, and delivered opportunities for education and conversation around health and racial equity.

- In the first joint venture with the West Atlantic Redevelopment Coalition, NW/SW Neighborhood Alliance and newly-branded The Set, HDB helped produce the “Resident Health Conversation” in April – part of Services Employee International Union’s (SEIU) national conversation about health equity. Forty-five (45) residents and professionals participated in table-top discussion around their experiences with the healthcare system. Catching the attention of Congresswoman Lois Frankel, a follow-up report was submitted to her office at her request.

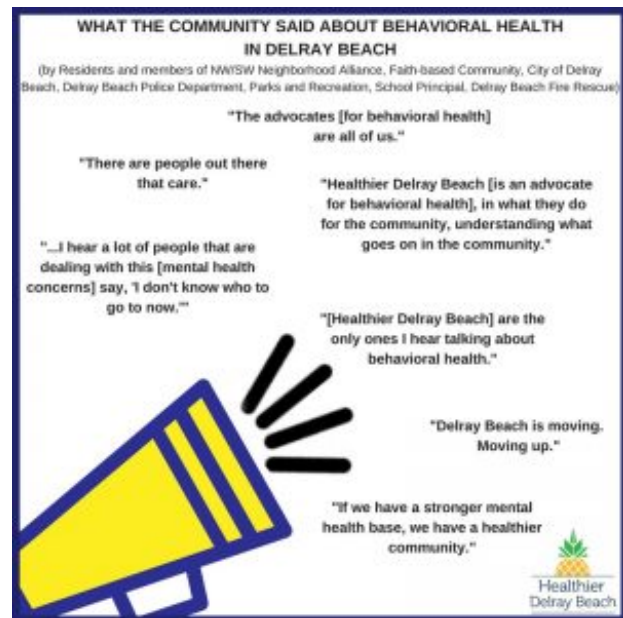
- HDB co-hosted an array of best practice trainings onsite and throughout the summer. Fourteen (14) workshops by the numbers:
 - 8 Mental Health First Aid (MHFA) trainings provided for all 160 DB Police Officers
 - 3 additional MHFAs for Delray Beach Public Library employees and Bethel Evangelical Baptist Church clergy and staff (total of 81 attendees)
 - 1 Racial Equity workshop facilitated by Racial Equity Institute (REI) – 40 new participants and 10 returning “Observers”
 - 1 Equity training for 30 City of Delray Beach staff
 - 1 Restorative Justice Practices (RJP) Introduction for every Village Academy faculty member and administrator
- Per Restorative Justice Practices, Emanuel “Dupree” Jackson and Rick Lewis provided the Village Academy training and developed a RJP Pilot Project with the Principal, Guidance staff, and the HDB Team. The Pilot Project will offer all necessary support to school staff to fully implement the RJP model at Village Academy.
- Spady Cultural Heritage Museum and HDB facilitated a series of Reflections (i.e. racial equity workshop debriefings) where all REI alumni from Delray Beach were invited to openly talk about inequities, participate in RJP circles and look towards implementing new practices that “interrupt” the status quo.
- During the month of June, HDB and Healthier Boynton Beach planned with the PBC Criminal Justice Commission Community Engagement Taskforce for “Community Conversations.” One hundred (100) people heard from a panel of leaders representing various offices within the criminal justice system.
- HDB – in conjunction with a larger Achievement Centers for Children and Families contract – received the initiative’s first grant award for \$5000 for trainings (Trauma-Informed Care, Restorative Justice Practices and Racial Equity) from Palm Beach County Youth Services.
- Through community presentations at City workshops, meetings with consultants and committees, and submission of goals and policy documents, HDB was able to direct the Healthy Communities element of the City of Delray Beach Comprehensive Plan and the Community Wellness sub-section of The Set’s Transformation Plan. These plans will guide strategy and programming in Delray Beach for the next 30 years.

Through the “Changes We Want To See” Evaluation Plan, HDB put new processes in place to track progress and determine impact of the initiative.

- Ambassador outreach efforts were considered effective as more than 154 new residents received behavioral health information.
- Social media analytics reported an increase of 138 Facebook “likes” during the 6-month time period (April-September).
- Surveys provided following HDB-hosted behavioral health and equity trainings and workshops concluded that 100% of participants had increased understanding with 93% feeling “very knowledgeable” in the subjects.
- Ten (10) people considered “key informants” in Delray Beach participated in interviews to ascertain community trends and potential reach of the initiative. Findings of the interviews highlighted a feeling of community and health as “top of mind” topics (along with finances and housing). Further comments by interviewees made connections between behavioral health and “top of mind” concerns and identified Healthier Delray Beach as a local champion for behavioral health resources and efforts. 100% of respondents “wished” for greater access to services and supports.



Looking forward, only time can tell if HDB will make significant impact on the behavioral health and well-being of the Delray Beach community. However, if excitement and greater capacity are any indication, Healthier Delray Beach is setting the tone for positive outcomes.



Lessons Learned:

While HDB successes made the hard work worth it, the challenges inspired the team to be more creative together and led to opportunities for learning from one other.

What HDB knows ...

- 1) **The work will surprise you.** Just when the HDB team thought they figured “it” out, the initiative faced conversation about how to sustain, new residents brought fresh ideas and different perspectives, and equity workshops “shook up” participant world views and influenced a shift in how to proceed.
- 2) **Pool your resources and share with your partners.** To increase capacity and share tremendous responsibilities, HDB enjoyed partnerships with the other Healthier Together communities, alliances like Birth to 22: United for Brighter Futures, and a multitude of Delray Beach organizations and agencies.
- 3) **All good things come in time.** HDB continues to take time to build trust and cultivate stronger connections. Don’t push relationships, rush the results, or expect a quick and easy road.

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

1. HDB has life! The initiative has created its own identity and strategic vision has become reality through current efforts like Build Our Blocks, the Get Your Green On campaign, and the first grant award from PBC Youth Services.
2. HDB has influence! HDB was asked by the City of Delray Beach, the West Atlantic Redevelopment Coalition and the Community Redevelopment Agency to guide the City Comprehensive Plan and The Set Transformation Plan.
3. HDB has come so far! Community members are recognizing HDB as a positive advocate for behavioral health, and new partners keep coming forward to request collaborations.

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

1. HDB has life. Now what?! With HDB in its third year and planning for the future a necessary step, the initiative was confronted with how and what to sustain.
2. HDB has influence. How to best measure initiative impact was on the forefronts of HDB minds as the initiative delved into the evaluation process of the “Changes We Want to See” Plan.
3. HDB has come so far. With all that has been accomplished already, HDB can easily get complacent in the “middle years.” Keeping the energy up and the team invested in the process has been vital to continued success.

Next Steps:

HDB continues to increase knowledge, advocate for equitable practice, and build the Delray Beach system of care by working on ...

Awareness:

Build Our Blocks – Neighbors working together on a joint project and building a stronger support system as they go.

Train the Brain – Social change campaign developed by Palm Healthcare Foundation that highlights the importance of brain health.

Teen Life in HDb – The 3 school groups connect efforts and lead campus-wide activities that spread behavioral health awareness and encourage dialogue and support.

Community Connections – Community meetings where residents can review Delray Beach’s definition of behavioral health, provide direction for focus areas of the strategic plan, and network with their neighbors and local resources.

Sponsorships – Partners receive HDB support at events such as the Walk Against Violence at Pompey Park and the Lets Move Pep Rally.

Website – www.HealthierDelray.org expands with the launch of the Build Our Blocks webpage.

Brochure – HDB literature is updated, providing local resources and Creole/Spanish translation.

Newsletter – The layout gets a facelift and includes service spotlights, equity information and community videos.

Acceptance:

Equity Workshops – HDB hosts the first Racial Equity Workshop for youth while also offering another 2-day Racial Equity Institute training for Delray Beach residents and city officials.

Reflections – Racial Equity Institute alumni contribute to “uncomfortable and necessary” conversation with the goal of prompting future equity activities in Delray Beach.

Get Your Green On – The campaign gets a boost this year with an increase in partnerships and time to plan.

Access:

Partnership Agreements – Behavioral health agencies sign agreements with HDB to increase access and ensure equitable, quality services to the residents of Delray Beach.

Delray Beach Collaborative – HDB supports the growth of the burgeoning behavioral healthcare system.

Resource Roundtable – Providers meet to learn from residents about Delray Beach needs, problem-solve community service gaps, and form new collaborations.

Trainings – HDB hosts local experts facilitating Trauma-Informed Care trainings for school, afterschool and City of Delray Beach Parks and Recreation staff.

Restorative Justice Practices Pilot Project – Village Academy staff and administration receive onsite assistance and materials to implement RJP school-wide.

With special attention paid to:

Resident Leadership – HDB strengthens the grassroots movement by inviting more residents to join the Steering Committee and Workgroups and streamlining an orientation process.

Staffing – As the current Americorps VISTA finishes a 2-year tour in February 2018, HDB looks to hire a second staff member to assist with community engagement and marketing strategies.

Evaluation – Outreach activities, retrospective surveys and key informant interviews continue to assess HDB effectiveness and community reach.