

Healthier Jupiter Impact Report (Oct–March 2016)

healthiertogetherpbc.org/JupiterYearReport



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Summary:

Where we started

Healthier Jupiter is a community-driven initiative designed to address health issues, starting with diabetes prevention and management for all those in the greater Jupiter area. The greater Jupiter Area includes zip codes 33458, 33469, 33477 and 33478 and is extended to those who live, work and learn in these areas. Expressed another way, the greater Jupiter area extends west to include Jupiter Farms, north to the Palm Beach/Martin County line, east to the Atlantic and south to Donald Ross Road. As an initiative we plan to spend time and focus supporting our most vulnerable populations within the Greater Jupiter area.

Palm Healthcare Foundation selected Jupiter as one of its first two communities to receive a multi-year, place-based grant. Our community selected diabetes as our initial focus area, primarily because promoting healthy lifestyles can help reduce the number of people developing diabetes and pre-diabetes as well as many other chronic diseases touching almost every life in Jupiter.

With the community's guidance this initiative has chosen four steps:

- Increase awareness of diabetes risks and promote healthy lifestyles;
- Help individuals make healthier food choices;
- Become more active; and
- Access necessary medical care.

Needs Statement and Target Population

According to the Centers for Disease Control and Prevention, 9.3% of the U.S. population has diabetes. Applied to the greater Jupiter area's population of 89,648, that means 8,337 people in our community have diabetes, and of that number, 27.8%, or 2,317, are undiagnosed.[1] In addition, another 27.5% of the U.S. population has pre-diabetes, and 90% of those are undiagnosed. That translates to another 24,639 people in Jupiter with pre-diabetes, with an overwhelming number of those unaware. The sheer number of possibly affected and unknowing number of our population affected by diabetes and pre-diabetes has steered our community towards an initiative to create a greater awareness in which people: (1) *know* the risk factors for diabetes and pre-diabetes; (2) know *their* personal risk; and (3) know *how to lower* their risk.

Since diabetes and pre-diabetes are so widespread, and since such a large percentage of the population does not even know they have these conditions, our community decided to include all those who live, work or study in the greater Jupiter area as our target population. Our primary interventions – creating awareness through communications and education plus promoting a healthy diet and increased activity to control weight – are actions that have no adverse effects and can be applied throughout our population.

That being said, we do recognize that members of racial and ethnic minorities are at greater risk for diabetes and pre-diabetes; in fact, the CDC says that half of all Hispanic men and women and non-Hispanic black women are predicted to develop the disease. In the greater Jupiter area, according to the last census, 2.4% of the population is Black/African-American, and 11% of the population is Hispanic. Additional efforts with our community partner organizations will be made to reach these populations at greater risk.

[1] <http://www.cdc.gov/diabetes/data/statistics/2014statisticsreport.html>

Where we have gone so far

In our first year from October 2015-April 2016, we have engaged the community and shared the mission, vision, values of Healthier Jupiter. We have built strong Subcommittees to guide us: Access to Medical Care, Awareness/Marketing, Governance, Healthy Foods, Physical Fitness, and newly created Grants. Through a community-led process and guided by our subcommittee and community meetings, we have drafted a

strategic plan approved by the community.

Key Lessons Learned

Healthier Jupiter is learning through the process that community engagement and communication is requested in many forms and we must accommodate those requests. We will utilize all that is available when providing an important message; Social Media, Web, Partner Organizations, ENewsletter and Print. As a result of initial community feedback on the Community Survey the answer “I don’t know” was added to the multiple choice question “What are the risk factor for Diabetes?” Many participants were not aware of the risk factors for Diabetes.

Key Partners:

Because Healthier Jupiter seeks to impact everyone within our entire community, the multiplying effect of collaboration is essential to our success. Jupiter’s collaborative efforts for health predate the Healthier Jupiter initiative and began when concerned community members identified the need for primary medical care for the uninsured in Jupiter. Organizations involved in this early effort included El Sol, Jupiter Medical Center, Florida Department of Health, The Town of Jupiter, My Clinic, the Edna Runner Tutorial Center and the Wellness Task Force of the Palm Beach County School District. Members from these organizations are represented on our Steering Committee and are joined by representatives from the faith community, small businesses, the Diabetes Coalition, and local residents.

New Partners:

New partners that have joined the Healthier Jupiter initiative include: CROS Ministries, The Jupiter Coalition for Hunger, Palm Beach County Food Bank, Florida Atlantic University, Jupiter Walk and Bike, Northern Palm Beach County Chamber of Commerce, the Palm Beach County Medical Society, the Food School, Children’s Services, Florida Power & Light Company, Memory Trees, Limestone Creek Community Group, Jupiter High School Environmental Program, Abacoa Greenways, Jupiter Lighthouse, Scripps Research Center, River Center and the Jupiter Medical Center’s Wellness Center. The number of new partners and interested residents continue to grow.

Goals:

1. Awareness – **OUTCOMES:** Increase awareness of Healthier Jupiter – in 2016, 25% of those polled will have heard of Healthier Jupiter and this will increase to 30% in 2017; Increase completion of community assessments from 350 in 2016 to 500 in 2017

2. Healthy Foods – OUTCOMES: Increase access to healthy foods through community garden project; increase awareness of the link between weight and diabetes risk – 25% polled in 2016 to 30% in 2017
3. Physical Fitness – OUTCOMES: Enhance new participation in the HJ Walk & Talk and retain 30% participation; increase awareness of the link between inactivity and diabetes risk – 25% polled in 2016 to 30% in 2017
4. Medical Care – OUTCOMES: Increase awareness of personal risks for diabetes by completing 450 Risk Assessments by 4/1/16 and an additional 500 by 4/1/17; Begin identifying health resources, services and gaps
5. Engagement with Community Organizations – OUTCOMES: Increase number of individuals and organizations involved in Healthier Jupiter by 15% by 12/2016 (from 300 to 345); Increase awareness of Healthier Jupiter’s events and services through ongoing outreach efforts

Process and Implementation Outcomes:

- Outcome: **Necessary Resources are in Place**

Progress:

Healthier Jupiter has the necessary resources in place to build on the momentum started.

- Palm Health Foundation support
- Jupiter Medical Center as a strong fiscal agent
- Project Director in place
- A growing and diverse Steering Committee
- Five community-represented Subcommittees
- Grant and governance processes in place to build upon.

- Outcome: **Community-led process**

Progress:

The community is engaged and provided input during strategic planning. The process involved three months of subcommittee and community meetings to engage the community, and receive feedback and approval on the direction of Healthier Jupiter.

Associated Attachments:

[Download File "Strategic-plan-list-03-30-16.jpg"](#)

- Outcome: **Diverse community engagement and communication**

Progress:

Healthier Jupiter strives to support our diverse community. In preparation for distribution, the HJ community survey was translated to Spanish. Healthier Jupiter attends events specific to populations at a greater risk of diabetes to target the vulnerable population and attain needed feedback.

Detailed Narrative:



Vision: *The Greater Jupiter community works together, supporting each person to live the healthiest life possible.*

Result: *People in Greater Jupiter will be healthier and more community-oriented*

Project Goals in Greater Jupiter:

- There will be an increased number of people who (1) know the risk factors for Diabetes; (2) know their numbers (risk) for Diabetes; and (3) know how to lower their risk
- There will be an increased number of people who make healthy food choices
- There will be an increased number of people who regularly engage in physical activities
- There will be an increased availability of educational community-based programs to prevent Type 2 Diabetes
- There will be a reduction in the barriers to medical services – detection and treatment – for those who are trying to prevent, manage or treat Diabetes or Pre-diabetes
- There will be an increase in funding to support and sustain Healthier Jupiter initiatives
- The rates of new Type 2 cases of Diabetes and Pre-diabetes will ultimately decrease

Healthier Jupiter Strategic Plan

Awareness – OUTCOMES: *Increase awareness of Healthier Jupiter – in 2016, 25% of those polled will have heard of Healthier Jupiter and this will increase to 30% in 2017; Increase completion of community assessments from 350 in 2016 to 500 in 2017*

- Create and distribute linguistically appropriate Community Needs Assessment First Quarter 2016
- Healthier Jupiter Champion program – utilizing trusted partners in the community – Third Quarter 2016

Healthy Foods – OUTCOMES: *Increase access to healthy foods through community garden project; increase awareness of the link between weight and diabetes risk – 25% polled in 2016 to 30% in 2017*

- Eating Smart Partner Program – Restaurant Decals – Seeking pilot restaurants First Quarter 2016
- Create a network of Community Gardens/Grant to sustain El Sol Community Garden – representative of the communities' cultural food choices

Physical Fitness – OUTCOMES: *Enhance new participation in the HJ Walk & Talk and retain 30% participation; increase awareness of the link between inactivity and diabetes risk – 25% polled in 2016 to 30% in 2017*

- Healthier Jupiter Walk & Talk – First event 3/12/16 in Abacoa Park, will include activities in vulnerable communities
- Let's Move – Month-long event in March in partnership with Palm Healthcare Foundation – Countywide Contest

Medical Care – OUTCOMES: *Increase awareness of personal risks for diabetes by completing 450 Risk Assessments by 4/1/16 and an additional 500 by 4/1/17; Begin identifying health resources, services and gaps*

- Over 450 Diabetes Risk Assessments Collected to Date – Ongoing
- Linguistically appropriate Pre-diabetes Toolkit for physicians and community members – Second Quarter 2016
- Comprehensive listing and mapping of Jupiter's Healthy Resources including free and low cost opportunities - to begin First Quarter 2016

Engagement with Community Organizations – OUTCOMES: *Increase number of individuals and organizations involved in Healthier Jupiter by 15% by 12/2016 (from 300 to 345); Increase awareness of Healthier Jupiter's events and services through ongoing outreach efforts*

- Continued involvement/meeting to connect organizations including civic and faith based organizations – Ongoing
- Workplace Wellness Activities – Future plans

Distribution of Healthier Jupiter Funds – OUTCOMES: *Distribute \$20,000 programmatic dollars in mini grants to participating organizations to support Healthier Jupiter initiatives; Increase funding secured through external sources to support Healthier Jupiter initiatives*

- Grant Writer to provide assistance with Collaborative efforts
- Community Mini-Grant Program Fourth Quarter 2016

What makes a Healthy Community?

With Healthier Jupiter's overarching vision of "working together, supporting each person to live the healthiest life possible", there are two significant goals that we hope to accomplish with Healthier Jupiter. First, we expect to significantly increase the number of people in Jupiter who are aware of their risk for developing diabetes and pre-diabetes and are actively taking steps to reduce that risk through exercise, diet and weight control. Secondly, we expect to improve community cohesiveness and collaboration in order for all to enjoy the collective impact of our efforts.



Innovative Practices

The fact that Healthier Jupiter is targeting an entire community in a collective impact model is an innovative practice. We expect to focus and spend a greater percentage of programmatic dollars on our those at a greater risk of diabetes. Healthier Jupiter will support the entire community through awareness by encouraging healthy lifestyles, our residents will respond by increasing their knowledge and build support for the value of health for all lives in greater Jupiter. Jupiter is a community of willing volunteers, and most of our area non-profits enjoy a steady stream of volunteers eager to support others. While we promote diabetes awareness, instead of using fear tactics about the disease's effects on health, we are working to create a culture of wellness, where eating the right foods and exercising become the norm by being visible, easy, affordable and fun.

With a broad initiative of involving the entire community to create awareness and motivate the population to achieve better health, there is a longer start-up period than in those communities where there exists a burning issue or a vulnerable population whose needs have not yet begun to be met. In Jupiter, we are past the time when protesters lined Indiantown Road in front of El Sol, which actually helped drive greater support for El Sol and positive coverage in the media. While our initiative is taking longer to penetrate throughout the community, we do have the advantage of the multiplier effect of our efforts. By promoting Healthier Jupiter's objectives of increasing access to healthy foods, physical activity and medical care, when our community reads about healthy lifestyles in the news, magazines, from the Surgeon General and other public sources, we enjoy the multiplier effect of our messaging.

Healthier Jupiter will use innovative awareness and marketing tactics through the "I am

Healthier Jupiter” – social media and printed campaign. At each Healthier Jupiter event community members photographs have been taken in the I am Healthier Jupiter backdrop to use in the campaign. In addition to the I am Healthier Jupiter campaign, Healthier Jupiter will begin a Champion program. Champions will be identified, trained and armed with tools to represent the initiative to their community sphere. This will increase awareness in the Greater Jupiter are.



What's been done in the past six months?

By the Numbers

1. Supported **Five** Subcommittees: Access to Medical Care, Awareness/Marketing, Governance, Healthy Foods and Physical Fitness and created a **sixth** subcommittee – Grants.
2. Welcomed **Four** new Steering Committee Members; Barbara Allan, Dr. Ivy Faske, Ann Wark and Beth White.
3. Collected over **450** Diabetes Risk Assessments, batched and categorized by community group or event before submitting and contributing to the PBC Diabetes Coalition Countywide report.
4. Conducted our first Healthier Jupiter Walk & Talk with **26** participants.
5. Participated in **55** community meetings to increase HJ's involvement and exposure.
6. Presentations about the Healthier Jupiter initiative to over **3,429** people. Presentations included: Jupiter Medical Center events, PBC School Board Wellness Task Force meeting, Jupiter Collaborates, NPB Chamber Healthcare Committee, NPB Chamber Women In Business events, SAC School Advisory Council (Lighthouse Elementary, Jupiter Elementary, Beacon Cove Elementary Aftercare).



7. Participated in the Let's Move Commit to Change activity challenge in March. 7 Teams logging **585,816** minutes of activity.
8. Kept the community informed of progress through social media avenues: Healthier Jupiter Facebook page with **308** likes, Twitter page with **272** followers, LinkedIn company page and newly introduced Instagram page.



CONGRATS!

Healthier Jupiter

YOUR TEAMS LOGGED 585,816
MINUTES IN THE

LET'S **M**OVE
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@phfpbc.org



Lessons Learned:

Communication with the community as a whole is a work in progress. We are finding from our initial community survey results that the community requests information through different formats. Web, Social Media, Meetings and Partner Organizations. All will need to be utilized and the Healthier Jupiter Champion program will assist in getting our messaging out.

Looking at population segments in the community, HJ has made inroads through our partner organizations with both the Hispanic and African-American populations. We have not, as yet, had targeted programs for those at either end of the age spectrum Children and Senior Citizens except for including children in the Let's Move effort and those seniors already meeting at the Edna Runner Center. We hope that as general awareness regarding the Healthier Jupiter initiative builds in Jupiter through our champion program, we will be able to include children and seniors to a greater extent.

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

1. Healthier Jupiter made a significant resource commitment to increasing access to healthy foods by supporting El Sol's community garden.
2. Increased awareness of diabetes risks by having over 450 community members complete the Diabetes Risk Assessment.
3. Welcomed Four new Steering Committee Members; Barbara Allan, Dr. Ivy Faske, Ann Wark and Beth White.

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

1. Healthier Together is a new concept and most items need to be created from scratch.
2. Keeping in mind the length of time needed to include the community.
3. Have not been successful in engaging leaders of top faith based organizations, but hope to engage the faith community through the mini-grant program.

Next Steps:

Look at what we have coming up!

Monthly Walk & Talks – HJ will partner with local educational/cultural/inspirational partners to provide a monthly Walk & Talk. The purpose will be to entice those not normally interested in exercising to a more social experience with light activity. Specific targeted interventions to Jupiter's vulnerable populations.

Collect and analyze Community Survey (including assessment of health knowledge and health behaviors).

Healthier Jupiter will share Community survey results with the community.

Our next Community Meeting will take place June 23rd.

Distribution of funds through mini-grants to support Healthier Jupiter initiatives.

Creation of a comprehensive Directory and Mapping of Jupiter's Healthy Resources.

Healthier Jupiter Champions will be introduced as an extension of Healthier Jupiter and armed with information to educate the community on HJ and how they can get involved.

Subcommittees will continue – bike safety and walking initiatives; healthy eating partners; resource ready-reference for medical professionals.

New website with dynamic events calendar will be introduced in 2nd Quarter 2016.

Healthy Foods Subcommittee will be working on creating a Network of Community Gardens.

Through public events and programs, we will continue to initiate and work with our partners to actively involve Greater Jupiter in health, wellness, and fitness activities.

Final edits and printing of our Get Fit Map.

Continue to partner with local community partner events in which physical activity and Health will be a focus of the event.

Promote Healthier Jupiter through the "I am Healthier Jupiter" campaign – Social Media and printed campaign.

Monthly Healthier Jupiter E-Newsletter to keep the community informed on the latest updates on the Initiative.

Utilize blogging and mapping tools on the Palm Healthcare Foundation HealthierTogetherPBC.org to share progress of the Healthier Jupiter initiative.

Additional Media:

- [Jupiter Medical Center Selected as Fiscal Agent for Healthier Jupiter](#)
[Post]
- [Healthier Jupiter Hosts First Walk & Talk](#)
[Post]

- Celebrate Let's Move & Healthier Jupiter!
[Post]
- Announcement of Healthier Together Communities
[Post]
- El Sol members and workers participated in a Healthier Jupiter focus group
[Post]

