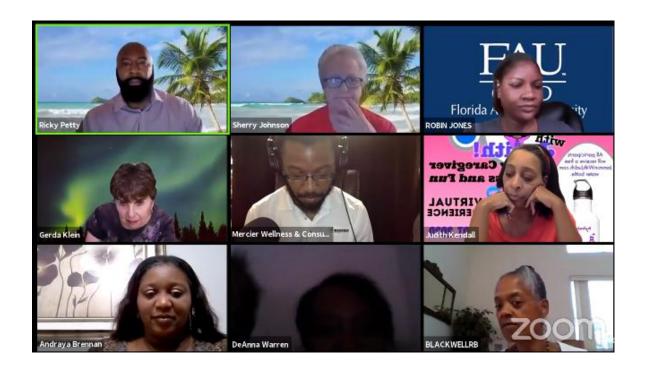
Impact Report

January - September 2020



PUTTING CAREGIVING FAMILIES AT THE FOREFRONT OF OUR COMMUNITY.



The Start of a New Year

Healthier Boynton Beach (HBB) kicked off 2020 with the goal to improve program sustainability and increase our outreach efforts in the Boynton Beach community by bringing awareness and education to the critical health care issue of caregiving through health and wellness campaigns. Through our program initiatives, HBB's mission is to engage our community partners, residents and stakeholders to create lasting, impactful change.

As we know, 2020 brought on unprecedented times that we did not anticipate however through our community driven initiatives, we were able to roll up our sleeves and jump into action to serve the residents of Boynton Beach. HBB was forward thinking in our approach not knowing what was amongst us. In January, we monitored COVID-19 and made COVID awareness a topic of discussion on our social media page before it became a worldwide pandemic. In addition to COVID-19, another public health crisis our community and nation faced was racial injustice. We continued our partnership with the Palm Beach County Criminal Justice Commission (CJC) to better understand the community's relationship with the criminal justice system and policing.

Our participation in COVID-19 awareness and racial inequality events allowed us to be proactive and provide support to our community as we entered into challenging times in our nation. We focused on the vulnerability of our elderly residents, the mental health of our caregivers and the overall health of our community. HBB's greatest achievement during this time was assisting our residents that faced financial hardship due to COVID-19 through the Neighbors' Helping Neighbors Fund (NHNF) and providing funding to local businesses that provided services to our caregiving community with the HBB Mini Grant program.



This report will highlight the programs and resources HBB executed and participated in from January through September 2020. Our Project Director, Ricky Petty remains committed to assisting the Boynton Beach community as we recover from the pandemic and will continue working with community leaders and partners to put our community first.

The Pandemic

As COVID-19 infections became rampant, Boynton Beach (**zip code 33435**) was identified as a hotspot. The virus affected many residents in our community. As the need for testing increased, residents were burdened with traveling to testing sites that were not conveniently located. Another challenge we faced was the apprehension that some residents had regarding COVID testing. Many believed the COVID test could pass along the virus or that the swab test could cause them harm. We knew we had to put a plan into action to address the immediate need of our residents and flatten the curve.

HBB partnered with the City of Boynton Beach, Genesis Community Health and Pathways to Prosperity to educate residents on COVID-19 and the testing process. Our partners and community leaders participated in Facebook Live streams that showed their testing experience from start to finish.



To solve the issue of having an easily accessible testing site, St. Johns Missionary Baptist Church was a vital partner in hosting the COVID-19 testing. Our education efforts via



Facebook Live aided in eradicating testing fears and increased testing in the community to prevent the spread of the virus.

Key Highlights

The collaboration between HBB and our community partners was important to help flatten the curve and prevent the spread of the virus.

Outcome

- COVID-19 awareness and education via Facebook Live
- Provided community COVID testing 3 days per week, 6 hours per day
- Administered over 1500 COVID-19 tests

Mini Grants



The HBB Mini Grant program awards small businesses and community organizations serving the 33435 zip code area, with funding to expand their resources, provide educational information and health and wellness activities that positively impact the lives of family caregivers.



Due to COVID-19, the Mini Grant process which normally includes in-person information sessions and an awards ceremony, had to be altered. The application date, information sessions and the awards ceremony were hosted via Facebook Live and Zoom to accommodate our applicants and awardees.

Mini Grant awards ranged from \$1,500 to \$4,800. Awardees included churches, non-profits and other community groups with a focus to improve the health of family caregiver's through educational activities and outreach such as caregiving education, line dancing classes, safety care programs and youth support services. In addition to funding the programs of these organizations, the aim was to build the capacity and confidence of local organizations and position them to apply for other grant opportunities and expand their footprint in the community.

Award Recipients

| Organization | Award |
|--|------------|
| A Class Tax Solutions | \$2,000.00 |
| Alzheimer's Community Care | \$3,300.00 |
| Boynton Beach Faith Based Community Development Corp., Inc. | \$4,800.00 |
| Boynton Strong Community Outreach & Training | \$3,000.00 |
| Connect to Greatness, Inc. | \$2,500.00 |
| Each Starfish Matter, Inc. | \$4,300.00 |
| Elite Line Dancing of Palm Beach | \$1,500.00 |
| iMatter Adult Day Center | \$3,000.00 |
| Jammin' with Judith, LLC | \$2,600.00 |
| Questers Community Service Fund, Inc. | \$3,500.00 |
| Sankofa Study Group, Inc. | \$1,500.00 |
| South Palm Beach County Alumnae Chapter of Delta Sigma Theta, Inc. | \$3,000.00 |
| Greater St. Paul AME Church Ella Johnson WMS | \$2,500.00 |



I was awarded a mini grant from Healthier Boynton Beach to teach virtual fitness classes for family caregivers. In these classes, I've had participants ranging in ages from their 20s to their 70s, taking care of parents, grandchildren and family friends. My heart goes out to each one in undertaking these caregiving responsibilities, and I'm proud of them for taking concrete steps to make their own health a priority too. If it weren't for the Healthier Boynton Beach mini grant, I would not have met some of these individuals or learned their stories. HBB's mini grant gave me another vehicle to serve others, and for that I am truly grateful.

Mini Grant Recipient, Jammin with Judith, Judith Kendall, Owner/CEO

Connect to Greatness, Inc. has been very appreciative of the grant support from Healthier Boynton Beach (Palm West). The grant has allowed us to be exposed to opportunities of working with caregivers in the Boynton Beach area and teaching our young boys the importance and needs of a caregiver. We have used these funds to support caregivers, educate our young boys and moms and to bring exposure to the community about who and what makes a caregiver. Our efforts have not gone unnoticed and has afforded us some kudos from the City of Boynton Beach. We have received financial support from both the Mayor (Steven B. Grant) and City Commissioner Mack McCray to continue our efforts with the Caregiver Project.

In addition, receiving the Healthier Boynton Beach Grant has made our work more visible to the grantmaking community and has created additional funding opportunities such as Starbucks and PNC. Our first year doing this project showed that we actually had mentees acting as caregivers for elderly family members. We were able to support them and allow them to share their experiences with the others in the organization. Three years later, we are now working with Palm Beach County's Youth and Family Services Department to share the mental health need related to caregiving. It is with a very humble heart that we say thank you to Healthier Boynton Beach for supporting us and allowing us to grow enough to share our love of supporting CAREGIVERS!

Cassondra Thaddies, CEO Connect to Greatness, Inc.



Outcome

- 23 applicants
- 13 award recipients
- \$37,000 awarded

Event Social Media Outreach

- 1,100+ views
- 1.695 reaches
- 712 engagements



Mini Grant in Action

We always love to see our Mini Grant awardees in the community. In February, Questers Community Service Fund, a 2019 Mini Grant recipient, completed a Curb Appeal project for family caregiver and homeowners, Connie and David Riggleman. The Riggleman's were cited by the City of Boynton Beach for exterior violations. If repairs were not completed in time, they faced a costly fine. Uncertain as to how they could afford to make the necessary repairs before being fined, the Riggleman's were in despair. Not only did Questers complete the exterior repairs that cleared the pending fine, they also provided the family with a landscaping makeover. The Riggleman's were so appreciative of the assistance received from Questers and the Lambda Alpha Alpha Chapter of the Omega



Psi Phi Fraternity, Inc. to beautify their home. HBB is proud of Questers and all of our mini grant recipients as we work together to empower the citizens of Boynton Beach.





Fearless Caregivers Conference

HBB sponsored the Fearless Caregivers Conference held on February 12th at the Carolyn Sims Center in Boynton Beach. The event which provides advice and referral service support to caregivers and their families, hosted 160 attendees. There were lots of laughs and sharing of knowledge and resources during the conference. Attendees were able to participate in door prizes and raffle drawings and speak with financial, legal and social service professionals.





Outcome

- Increase in attendance from residents from 33435 from the previous year
- Peer to peer support (caregiver sharing information to assist and support each other)
- 17 providers present to provide resources and information

The Caregivers Club

Through our work, we know firsthand the challenges caregiver's experience. The pandemic further heightened these challenges when shelter in place guidelines took effect. Resources our caregivers relied on became reduced or ended indefinitely. One of our most anticipated events of the year was the *Caregiver's Day Party* scheduled for March 31, 2020. Unfortunately, the party was postponed but we decided to host a virtual event on that day as a check-in of sorts.

The check-in proved to be therapeutic for our caregivers – there was a lot of laughter, tears and stories shared regarding the pandemic. HBB and BeWellPBC decided the virtual Caregivers Club meetings were necessary to stay connected with our HBB families. Recognizing the economic and health effects of the pandemic, we were able to identify the needs of the caregivers and provide resources. Check-in calls were made, and care packages were delivered. The Caregivers Club continues to host bi-monthly meetings to engage and check-in on our caregivers and lend a helping hand.







Outcome

- Hosted 6 events
- 95 check-in calls
- 50 care packages delivered

Community Meetings

Part of the HBB initiative is engaging with the community through Community Meetings. Community Meetings is a pathway to connect with our residents and provide insight on HBBs initiatives, as well as get input from residents on changes they would like to see in the community. HBB is proud to have transformed in-person meetings into virtual meetings to continue engaging our residents and discuss the effects of COVID-19 on their family.

On January 27th we kicked off our first community meeting by hosting the HBB Community Dinner. A total of 45 residents attended the event to get updates and learn more about HBB initiatives for 2020. As way to engage and lead the discussion, questions were placed at each table to guide dialogue during the dinner about HBB and its engagement in the community. One person from each table acted as the lead to provide feedback from their group. Author and local resident Fern Pessin, spoke to the audience and provided caregiving tips from her book, "III Be Right There", which provides a map for



caregivers on how to assess and care for their aging parents. Fern provided copies of her book to caregivers and participated in a Q&A session.



Mark Cassini, Co-Director/Founder of Community Greening was also in attendance to provide information on Community Greening and their Urban Orchard initiative. Mark shared the plan to install an orchard in the Boynton Beach community and asked for location input from the residents. Sara Sims Park was unanimously chosen as the best location for its central location, good traffic flow and easy access for Boynton Beach residents.

As mental health became a major public health crisis during the pandemic due to financial challenges and shelter in place rules, our June and September 2020 virtual meetings were dedicated to mental health awareness and the emotional and financial effects of COVID-19. Community and business leaders took part in panel discussions to offer insight on how to cope with the crisis through healing and spiritual guidance.



The speakers provided helpful information to our residents on how to cope with the challenges they experienced during the pandemic and offered coping techniques, financial advice and resources to attendees.



I am very impressed with the ideas and practical help that healthier Boynton Beach are providing in our community. I have a vast experience of working with local government offices in UK and am most impressed by HBBs ability and adaptability to deliver the service by all means necessary telephone, email, mail, zoom etc. I also find it very easy to get direct access to team members, it's refreshing to find people so easily accessible and accountable.

The meetings presented are involving, inclusive and informative. They provide access for local people to a wealth of knowledge and caring services that show we are appreciated as residents. The recent community meeting I attended was the most relevant, involving, dynamic community meeting I have ever attended. I particularly liked that it was available on Facebook and can be accessed anytime for a reminder of what was said. Great thanks to all involved - what a great community I have joined. You are all amazing.

Family Caregiver and Boynton Beach Resident, Roxanne Halliday



January Community Dinner

Outcome

- 45 participants provided great feedback on HBB initiatives
- Urban Orchard location feedback
- 2 guest speakers

June Community Meeting

Outcome

• 58 participants via Facebook Live

Social Media Outreach

- 804 views
- 1,882 reaches
- 343 engagements

September Community Meeting

Outcome

• 44 participants via Zoom

Social Media Outreach

- 217 views
- 402 reaches
- 58 engagements



Community Greening

One of our most exciting efforts this year has been the Go Green Initiative partnership with the City of Boynton Beach and the Community Greening organization. Community Greening is an urban forestry non-profit based in Delray Beach, FL. The organization works with local organizations and residents to improve the environment by transforming green spaces in urban communities to increase the quality of life and provide civic engagement. Our primary focus was identifying a location for an Urban Orchard, a green space that is used to beautify an area and address food accessibility and healthy eating in a sustainable environment.



For six months, HBB worked with city officials and Community Greening to finalize a location for the project. Sara Sims Park was selected as the site based on feedback gathered from residents during the January Community Dinner for its central location. This selection decision received push back from one city commissioner that was not certain the MLK Blvd. location was the best choice. The commissioner proposed another

green space for the project. Residents felt the newly proposed location was not ideal due it being secluded with limited visibility and traffic. To ensure the best location was



selected and to collect more input from residents, HBB and Community Greening launched a survey to gather more input. Surveys were conducted door to door. After numerous community conversations and reviewing the survey data, residents agreed Sara Sims Park was the best location for the Urban Orchard. The residents were very engaged and provided input to the types of fruit trees they wanted to plant in the orchard.

On March 14th, the community came together to plant the Urban Orchard at Sara Sims Park. A total of 75 fruit trees which ranged from avocado, guava, jackfruit, mango and many more were planted. The orchard will provide *free* fresh fruit to the community of Boynton Beach for many years to come. The planting event took place one day before the COVID-19 shut down occurred in our community, so we were so appreciative and thankful to be involved in this project.

Since the completion of the Urban Orchard project, we continue to partner with Community Greening for drive-thru Tree Giveaway events. HBB and Community Greening hosted two giveaway events in May and September 2020. Residents of Boynton Beach were provided with a free fruit or native tree to plant at their home. Community Greening tracks the location of the trees on a tree plotter system which is also used to report how the tree supports the local ecosystem.

Tree Giveaway events educate the community about the different tree species and the benefit of planting trees. Arborists with Community Greening also provide "right tree, right place" information on proper planting methods and how planting aides in their city's sustainability efforts.







Outcome

- 31 volunteers
- 75 trees planted
- 200 residents received trees
- 300 trees were provided to residents
- Arborists provided ecosystem education and planting tips to residents

"We couldn't ask for a better partner than Ricky Petty in mobilizing residents around our tree planting campaign. In our partnership to equitably plant trees where they are needed most, Ricky's leadership is effective by setting the example. His compassionate approach and active participation brings diverse people together to share challenges and identify solutions. Ricky is results-oriented - he doesn't like drama or pointing fingers - and he is focused on finding ways to work together to improve residents' well-being."

Community Greening, Mark Cassini, Co- Director/Co-Founder

Neighbors' Helping Neighbor Fund

Many of our residents have experienced financial hardships during the COVID-19 pandemic. Palm Health Foundation sought a way to connect with residents of Palm Beach County in need of assistance. Through our participation with SenseMaker®, an online crowdsourcing and storytelling platform, the Palm Health Foundation launched the SenseMaker Story Collection Project in March 2020. This project allowed residents to



provide personal stories about their neighbors who faced personal crises and in need of assistance. This project was the catalyst for *The Neighbors' Helping Neighbors Fund* (NHNF) which provided with financial support for household expenses such as food, medical supplies, mortgage/rent assistance, car insurance and payments, and utilities.

HBB assembled a team of residents to utilize SenseMaker to collect over 500 stories. The stories allowed us to identify residents in crisis and in need of assistance. Cassandra Tomlin, a mother to four adult children and a grandmother of seven, is also a caregiver to her grandson who is blind. Cassandra's goal was to improve her financial position by pursing an education to assist children with disabilities and become gainfully employed. Achieving this goal was challenging because she did not have adequate transportation. For many years she has relied on public transit and borrowed cars. If she had her own vehicle, she would be on the fast track to achieve her goals without any obstacles.

HBB and CIRCLES® of Palm Beach County knew that Cassandra had the potential to make great strides with the aid of her own vehicle. In April, the NHNF presented Cassandra with a 2012 Lexus from a generous donor, which included paid title and tag fees, a full tank of gas and an insurance down payment. HBB is appreciative of the support from the Palm Health Foundation, CIRCLES® and generous donors that help our community sustain as we recover from the effects of the pandemic.

More program insights can be read on Palm Health Foundation Shares (www.phfshares.com).







"Tomorrow is never promised, but I'm optimistic now that I will continue striving for betterment for me and my family. I'm extremely excited and grateful for my donor's gift."

Cassandra Tomlin, NHNF Car Donation Recipient

Key Highlights

Outcome

- Learn about the challenge's residents faced and was able to assist
- Collected over 500 stories from residents through the SenseMakers
- Over \$24,000 in funds awarded to 55 residents of Boynton Beach

Mental Health Awareness Month

In recognition of Mental Health Awareness Month, we continued to discuss the mental effects of COVID-19 in the community. HBB partnered with Healthier Delray Beach and St. Johns Missionary Baptist Church to host a virtual bible study event. Pastor Jovan T. Davis spoke about the importance of mental health from a spiritual prospective.

Via Facebook Live, attendees were able to connect and fellowship with other participants and engage in a live Q&A session.





Outcome

38 participants

Social Media Outreach

- 805 views
- 310 reaches
- 46 engagements

Racial Equity

During these challenging times of dealing with COVID, racial inequality has also come to the forefront of many discussions in our communities. HBB continues to support our residents by participating in causes that provide solutions to these longstanding issues. HBB and Healthier Delray Beach leaned hard into the *Healthier Together* concept and combined our initiatives and took them to new levels by officially partnering up for Racial Equity projects in our communities. As sibling initiatives and neighboring cities, it was a natural fit for us to come together to discuss the existing challenges and changes we'd like to see in our respective communities.

In partnership, we hosted two Racial Equity Alumni All Call events with the objective of identifying existing disparities across sectors that could be addressed in advocacy and/or action by the community. Additionally, we partnered with the Palm Beach County Criminal Justice Commission and Everyday Democracy to hold a series of **Dialogue to Change**



conversations between local law enforcement and community members with lived experience with the criminal justice system or law enforcement. While COVID-19 caused us to pivot to an online platform, the conversation, organizing and strategizing continued.

HBB and Healthier Delray Beach continue to collaborate by meeting monthly to discuss various matters that affect our nation and our communities discussing ways to address them. While navigating a global pandemic we found ways to address the rising racial crisis that our country is facing in the wake of the murders of George Floyd, Breonna Taylor, Ahmaud Arbery, and numerous others. We discovered allies in advocacy that joined forces with Healthier Together communities to provide a space where residents and decision makers could connect and identify solutions that seem to have insurmountable challenges.

In addition to the Healthier Together initiative, HBB participated in a virtual Groundwater Presentation facilitated by the Racial Equity Institute (REI) in partnership with BeWellPBC. This event discussed modern-day racial equity through data and storytelling. We were proud to have the support of thirteen Boynton Beach residents, mini-grant awardees and steering committee members in attendance.

What's next? We continue the conversation. We continue the collaboration with community and partners. Most importantly, we continue what we've always done, advocacy and awareness.

Social Media Highlights

HBB's goal for 2020 was to maximize our social media footprint on Facebook and Instagram. The objective was to increase brand awareness, boost engagement and generate more community support/partnerships.

Although we were prepared to use social media to engage, we had to modify our plan to accommodate the "new normal" of using digital platforms to connect and engage our audience. Events and meetings that typically took place in person, had to be planned virtually. Our use of social media and web meetings has become a priority in order to connect with our caregivers and residents.

Facebook

Page Likes

 The HBB Facebook page increased by 90% between January and October 2020 from 310 Likes to 558 Likes



Demographics

The data below reflects number of people, by age, gender and location that have viewed posts on the HBB Facebook page.



Video Marketing

- All HBB events scheduled for 2020 shifted to a virtual platform
- With a paid Zoom subscription, we were able to integrate our online events with Facebook
- Three out of the five top videos during 2020 were events that we livestreamed to Facebook

Instagram

As of October 2020, the HBB Instagram page has a total of 987 followers. During COVID-19, we created IG highlights on our page which allowed us to showcase our resources and events without our followers having to search for them.

We also utilized the Instagram Story feature to promote upcoming events. Although Instagram stories are only available for views for a 24 hour period, this feature allowed our followers to see our posts in case they missed it while viewing their news feed.



The data below reflects the number of people, by age, gender and location that have viewed posts on the HBB Instagram page.



HBB will continue to use our social media platforms to attract, engage and retain our audience. We will implement effective event and operations strategies that will provide information about HBBs initiatives and keep us connected with the community.

Heathier Boynton Beach Wins

Outcome Wins

- HBB assisted with the coordination of community partners for COVID testing during the heighten of the pandemic to result in over 1500 residents being tested
- 2020 Mini Grant application submissions increased by 44% and the number of awardees increased by 31% compared to 2019
- Although COVID-19 modified the plans for our Caregiver Appreciation event for 2020, we were able to host the event and maintain our sponsorships of \$3,350
- Over 500 stories and surveys were obtained from Boynton Beach residents through SenseMaker
- Proclamation by the City of Boynton Beach to recognize November as Family Caregiver Awareness Month
- Fearless Caregivers Conference attendance increase from residents of the 33435 zip code compared to 2019

Process Wins

 HBB modified the Mini Grant process as a result of COVID-19 and was able to move forward successfully



- HBB assembled a team to administer the SenseMaker/Storytelling app and was able to collect over 500 stories from residents
- As of a result of COVID-19, the Caregiver Appreciation luncheon was impacted and had to be modified to ensure the safety of caregivers. The committee agreed to host a virtual Caregiver Appreciation event to recognized and appreciate our family caregivers

Capability Wins

Groundwater Presentation

- Five family caregivers participated in the virtual workshop held on July 19th to learn about the probate process and what to expect when a loved one dies. This workshop was host by the Legal Aid Society of Palm Beach County
- Thirteen residents and mini grant awardees participated in the Groundwater Presentation facilitated by the Racial Equity Institute on August 24th
- Fifteen residents participated in the Heathier Together Learning Community Virtual Event on September 30th

Insight Wins

The needs of family caregivers

- Through Sensemaker app utilizing storytelling, we learn about the experiences of residents and caregivers during the pandemic. We learn about the challenges and hardships residents were faced due to COVID-19
- Through the voice and input of residents aided by HBB, the City of Boynton Beach and Community Greening agreed on the location for the Urban Orchard near Sara Sims Park
- HBB Director joined the Organizing Against Racism (ORG) Palm Beach County Alliance.
 The organization's mission is to coordinate local anti-racism workshops/meetings. These
 workshops/meetings discuss the history of racism in Palm Beach County, systematic racism
 and provides support to citizens to be effective and anti-Racists

Key Learnings

During these unprecedented times, being in a position to bring resources and community together is remarkable and HBB is proud to be in that position. Bringing community partners together to work collaboratively to minimized the spread of the virus was huge. From start to finish, it was amazing to not only watch, but be a part of this process to provide testing for over 1500 residents. This was history in the making and HBB was proud to have been a part of it. We are also proud to be a part of the Neighbors Helping Neighbors opportunity. Through SenseMakers, we were able to collect over 500 surveys and stories that resulted to the opportunity. We learn about the resident's experiences during the heighten of the pandemic and was able to provide financial assistance to help with hardships they were facing. Residents appreciated the simple process and the timely manner in which they were able to receive the assist. HBB was extremely proud to play a role in the process to assist families and caregivers improve their quality of life and sustain during these challenging times.



Challenges

Using technology as the main way to connect and engage

Shelter in place orders and social distance restrictions altered HBBs event schedules and operations plans overnight. We had to jump into action and maneuver through the virtual world in order to continue our programming and community outreach efforts. Decisions had to be made quickly to stay connected with caregivers, residents, community stakeholders. Social media and Zoom became viable tools to stay engaged, however it was a bit overwhelming at times. Hosting meetings, events and workshops virtually was challenging in multiple ways. Time management was challenging due to the number of scheduled virtual meetings which often times conflicted with one another. Planning ahead was also challenging, it was difficult when attempting to plan activities and events during uncertainty times. The level of engagement was always questionable and in the virtual world, you never know how engaged the participants are. We were able to adapt to the new norm and make the best out of the situation.