



IMPACT REPORT

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PERFORMANCE HIGHLIGHTS

The City of Lauderhill Advancing Health Literacy (*Healthy You*) project has organically increased momentum to become a recognizable COVID-19 neighborhood resource and a staple contributor to neighborhood events, community engagement, outreach, and impact. *Healthy You* has garnered significant impressions during the project timeframe through strategic communication methods. Through partnering with local businesses and organizations, the Advancing Health Literacy grant has increased vaccination and testing rates by 45%.

The intentionality behind the *Healthy You* project marketing, community engagement, and event execution is grounded in a hyperlocal focus on the Lauderhill community. This hyperlocal focus highlights the intersectionality of health and culture and the inclusiveness of the most prevalent domains of the Social Determinants of Health amongst ethnic subpopulations (i.e., African American, Haitian, Hispanic, and Jamaican).



INTRODUCTION

In response to the pandemic's impact on communities of color, The City of Lauderhill was awarded a grant by the US Department of Health and Human Services Office of the Assistant Secretary for Health and Office of Minority Health. The grant, Lauderhill Advancing Health Literacy (**Healthy You**), is designed to directly address inequalities in racial and ethnic minority populations and other socially vulnerable populations.

The City of Lauderhill issued a Request for Proposal to lead the Advancing Health Literacy initiative, to which S.A Nelson & Associates successfully responded. S.A Nelson & Associates is a strategic PR and Communication Agency in South Florida with deep experience in public relations and public involvement and has been commissioned to create the **Healthy You** campaign.

The Lauderhill Advancing Health Literacy Response Plan goals are designed to impact: improved preparedness and response, accelerated research and development, and coordination to assess, respond and mitigate risks related to COVID-19. S.A Nelson's primary goal is to create the **Healthy You** Campaign using language familiar to Lauderhill communities of color, prioritizing: African American, Haitian, Jamaican, and Hispanic neighborhoods.

Through local collaboration with Lauderhill small businesses, organizations, and residents, **Healthy You** has increased vaccination and testing rates by 45%. The partnerships aided in disseminating culturally relevant COVID-19 material to combat misinformation and promote science-based health messages. Lauderhill residents have shown to be most responsive when receiving health information from trusted local businesses and organizations in the community.

Thus far, the **Healthy You** Campaign has surpassed the initial benchmarks and met desired goals. Elements that aided this achievement include S.A Nelson's diverse team members who culturally reflect the prioritized residents of Lauderhill, the co-creation of marketing material with residents, and feedback loops inclusive of the S.A Nelson core team, residents, and The City of Lauderhill staff.

M E T H O D O L O G Y

The Advancing Health Literacy Initiative has been a vital part of the community engagement of the City of Lauderhill's **Healthy You** campaign. Since launching in August 2022, the campaign has continued to increase the awareness of healthier living by providing culturally and linguistically COVID-19 information in plain language to the minority population in the City of Lauderhill. The nonmedical factors influencing health outcomes in the social determinant of health contributed to developing the campaign and creating marketing material. Economic stability, access to quality education, health care access and quality, neighborhood and built environment, and social and community context were key determinants when collaborating, forming partnerships, and curating learning-centered events in addition to resident and business engagements.

Partnerships and multisectoral collaboration have been the hyperfocus of this project. This method has yielded much success and enabled the project to provide health material and "How to speak to your provider" training to increase residents' health literacy. These collaborations yielded 20 Lauderhill community events in which **Healthy You** participated. From these events, over 770 surveys have been completed during the engagements, with Lauderhill small businesses accounting for 200 of those. **Healthy You** has invested in equitable community engagement strategies to develop health materials, distribute surveys and deliver teach-back training to residents and business owners. Health materials have been made available through social media via Facebook, Instagram, and Twitter; the Lauderhill Advancing Healthy Literacy website; and culturally relevant printed materials disbursed throughout the city at locations identified as "community assets" by residents.

Healthy You engaged 89 participants in focus groups and jointly developed a Lauderhill Asset Map with local business partners. Partners designated five priority pillars to categorize "Lauderhill Community Assets": Culture/Stories, Local Economy, Institutional, Associations, and Physical Assets.



S.A Nelson utilized Asset Based Community Development (ABCD) strategies to build on the trust established by key community stakeholders. Initial events were intentional collaborations with trusted community partners, and the team built on the momentum of interested residents and small business owners to build the framework of the **Healthy You** campaign.

Survey Distribution

Healthy You conducted a business, resident, and verbal vaccination survey. . For verbal surveys, residents were to only reply YES or NO to asking if they were vaccinated. For greater reach, other resident and business surveys were distributed on paper, via the phone, and online. Business owners and **Healthy You** partners played a crucial role in helping to get more residents and fellow business owners to complete their respective surveys. Surveys were also made available at events by **Healthy You** partners and team. Surveys were also distributed at Park activities, concerts, festival events, HOA meetings, church services, various community pop-up events as a vendor, co-workspaces, and more.

Focus Groups

Healthy You hosted focus groups that prioritized the community and lived-experience cultural contributions of African-Americans, Hispanics, Haitians, and Jamaicans to ensure diversity and inclusion within the initiative. During the focus groups, residents reviewed **Healthy You** health materials to provide feedback to the team to ensure cultural relevance and linguistic appropriateness.

Resident and Business Incentives

Residents and business owners were given gift cards for completing their respective surveys, and Lauderhill recipients received incentives for vaccinations and boosters. The **Healthy You** team documented the distribution of incentives with non-identifiable data. Each person or organization that received an incentive had their zip code, and locations of community outreach efforts tracked.



Guidance and Training

Healthy You partners completed the Teach-Back Method training to learn how to share education materials and information with the target population to help improve the health literacy of Lauderhill residents. Specifically, the training taught local businesses, partners, and residents "How to speak to your provider" through the training.

RESULTS

Since the August 2022 launch, the campaign has continued to increase the awareness of healthier living by providing culturally and linguistically COVID-19 information in plain language to the minority population in the City of Lauderhill. **Healthy You** has reached over 7,500 Lauderhill residents through community survey collection (i.e., park activities, concerts and festival events, HOA meetings, church services, various community pop-up events as a vendor, co-workspaces, and more). A total of 89 residents of African-American, Hispanic, Haitian, and Jamaican descent participated in three focus groups.

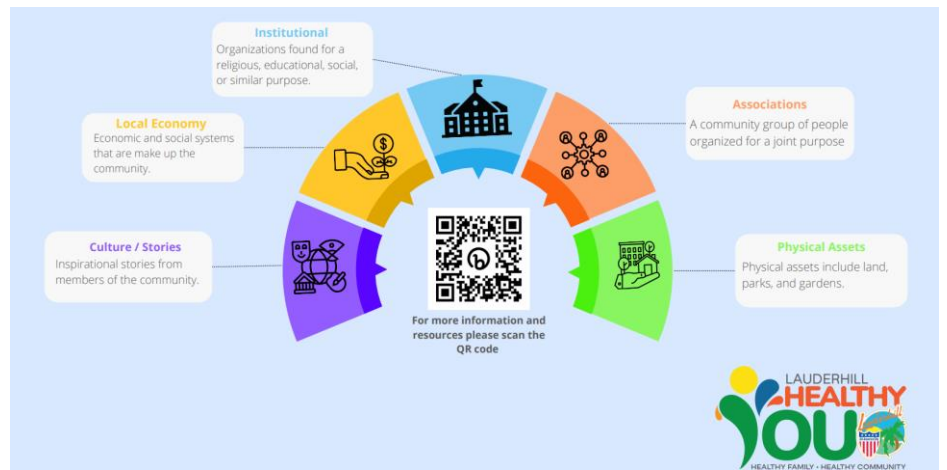
Survey Dissemination



individuals declined to participate in the survey. **Healthy You** also utilized program partners to aid in survey distribution. There were 6,500 resident surveys distributed, with over 750 completed. There were 350 business surveys distributed, and 200 were completed. There were 372 verbal vaccination surveys completed.

Community Asset Map

Healthy You and community stakeholders have created an [asset map](#) and have made it available on the Initiatives website. The Asset Map highlights Lauderhill's assets, aiding in the first to increase COVID-19 awareness and vaccination/booster benefits.



MARKETING ACTIVITIES EVENTS

Healthy You has planned, executed, and hosted several successful events that attracted over 2,000 attendees. The initiative has worked with local vendors and sponsors to ensure the successful execution of events. At each **Healthy You** event, 20 - 950 giveaway bags are distributed depending on the size of the event. **Healthy You** has led and collaborated with other partners on 20 events. These have included community events like the Beer-B-Que festival, Health-Oween, Thanksgiving Turkey Drive, and Jazzin at the Park.



Activities at the events have also included the active engagement of residents and business owners, distribution of health materials, healthy snack treat bags, branded shirts and tote bags, and other giveaways.

Healthy You has learned that social media engagement has helped increase event attendance and engagement; for example, the MLK event on February 3rd received 47,832 social media impressions.

COMMUNITY OUTREACH

The City of Lauderhill has a very diverse community of residents and business owners. **Healthy You** has organized and executed a successful community outreach project which has garnered over 60,000 impressions related to **Healthy You** activities and COVID-19-related information and has been able to leave 144,000 impressions throughout the city based on its community outreach strategies.

Strategies employed have yielded thriving partnerships with local community organizations and businesses, ultimately increasing community engagement in the initiative. **Healthy You** has implemented a community survey to gather feedback and insights for future outreach efforts.

Radio advertising played a vital role in reaching the Caribbean community in Lauderhill. It helped increase attendance at events, resource sharing, and the number of vaccines issued within that particular demographic.

Healthy You also developed partnerships with Lauderhill community leaders, business owners, and stakeholders by inviting them to **Healthy You** events and participating in City-led events like the monthly Lauderhill Chamber of Commerce Network Breakfast. Business surveys were collected at **Healthy You** events.

SOCIAL MEDIA / WEBSITE

Please provide data reports on how many people have been reached through social media, and traffic counts.

The [Lauderhill Advancing Health Literacy](#) website has been the gateway of information for this project. Since its launch, the website has received 3,212 views, with over 330 views in the last 30 days.

The website provides readers with more information on the project, link surveys, partners, resources, **Healthy You** events, educational material, social media collateral, and the newsletter "[Lauderhill Enlightens](#)" Signup so residents and business owners can remain engaged with the project. **Healthy You** has also maintained an active presence on social media platforms, Facebook, Instagram, and Twitter. Currently, there is no budget for social media advertising.



Across all social media platforms, there have been 27,482 total views. As part of its strategy, **Healthy You** monitored the campaign and measured its results, actively making changes based on analytics.

As social media analytics and what gets noticed have changed over the months, **Healthy You** have remained agile to stay relevant with its social media campaign. Informed by analytics, **Healthy You** created more stories and reels on Instagram after recognizing that those methods received more views and higher engagement. The team encourages the use of two hashtags when posting to social media: **#LAHLMOBILE** **#LAUDERHILLAHL** **#HealthyYouSUVEM**. Social media has also helped tremendously with marketing events and sharing resources with the community. Facebook/Instagram has also done well in sharing information with the Caribbean population and residents of Lauderhill who speak Spanish.

MARKETING MATERIAL

Planning and executing a successful marketing campaign has been integral to the success of **Healthy You**. Our most effective strategies to reach Lauderhill residents include social media, email, print, and radio. Printed pieces are culturally relevant and appropriate. **Healthy You** used focus groups of Lauderhill resident's representative of the target population to review the printed materials before they were printed and distributed. Materials have been printed in multiple languages, including Spanish and Haitian Kreyol.

Healthy You created 27 designs to produce a magazine, pamphlets and flyers, street signs, a wrapped **Healthy You** SUV, tents, and giveaway bags. They have been distributed at in-person events and also online via newsletters and social media campaigns. **Healthy You** partners have also been actively sharing hard copy materials throughout the city directly to residents and through Lauderhill businesses.



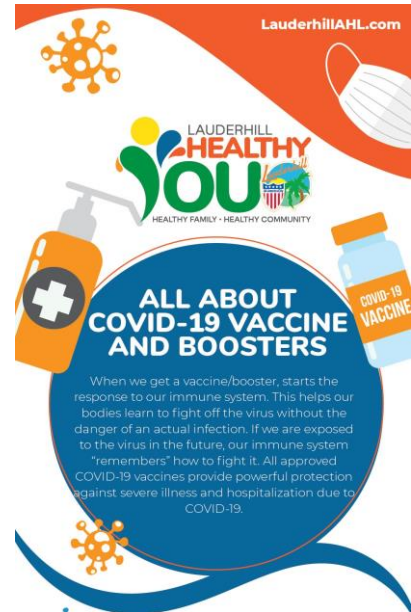
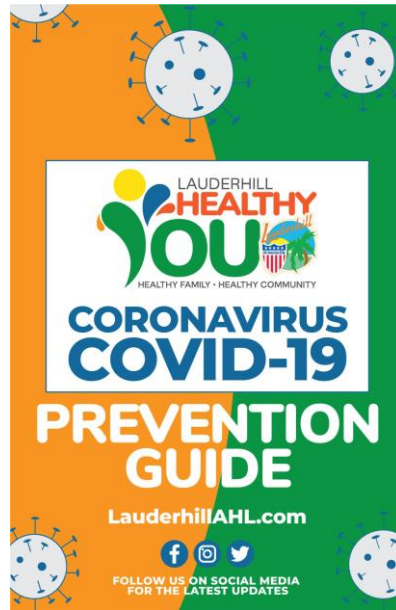
At events, residents have opportunities to do photo-ops with the wrapped **Healthy You** SUV, which has proven to be a conversation starter. The SUV has also been used at scheduled and pop-up events and contests. Residents and business owners in Lauderhill are encouraged to scan the QR codes on the **Healthy You** SUV and post photos tagging **#HealthyYouSUVEM** for contest opportunities and information about upcoming events, which has also helped with disseminating health materials to residents and business owners.

Throughout Lauderhill, **Healthy You** has designed and strategically placed eight signs in high pedestrian and vehicular traffic pathways. These signs inform residents about the **Healthy You** initiative and remind residents to get vaccinated and safe. **Healthy You** has distributed 150 gift bags and collateral material through this strategy and issued four gift cards.

Another successful approach has been to distribute giveaway bags to residents at **Healthy You** events and other community events held throughout the city. The drawstring bags include a water bottle, COVID-19-related health material, a **Healthy You** branded t-shirt, hand sanitizer, and information on vaccine locations.

HEALTH MATERIAL

Healthy You has distributed collateral materials throughout the city to inform the community about COVID-19, preventative methods, vaccination and booster benefits and opportunities, and more. By distributing culturally relevant and linguistically appropriate health materials and resources, Lauderhill residents will understand basic medical information and be empowered to make informed decisions.



SYMPTOMS OF COVID-19

Seek medical care immediately if you or someone you know has Emergency Warning Signs of COVID-19:

- Trouble breathing
- Persistent pain or pressure in the chest
- New confusion
- Difficulty walking or staying awake
- Pale, gray, or blue-colored skin, lips, or nail beds, depending on skin tone

This is not a list of all possible symptoms. Please call your healthcare provider for any other symptoms that are severe or concerning to you.

Visit LauderhillAHL.com for more information.





DON'T DELAY: TEST SOON AND TREAT EARLY FOR COVID-19

If you are at high risk of getting very sick from COVID-19, and test positive, treatment may be available.



Get tested upon first symptoms of COVID-19 to help stop the spread. For more information and locations visit:

LauderhillAHL.com