



**Lakeside  
Medical Center**  
Health Care District Palm Beach County



# Community Health Implementation Plan 2019



Lakeside Medical Center  
2019-2022 Implementation Plan

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## Introduction

In 2019, Lakeside Medical Center underwent a Community Health Assessment (CHA) using the Mobilizing for Action through Planning and Partnerships (MAPP) model, a community-driven process with the overarching goal to mobilize and engage the community, conduct planning driven by the community, and develop partnerships to strengthen the relationship between the hospital and the community.

Data was collected, analyzed and compiled for the assessment to enable and guide healthcare providers, managers, local health department officials, health and program planners, and community leaders to identify strategic health issues within Lakeside's service area that present areas of concern, gaps in care or services and opportunities for improvement. The information was used to develop and implement the Implementation Plan, which focuses on improving health outcomes by identifying and utilizing community resources efficiently and forming collaborative partnerships for strategic action, while accounting for the community's needs.

The Implementation Plan presented in this document identifies the goals, outcome measures, strategies, activities, and process measures for each of the selected priority areas:

- Healthy Lifestyles
- Community Engagement

The Implementation Plan uses evidence-based strategies that align with the community's strategic health issues identified in the CHA. The purpose of the Implementation Plan is not only to focus attention and resources on the two health priority areas selected, but to continuously monitor and evaluate progress towards these priorities.

## Goals and Strategies

The goals and proposed strategies selected for the Lakeside Medical Center Implementation Plan are:

### **Goal 1: Promote healthy lifestyles through emphasis on prevention, wellness, and education**

- Strategies will include efforts to increase residents' awareness on maintaining a healthy lifestyle to include obesity and cardiovascular disease
- Strategies will include efforts to increase residents' knowledge of diabetes and diabetes resources

### **Goal 2: Enhance community engagement**

- Strategies will include efforts to expand community engagement.

## Healthy Lifestyles – Why Address It?

Weight, physical activity, and eating habits can seriously affect the health of an individual and a community. Obesity is associated with worsened mental health outcomes, reduced quality of life, and the leading causes of death in the United States and the world including diabetes, heart disease, stroke, and some types of cancer.<sup>1</sup> As of 2016, over half of adults in Palm Beach County reported being overweight or obese.<sup>2</sup> The Florida Behavioral Risk Factor Surveillance Survey found only 43% of adults met aerobic recommendations and only 35% met muscle strengthening recommendations. Furthermore, a third of adults reported being sedentary and over half reported being inactive or insufficiently active. The survey also found that less than a quarter of adults reported consuming at least five servings of fruits and vegetables a day. Additionally, nearly 11% of adults reported having ever been told they had coronary heart disease, heart attack, or stroke. The 2018 Florida Youth Tobacco Survey found that over a quarter of middle and school students in Palm Beach County were overweight or obese.<sup>3</sup>

The ability to live a healthy lifestyle is affected by a number of factors. Factors that negatively affect the ability to live a healthy lifestyle are evident in Palm Beach County and Lakeside's service area, which is why the Advisory Council saw the importance of identifying it as a priority area for the Implementation Plan. Some of these factors identified by the Advisory Council, focus groups, and key informant interviews included a lack of access to affordable healthy foods and a lack of opportunities to exercise. By implementing strategies to address this issue, it is the hope that residents will engage in healthier lifestyles and reduce the incidence and prevalence of overweight and obesity as well as cardiovascular diseases.

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<sup>1</sup> Centers for Disease Control and Prevention (n.d.). Overweight & obesity.

<sup>2</sup> Florida Department of Health (2016). Behavioral Risk Factor Surveillance System.

<sup>3</sup> Florida Department of Health (2018). Florida Youth Tobacco Survey.

**Goal 1: Promote healthy lifestyles through emphasis on prevention, wellness, and education**

**Objective 1.1: Decrease the percentage of adults who are overweight or obese in Palm Beach County from 52.9% (2016) to 52.4% by December 31, 2023.<sup>4\*</sup>**

**Objective 1.2: Decrease the percentage of middle and high school students who are overweight or obese in Palm Beach County from 26.6% (2018) to 26.1% by December 31, 2023.<sup>5</sup>**

**Objective 1.3: Decrease the percentage of adults who have ever been told they had coronary heart disease, heart attack, or stroke in Palm Beach County from 10.9% (2016) to 10.4% by December 31, 2023.<sup>4\*</sup>**

Strategies	Activities	Process Measures	Possible Partner Agencies
<p><b>Strategies will include efforts to increase residents' awareness on maintaining a healthy lifestyle.</b></p>	<p>Activities may include:</p> <ul style="list-style-type: none"> <li>• Promote community physical activity and health campaigns</li> <li>• Provide nutrition and physical activity prescriptions</li> <li>• Collaborating with C. L. Brumback Primary Care Clinics and other agencies to increase opportunities for physical activity</li> </ul>	<p>The hospital will promote/facilitate the collection of data on the effectiveness of the programs, services, and/or interventions (e.g., pre- and post-test)</p>	<p>Diabetes Coalition of Palm Beach County                      American Heart Association                      Palm Health Foundation                      UF/IFAS Family Nutrition Program                      Lake Okeechobee Rural Health Network                      St. John Missionary Baptist Church                      Community United Methodist Church                      Church Grace Fellowship                      BRIDGES at Belle Glade                      BRIDGES at Pahokee</p>

**Objective 1.4: Decrease the percentage of adults who have ever been told they have diabetes in Palm Beach County from 10.8% (2016) to 10.3% by December 31, 2023.<sup>4\*</sup>**

**Objective 1.5: Decrease the rate of hospitalizations from or with diabetes among residents in Palm Beach County from 1,813.9 per 100,000 (2018) to 1,804.8 per 100,000 by December 31, 2023.<sup>6</sup>**

Strategies	Activities	Process Measures	Possible Partner Agencies
<p><b>Strategies will include efforts to increase residents' knowledge of diabetes and diabetes resources.</b></p>	<p>Activities may include:</p> <ul style="list-style-type: none"> <li>• Promote education around primary, secondary, and tertiary prevention</li> </ul>	<p>The hospital will promote/facilitate the collection of data on the effectiveness of the programs, services, and/or interventions (e.g., pre- and post-test)</p>	<p>Diabetes Coalition of Palm Beach County                      Lake Okeechobee Rural Health Network                      St. John Missionary Baptist Church                      Community United Methodist Church                      Church Grace Fellowship                      BRIDGES at Belle Glade                      BRIDGES at Pahokee</p>

\*BRFSS data is released every three years.

<sup>4</sup> FL Health CHARTS, Behavioral Risk Factor Surveillance System Survey (BRFSS), 2016.

<sup>5</sup> FL Health CHARTS, Florida Youth Tobacco Survey (FYTS), 2018.

<sup>6</sup> FL Health CHARTS, Florida Agency For Healthcare Administration (AHCA), 2018.

## Best Practices & Evidence-Supported Initiatives

Community-wide physical activity campaigns have been shown to increase participant knowledge about exercise and physical activity, as well as their intention to be physically active. Such campaigns can also reduce risk factors for cardiovascular disease and other chronic conditions like diabetes. Available evidence suggests that community weight loss challenges can result in behavior change and weight loss for communities.<sup>7</sup>

Nutrition prescriptions are a suggested strategy to increase the consumption of healthy foods including fruits and vegetables and decrease consumption of unhealthy foods. Patient behavior may be influenced by healthy eating and nutrition counseling, advice and information provided by physicians and other health care personnel.<sup>8</sup>

Promoting physical activity may help residents maintain a healthy lifestyle. Prescriptions for physical activity, especially aerobic exercise, and resistance training, have been shown to maintain mobility among older adults. Exercise prescriptions increase the number of patients that meet recommended physical activity targets

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<sup>7</sup> County Health Rankings (2018). What works for health.

<sup>8</sup> National Institutes of Health (2019). Prescribing healthy foods could bring cost-effective benefits.



## Community Resources and Possible Partner Agencies

### Diabetes Coalition of Palm Beach County

- Promotes the *“Know Your Numbers Diabetes Prevention”* campaign
- Provides the *“Healthy and Ready to Thrive”* initiative
- Offers free diabetes risk assessments
- Offers free diabetes resource guides
- Provides Diabetes Self-Management Program

### American Heart Association

- Promotes cardiovascular health campaigns

### University of Florida Institute of Food and Agricultural Sciences Family Nutrition Program

- Provides education on healthy eating

### Palm Health Foundation

- Promotes the *“Let’s Move!”* campaign

### Lake Okeechobee Rural Health Network

- Provides Diabetes Self-Management Program
- Provides Chronic Disease Self-Management Program
- Provides Health Literacy education

### St. John Missionary Baptist Church

- Can share hospital resources with residents

### Community United Methodist Church

- Can share hospital resources with residents

### Grace Fellowship

- Can share hospital resources with residents

### BRIDGES at Belle Glade

- Can share hospital resources with residents

### BRIDGES at Pahokee

- Can share hospital resources with residents

## Community Engagement – Why Address It?

A lack of awareness of the services the hospital and Health Care District provides may negatively affect the health of the residents in Lakeside’s service area. During the focus groups, this unawareness was a common theme that emerged. With the co-location of the C. L. Brumbach Primary Care Clinic within the hospital, there is an opportunity to market these services to the community, especially given the comprehensive nature of the services. By promoting these preventative services, it is the hope that residents will be able reduce the burden of disease later in life. Additionally, during the Advisory Council meetings, there was much discussion around the perception residents have of the hospital and the importance of addressing that issue. By undertaking targeted marketing efforts, it is the hope that residents will begin to view the hospital as a community resource and increase utilization rather than having to go to the coast.

Goal 2: Enhance community engagement			
Objective 2.1: Increase residents' awareness of services			
Strategies	Activities	Process Measures	Possible Partner Agencies
<p><b>Strategies will include efforts to expand community engagement.</b></p>	<p>Activities may include:</p> <ul style="list-style-type: none"> <li>• The Marketing Plan will integrate additional community engagement strategies</li> <li>• Expand the distribution channels of information and materials on programs, resources, and services</li> </ul>	<p>There will be appropriate process measures developed surrounding each activity (e.g., attendees at events, participants in programs)</p>	<p>St. John Missionary Baptist Church Community United Methodist Church Grace Fellowship BRIDGES at Belle Glade BRIDGES at Pahokee Healthier Glades</p>

## Best Practices & Evidence-Supported Initiatives

Devising culturally competent and appropriate marketing strategies is key to reaching the residents of Lakeside’s Service area. Identifying target populations and their use of technology and access to physical marketing materials will help determine the mode of marketed materials. Sharing marketing materials with community partner organizations and the faith-based community may enhance outreach to those in the service area.<sup>9</sup>

<sup>9</sup> Rural Health Information Hub (2018). Evidence-based toolkits.

## Community Resources and Possible Partner Agencies

### St. John Missionary Baptist Church

- Can share hospital resources with residents

### Community United Methodist Church

- Can share hospital resources with residents

### Grace Fellowship

- Can share hospital resources with residents

### Christ Fellowship

- Can share hospital resources with residents

### BRIDGES at Belle Glade

- Can share hospital resources with residents

### BRIDGES at Pahokee

- Can share hospital resources with residents

### Healthier Glades

- Can share hospital resources with residents

## Conclusion

The development of Lakeside Medical Center's Implementation Plan was guided by community stakeholders and builds upon local initiatives. There are always opportunities for improvement in community health, and this plan aims to tackle some of the health issues in the community.

There are evident strengths in Lakeside's service area such as their tightness as a community and their faith-based community that can be used to improve the health of the community. This Implementation Plan will aid and guide planning, foster collaborative and capacity building, and ultimately promote the well-being and quality of life for residents in Lakeside's service area.