

Healthier Delray Beach Impact Report (April-Sept 2018)

healthiertogetherpb.org/report/healthier-delray-beach-impact-report-april-sept-2018/



Creation Date: October 31, 2018

Submitted By: Lauren Zuchman

Reporting Period: 04/01/2018 to 09/30/2018

Neighborhood: Delray Beach

Keywords: access to care, atlantic high school, behavioral health, Collective Impact, community engagement, Delray Beach, Healthier Delray Beach, healthier together, Impact Report, mental health, mental health first aid, neighborhoods, Palm Health Foundation, Palm Healthcare Foundation, resident grants, residents, School Service Pilot Project, system of care, Teen Life in HDb, Village Academy, youth

Summary:

From Awareness to Behavior Change ...

From the beginning, Healthier Delray Beach (HDB) intended to do more than educate the community about the importance of behavioral health and wellness. In February 2018 at the Sustainability Workshop, the HDB Team determined that initiative efforts should progress from spreading awareness to encouraging community behavioral health change. What followed in the next months (March-September 2018) was the evolution of activities in each HDB workgroup and a renewed vision overall.

From Connections to Investments

With 4 new members joining the group, all 9 Ambassadors went from sharing information with the community to taking the lead in planning, prepping and reporting out new outreach efforts. Their ideas helped re-envision neighborhood engagement strategies (connecting small church groups and businesses to residents and their projects), re-work regular meetings and events (community meetings turn into resident workshops and mini-grant launches), and even change the name of a HDB workgroup (Marketing was renamed Awareness Workgroup). Build Our Blocks was enhanced to have 2 categories of grant awards – events and programming – and Teen Life in HDB re-invented their role from school club to behavioral health educators. To support all efforts to continue, HDB delved into the fundraising ring and quickly saw success with United Way's Great Give.

From Piecemeal to Pilot Project

Following years of offering best practice trainings, new partnership agreements, and networking opportunities to increase collaboration and access to services, HDB took every effort, examined practices through an equity lens, and integrated them to create a new strategy called the School Service Pilot Project. Through the project, students, families, school staff, service providers and the community at large could learn together, support one another, employ new skills, and work towards improved health outcomes.

From Talking the Talk to Walking the Walk

HDB leadership practiced what it preached by hiring Kristin Carstarphen, the new Outreach Coordinator, born and raised in Delray Beach; supported Kenya Madison, a resident and school professional, to step into the Steering Co-Chair role; and invited additional Delray Beach neighborhood representatives to join the Committee. Tough topics (i.e. equity and sustainability) in Steering Meetings led to rich discussion and creation of guidelines for “courageous conversation” and Conditions for a Backbone Organization. In addition, every workgroup and community activity directed the update of the HDB plan (Strategic Plan and Changes We Want To See documents were combined).

All in all, HDB spent the beginning of year 4 enhancing and refocusing efforts so every activity connected, the team shared common agenda, and the message to the community was clear – mental health awareness is the first step and positive behavior change is the

ultimate goal.

Key Partners:

Please refer to previous Impact Reports for partners.

New Partners:

N/A

Goals:

1. The Set and Greater Delray Beach are aware, have access to, and utilize community-driven services and supports from both residents and providers guided by equitable practices – leading to personal, family, and community well-being and connectedness.

Process and Implementation Outcomes:

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

Progress:

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

Behavioral and Systems Changes:

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

Baseline:

June 2017: The HDB Team tracks new, unduplicated residents that they connect with and provide initiative and behavioral health information.

March 2018: 37 new residents are engaged on average per month from October 2017 thru March 2018.

Progress:

September 30, 2018

An average of 35 new community members are engaged monthly through Ambassador efforts and community outreach. From these efforts, 1 new Steering Committee member, 4 new Ambassadors, and 9 new Workgroup representatives have joined the HDB Team. As a result of steady engagement, HDB has been asked by community partners to share "secrets" to resident outreach.

Associated Attachments:

- [Download File "BOB-Ambassadors-Webpage-1.png"](#)
- [Download File "Secrets-to-Community-Engagement-Presentation.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.

March 2018: Social media reach continues to grow - 608 followers on Facebook. Survey outcomes from workshops offered by HDB reported that 75% of participants felt more connected to their community as a result of attending the workshop.

Progress:

September 30, 2018

HDB social media reach increases to more than 2500 followers - Facebook has 701 followers, Instagram has 986 followers, and Twitter has 239 followers. In addition, HDB's monthly newsletter has 1520 subscribers.

100% of people attending HDB-hosted trainings report a better understanding of topics to include racial equity, trauma and toxic stress, and behavioral health signs and symptoms and have new tools for addressing concerns and crises in the future.

Associated Attachments:

- [Download File "HDB-April-2018-Newsletter.pdf"](#)
- [Download File "HDB-Newsletter-May-2018.pdf"](#)
- [Download File "HDB-Newsletter-June-2018.pdf"](#)
- [Download File "HDB-Newsletter-July-2018.pdf"](#)
- [Download File "HDB-Newsletter-August-2018.pdf"](#)
- [Download File "HDB-Newsletter-September-2018😊.pdf"](#)

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

Baseline:

June 2017: Key influencers (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.

September 2017: Partnership Agreements were created as avenue to track data pertaining to resident participation and satisfaction with behavioral health services offered in Delray Beach.

March 2018: HDB Partnership Agreements were signed with the following agencies: Healthy Mothers, Healthy Babies Coalition of Palm Beach County Inc; Community Partners; Families First of Palm Beach County; Boys Town South Florida; Achievement Centers for Children and Families; and Center for Child Counseling.

7 of 7 (100%) key influencers noted that there should be a greater emphasis on behavioral health. Across all interviews, the Parkland school shooting was mentioned as a top of mind concern and directly linked to community mental health needs. HDB was recognized as an advocate and growth of resident-led services was perceived as a positive step for the community.

Progress:

September 30, 2018

HDB partnerships have supported growth of the Delray Beach Network – a network of behavioral health service and support providers – and now includes 2 additional agencies – Chrysalis Health and Palm Beach County Youth Services. From this base group, the 2 schools involved in the School Service Pilot Project are receiving increased assistance on campus. HDB is also initiating organizational self-assessment of equitable practices and development of local standards of care responsive to the community.

Associated Attachments:

- [Download File "Programs-and-Practices-2018-Initial-Proposal.pdf"](#)
- [Download File "First-30-Equity-Assessment.pdf"](#)

Detailed Narrative:

Vision Statement



"The Set and Greater Delray Beach are aware, have access to, and utilize community-driven services and supports from both residents and providers guided by equitable practices - leading to personal, family, and community well-being and connectedness."

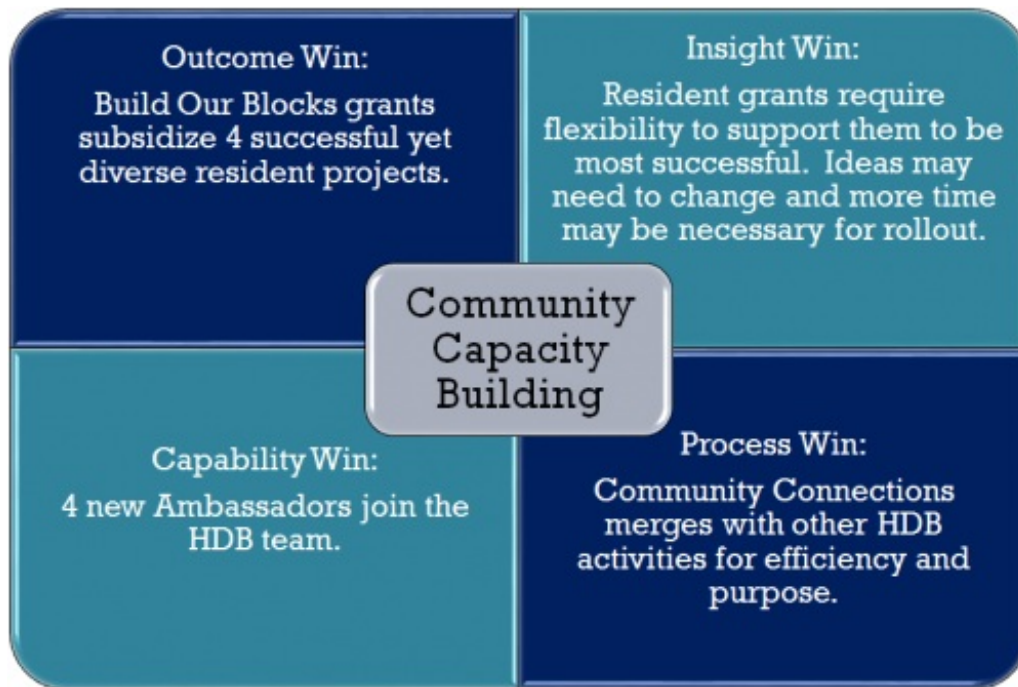
So many wins in so little time ...

Healthier Delray Beach (HDB) approached its fourth year (beginning July 2018) with an updated design for community impact. After workshopping ideas for sustainability of the initiative, assessing existing activities and streamlining the plan of action, HDB developed a new vision statement and focused on a shift from behavioral health awareness initiative to transformational community movement.

With this tall order ahead, HDB paid homage to the many accomplishments from April-September 2018 that were the impetus for the initiative's next steps. These "wins" can be categorized into four types:

1. Insight – gaining new perspective and a better understanding
2. Capacity – gaining new skills for increased performance
3. Process – gaining new methods for getting to results
4. Outcome – making gains and reaching goals

And the winner is ...



Following the success of the “Lunch and Launch” last winter and the first Build Our Blocks (BOB) event – “Movie in The Set”- in March, HDB was fired up to support the other BOB projects, welcome new Ambassadors to join the fun, and enhance the grant process for BOB’s second go-round.

Quickly, the additional 2018 Build Our Blocks winners achieved:

- **Cutz and Conversation**, a monthly open discussion group held at UpperCutz Barber Shop and Salon, began meeting in August to talk about “top of mind” topics to include relationships, parenting, and health. Facilitated by Bo Harris and Lisa McMiller, the barber shop owners, approximately 20 residents attended each month to give and get support, share a snack and get a haircut all at the same time. Julia Sanna (local therapist) and Julius Sanna (local clergy) provided support during the groups as needed.
- **Plant Grow Give**, a neglected garden in The Set, has been revitalized by Andre Dildy and his neighborhood crew, with future intention to invite more residents to learn gardening, produce their own fruits and vegetables, and hold community gatherings in the communal space on SW 7th
- **Studio 404**, an up-and-coming business on Atlantic Avenue, beautified its outdoor patio and prepped “to activate (the location) for different events that will reach out to the community and it’s children through various programs like shadowing management, cooks etc. as well as internships,” stated Alexius Burns, owner.



Cutz and Conversation



Plant Grow Give



Studio 404

Important to note: Flexibility was key when rolling out the BOB projects. In the process of granting awards, Lisa McMiller realized and reported that her original idea, “Call It for the Culture,” was already underway in Delray Beach (i.e. Caribbean Festival held in May 2018). She came back to the Community Engagement Workgroup and was supported to develop “Cutz and Conversation” instead.

In addition, the “Delray Beach Music Video” – to be produced by Jackson Destine, youth – was put on hold after he employed help from 2 production companies without success and then left for college over the summer. The HDB Steering Committee agreed that the grant award could wait for Jackson to return home on break and produce the video on his timeline. Dupree Jackson assigned himself to be the project Ambassador/Mentor for assistance when Jackson is ready to complete the video.

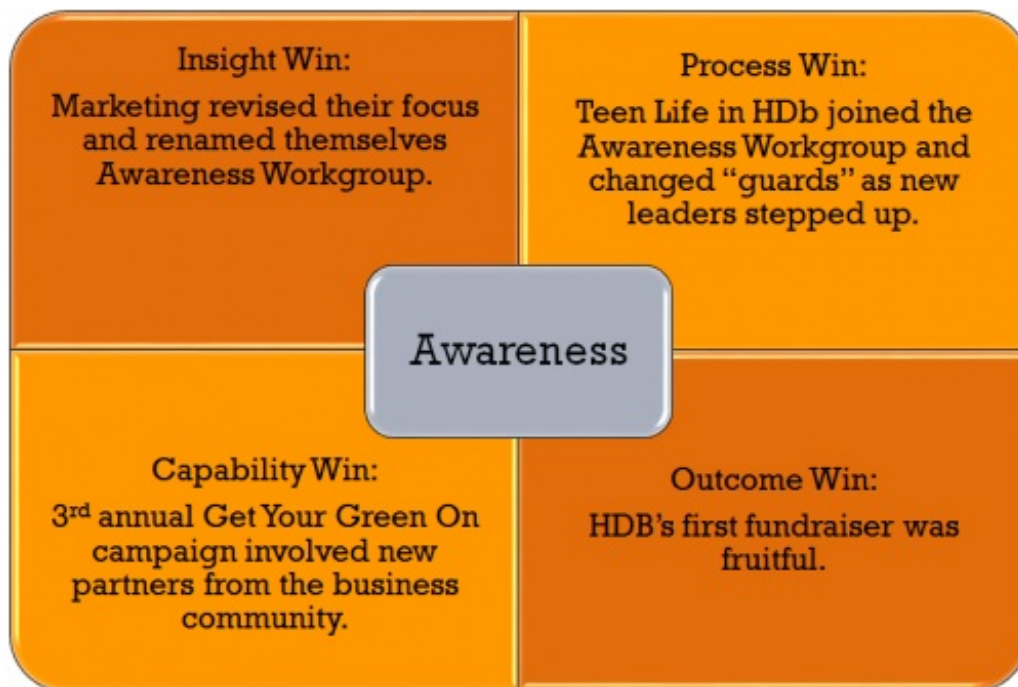
New Ambassadors joined the team and the role expanded:

- HDB welcomed Ferline Mesidort, Andre Dildy, Rose Newbold, and Davina Suffrard as new HDB champions. All 4 Delray Beach community members approached HDB to join and received orientation in April 2018.
- With 9 Ambassadors now working as a team, they introduced a process for tracking their outreach, capturing community stories, spreading information about local resources, and creating new avenues for further community engagement.
- A major focus area for extended reach was with the faith-based community. Three Ambassadors contacted churches in The Set and began meeting with them to talk about mental health and their congregations. In addition, “behavioral health” was added as a recurring agenda item for the monthly Interfaith Committee Meeting which included another group of faith-based organizations serving residents in Delray Beach.

And the Build Our Blocks grant process was enhanced:

- With all the excitement of the first round of resident grants and the expanded outreach efforts, the HDB Team considered how to lend value and connect the next grant cycle with other activities. The decision was made to use Community Connections as the platform for the grant process – including a place in the October meeting for residents to share and brainstorm their ideas for grants, have time in between meetings to complete their proposals, and then merge the January meeting with the next Lunch and Launch –where community would pitch their ideas and vote for the next round of winners.
- The new resident grants would include 2 categories – events (one time activity) and programs (ongoing series) – to encourage further creativity and allow for more winners.

Winners never quit, and quitters never win ...



With the Marketing Workgroup membership diminishing and Teen Life in HDb ready for a change, the workgroup re-branded themselves as the Awareness Workgroup and invited the youth group to join them. The workgroup made a move from advertising and media activities to social change campaigns and fundraising opportunities.

Teen Life decided to reposition themselves as “youth educators:”

- With intent to expand their reach beyond their current schools and speak to youth of all ages, Teen Life in HDb youth participated on a panel at the PHF Community Leadership Conference – workshop entitled “Mobilizing Youth.”

- Over the summer, Teen Life students developed and presented “Power of Words” – a mental health workshop presented to youth attending the IGNITE 2019 Teen Summit.
- As the school year came to a close and Claude Lamarre, Teen Life founder and current president, planned to graduate, 2 new presidents – Stevencia Estime and Lurry Alexander – seamlessly stepped into the role and started planning for the next school year.

The 3rd annual Get Your Green On (GYGO) campaign celebrated newfound partnerships:

- HDB partnered with the We Heart Small Biz campaign to bring mental health awareness to the business sector in Delray Beach. The City of Delray Beach, Downtown Development Agency, Community Redevelopment Agency, Delray Beach Marketing Cooperative, and Parks and Recreation planned a Brain Break event on May 24th to encourage a fun lunchtime event in Libby Wesley Park for local businesses and professionals.
- Several local churches and a synagogue supported mental health awareness by speaking about tips and tools from the pulpit and providing literature to their congregations.
- The HDB Team spoke to the City Commission, the Chamber of Commerce and several more community initiatives throughout the month. HDB and GYGO was even featured on the Spirit of Giving radio show aired May 19th.



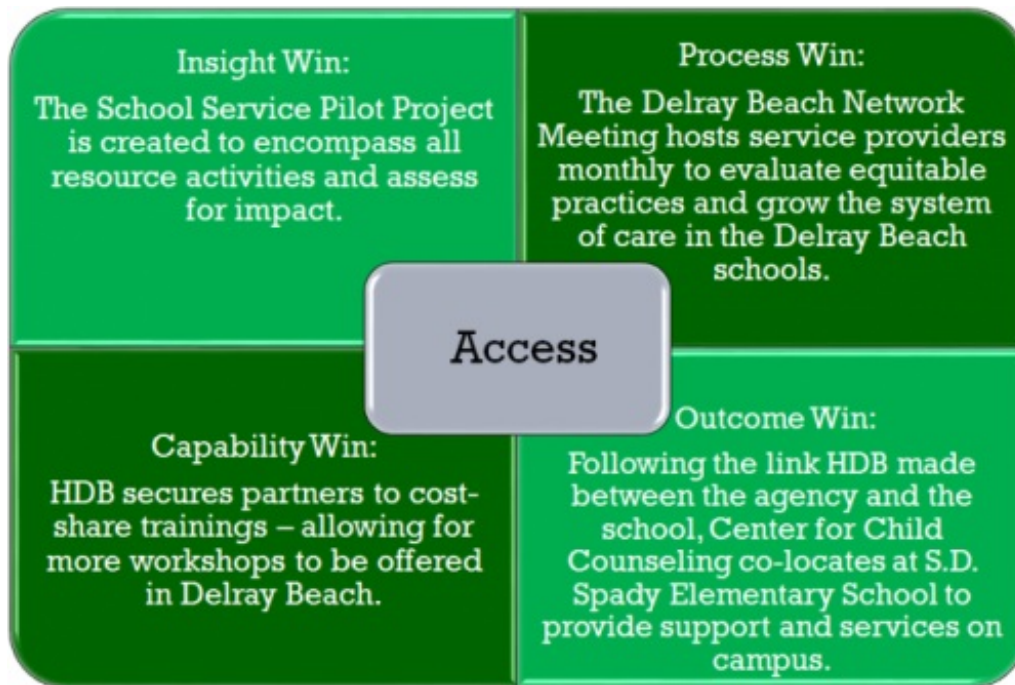
Countywide, with Birth to 22: United for Brighter Futures as partner again, GYGO extended even farther:

- 10 municipalities (Delray Beach included), the Board of County Commissioners, and numerous agency Board of Directors adopted the Mental Health Awareness and Trauma-Informed Care Proclamation.
- Palm Beach County Services developed a month-long mental health education series for their 5500 employees.
- More than 100 organizations participated by wearing green and hosting in-house or community-wide trainings and events honoring mental health awareness and trauma-informed care.
- After enhancing the website, more than 800 unduplicated visitors read about the campaign, downloaded materials to use, and learned about resources available in the community.
- On May 24th, the official Get Your Green On Day, more than 2000 people wore their green with pride and posted pictures to social media in support.

And the Awareness Workgroup concentrated on fundraising efforts to support HDB's growth:

- HDB participated in United Ways' Great Give – a 24-hour on-line giving opportunity. HDB reached out to supporters and followers on social media, through email and by making announcements throughout the community (at meetings and events). As a result, HDB raised \$2350 from 48 donors and another \$1325 from private donors following the fundraiser.
- Looking ahead, HDB approached the Downtown Development Authority (DDA) and was secured as beneficiary of Savor the Avenue – a signature Delray event in March 2019.

We all can work, but together we win ...



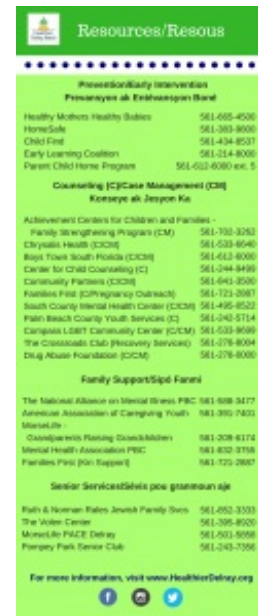
Programs and Practices had been supporting training and services that touched a wide variety of resident populations and needs in Delray Beach. To evaluate HDB’s true impact, all activities needed to come together in a centralized place.

The School Service Pilot Project was born:

- Building off of the previous Restorative Practices pilot project at Village Academy, HDB also partnered with Atlantic High School to develop the School Service Pilot Project (SSPP). Both schools were chosen as the pilot sites to have opportunity to work with youth in elementary school through high school.
- The project includes 1) training and education, 2) increased access to services and resources, and 3) peer-to-peer support (such as teacher support groups, youth-led activities, and resident-run programming) – all offered on campus at most convenient times for students, their families and the school staff.
- HDB and the Delray Beach Network – organizations with HDB Partnership Agreements – have already provided:
 - Teacher and parent surveys to determine the needs of each schools
 - Resource fair at both school open houses
 - A dinner event for school staff, students and families at Village Academy



- HDB Resource Rack Cards (to all Delray Beach schools with the assistance of the Regional Superintendent’s Office)
- The Delray Beach Network began meeting monthly at Village Academy to build on SSPP and problem solve any challenges the schools are having around service accessibility. In addition, HDB provided an equitable practices evaluation and encouraged partners to self-assess.



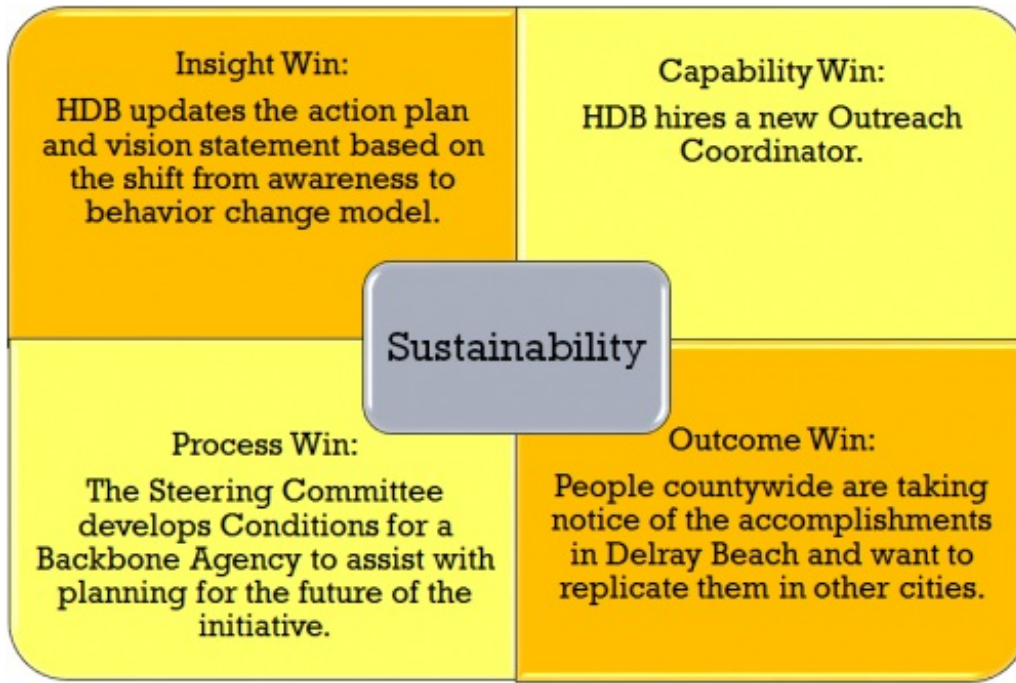
Equity work did not stop there:

- HDB in partnership with United Way and Children’s Services Council hosted the 2-day Racial Equity Workshop on June 27-28th. Forty-five (45) first-time participants and 18 observers with key leadership (i.e. Mayor, City Manager, and Assistant Chief Deputy of the Delray Beach Police Department) were in attendance.
- Deep conversation in Reflections (REI Alumni discussion groups) guided process for collective response to divisive actions recognized in the community and encouraged use of the Delray Reflections Facebook page as a place for further support and discussion.
- HDB teamed up with Healthier Boynton Beach (HBB) and EJS Project to bring the Racial Equity Institute Workshop to Palm Beach County youth for the first time. Forty-five (45) students attended from HBB, EJS Project, Department of Juvenile Justice, and American Heritage private school.
- As follow-up, Dupree Jackson through EJS Project offered monthly get-togethers for the youth alumni – similar to HDB Reflections for adults.

New groups were provided training and partnership too:

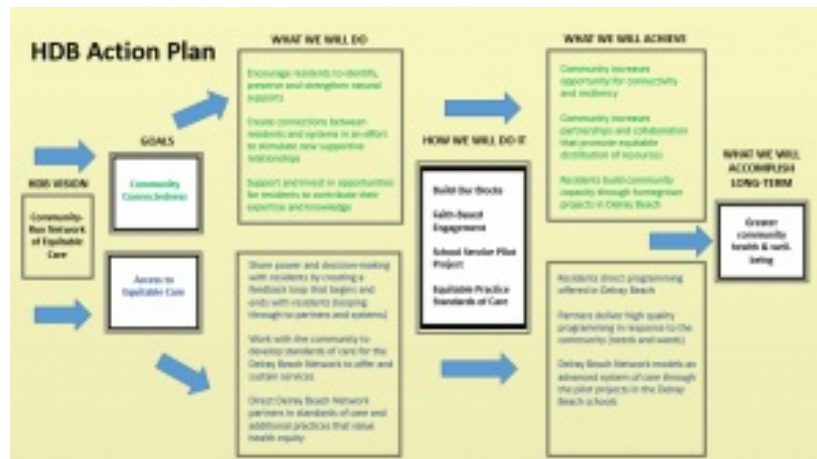
- Hot off the press, Mental Health First Aid (MHFA) for Fire/EMS was provided for the first time nationally through partnership of HDB and Delray Beach Fire Rescue. All county Fire/EMS departments were invited to participate in the newest MHFA module on May 23rd at Delray Beach Fire Rescue Headquarters.
- HDB also co-hosted Mental Health First Aid training – presented fully in Creole – with Palm Beach County Substance Awareness Coalition and Bethel Evangelical Baptist Church. Forty (40) participants from 2 Delray Beach Haitian churches and the larger community participated.
- After HDB hosted the trauma training at S.D. Spady Elementary School last February, teachers were motivated to attend additional mental health trainings throughout the County, and Center for Child Counseling was invited to co-locate their staff on school campus.

Either I win or I learn ...



As the Steering Committee was faced with big decisions to make and took a deeper dive into examining HDB’s own equitable practices, tough talk generated new guidelines – “Great Expectations”- for sharing and finding compromise.

This led to clearer vision, new staff and conditions, and influence on countywide efforts:



- HDB formulated a new action plan built from the original Strategic Plan and the Changes We Want To See documents and incorporated new strategies emerging from the workgroups in response to the initiative shift.
- With the updated plan, HDB was able to declare aspiration that represented what residents had been imagining with HDB from the start.

- Increased activity as part of the new plan had the Steering Committee reviewing staffing needs and the budget going into the fourth year of the initiative. The Committee voted to hire a second staff member and raise funds to support the initiative's growth.
- Seeing the opportunity to “walk the walk,” HDB prioritized a Delray Beach resident to fill the Outreach Coordinator position, and Kristin Carstarphen joined the team in August.
- Simultaneously, the Steering Committee voted in more residents as a new Co-Chair, Kenya Madison, stepped up and Lisa McMiller, joined in.
- As the Steering Committee planned beyond the initiative's first 5 years, conversation turned to where the initiative would live. To aid with making a decision about the best fit for HDB's backbone agency, the Committee created “Conditions for the Backbone Agency” – a document to be utilized to assess and align mission and strategic plans of HDB and the chosen organization.
- The community took note of the accomplishments in Delray Beach and asked for HDB's templates, process and advice. The Delray Beach Education Board modeled their plan after HDB's Action Plan, Children's Services Council interviewed HDB as they formulated their own resident grant opportunity, and multiple non-profit agencies asked HDB to speak to staff about resident engagement and retention.

In the end, Healthier Delray Beach recognized that “wins” can come from sweet success, lessons learned, difficult conversations, and the passion to press forward – but rarely does it happen down a straight and expected path.

Lessons Learned:

And while celebrating all these wins, HDB learned new lessons to keep in mind ...

- **When you cease to grow, you cease to succeed.** Even in the fourth year, HDB was adjusting focus, updating plans, and developing a new vision statement – following the energy and ever-changing needs of the community.
- **You don't have to see eye-to-eye to walk hand-in-hand.** The HDB Team had challenging discussions about initiative sustainability and equitable practices that didn't always end in unanimous decisions about how to move forward. With the development of “Great Expectations,” HDB had guidelines for these tough conversations and created a safe space to “agree to disagree” while looking for common ground.
- **Don't give up, don't give in.** Due to persistence, HDB was able to follow through on previous attempts to offer the Youth Racial Equity Workshop and Mental Health First Aid for the Fire Department and in Creole for Delray Beach's Haitian population.

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

1. We keep building, residents keep coming ... As HDB grows efforts and partnerships, residents continue to join the movement and are taking ownership and leadership of the work. HDB has a new Steering Co-Chair, 4 additional Ambassadors, another Steering member, 2 new Teen Life in HDB leaders, several more Workgroup representatives, and an Outreach Coordinator – all residents of the local community.
2. We keep changing, we keep adapting ... HDB made a significant shift from awareness to behavior change initiative in an effort to make the greatest impact on community health and wellness.
3. • We keep learning, we keep teaching ... HDB is listening, learning and growing with Delray Beach and Palm Beach County through campaigns (Get Your Green On), new collective impact initiatives (BeWellPBC), and partnerships for improved practices (Delray Beach Network).

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

1. We keep building, we need funding ... As HDB grows in staff and projects, funding to support the initiative exceeds the generosity of Palm Health Foundation. With this expansion, HDB must find ways to fundraise and bring in additional dollars.
2. We keep changing, we keep adapting ... With the shift to behavior change, HDB must determine metrics by which to measure success. As improvements in behavioral health is not always easy to quantify, HDB has set out to find new and innovative methods to capture the story.
3. We keep learning, we keep teaching ... Growing pains and difficult conversations ensue as HDB touches sensitive topics of equity, sustainability and the partnerships that will follow. From Steering to Workgroup to Community Connections, HDB is working hard to really listen and co-create solutions as concerns and agendas pop up.

Next Steps:

HDB has many more wins to come. Check out what's next ...

October 2018

Community Connections – Residents will gather for food, give feedback about the HDB Action Plan, and brainstorm ideas for potential new mini-grant projects.

Build Our Blocks Grant Process – Following Community Connections, residents can go to www.HealthierDelray.org to download the mini-grant application. The submission period will end January 10th.

Train the Brain campaign – HDB will co-host activities (a book club with Teen Life in HDb and a luncheon with Delta Sigma Theta) in honor of Palm Health Foundation’s Train the Brain campaign, encouraging better brain health.

School Service Pilot Project – HDB will partner with Center for Child Counseling to train Village Academy and Atlantic High School staff in “ACEs, Toxic Stress, and Becoming Trauma Informed.”

November 2018

Stock the Schools Campaign – HDB will launch the fundraising campaign to 1) outfit classrooms with “cozy corners” full of comfortable furnishings, behavioral health resources, and sensory toys and 2) expand the pilot project into more Delray Beach schools.

The Church and Mental Health – At this roundtable event, HDB Ambassadors will support local church leaders in The Set to talk about how they address behavioral health with their congregations.

Delray Beach Network – HDB and partner providers will continue to meet monthly to build on supports and services offered to local schools and build out the Delray Beach system of care.

December 2018

Teen Life in HDb – Student leaders will create new educational activities for children of all ages to learn about behavioral health and foster new skills for positive self-care.

Racial Equity Workshop – HDB and Prime Time Palm Beach County will invite new participants and returning “observers” to participate in the next Delray Beach 2-day training.

Looking forward to 2019 and ...

Equitable Practices – HDB will team up with residents and agencies to encourage organizational self-assessment and being development of local standards of care.

Resident Grant Awards – The community will vote and HDB will support the winning projects.

The Backbone Agency – HDB will pick and plan with the organization that will support the initiative into the future.

Get Your Green On – HDB once again will team up with Birth to 22: United for Brighter Futures and We Heart Small Biz to celebrate the 4th annual campaign.

Additional Attachments:

[Download File "HDB-Great-Expectations.docx.pdf"](#)