



March 2018 Newsletter



Let's Move, Palm Beach County!



Today is the first day of the 6th annual *Let's Move: Commit to Change Physical Activity Challenge*! The *Let's Move* Challenge is a county-wide initiative that focuses on physical activity, nutrition and healthy behaviors. Palm Healthcare Foundation has partnered with [PNC Bank](#) and [CBS12](#) to present the challenge to our community throughout the month of March.

According to the National Heart, Lung and Blood Institute, nearly one in three children in the United States is overweight or obese. If this problem persists, 1/3 of all children born in 2000 or later will suffer from [diabetes](#) at some point in their lives, or will face other obesity-related health problems such as heart disease, high blood pressure, asthma and cancer. The *Let's Move* challenge addresses these statistics by urging all children, and adults, in Palm Beach County to get moving and incorporate daily exercise and good nutrition in their lives.

We are asking all residents to get involved by committing to 30 minutes of physical activity a day for the month of March! **Participants can go to www.LetsMovePBC.org to submit or join a team and begin logging their minutes daily.** Just 30 minutes a day can dramatically improve health.

In 2017, Palm Beach County logged over 7 million exercise minutes – how many can we log this year?!



LET'S MOVE

COMMIT TO CHANGE

2018

The Let's Move: Commit to Change Physical Activity Challenge engages Palm Beach County residents in a friendly competition through the month of March with the goal of promoting physical activity, nutrition and healthy behaviors!

Get involved by starting or joining a team!

- Go to LetsMovePBC.org to register. You can start a team and ask others to join you. Teams must consist of 2 people or more.
- Commit to exercising as much as possible from **March 1 - 31** and log your minutes online at LetsMovePBC.org.
- Participation is easy! Any type of sustained physical activity counts -- gardening, dancing, running, etc.
- Try to be active for at least **30 minutes** a day!

Questions?

Contact info@phfpbc.org OR 561-837-2283



Thank you to our *Let's Move* planning committee and sponsors who help make the challenge possible!



Let's Move 2018 Planning Committee



Head over to the *Let's Move* website to check out the [FREE events](#) going on throughout March!

Participate in this year's video contest!

A Recap of the Train the Brain Campaign



Palm Healthcare Foundation's newest "better health" campaign, *Train the Brain*, was a huge success! Thank you to all who participated by taking the brain [fitness pledge](#) and coming to the free events offered throughout the community. The Palm Healthcare Foundation team had such a great time meeting and practicing brain health with you.

Here are some successes from the campaign:

- Over 1,000 Palm Beach County residents took the pledge to commit to be brain fit
- 350 guests attended the inaugural *Train the Brain* kickoff luncheon held at the Kravis Center Cohen Pavilion on January 19th – [CLICK HERE](#) to view photos of the luncheon; [Jupiter Medical Center's Calcagnini Center for Mindfulness](#) was the Mind, Body, Spirit Luncheon Sponsor
- 26 FREE *Train the Brain* events took place throughout the county
- Almost 400 residents now own a *Train the Brain* t-shirt, hopefully promoting conversation when they wear them

The goals of *Train the Brain* were to help Palm Beach County residents reduce stress through brain fitness, achieve balance in their lives and show compassion to individuals with acute and persistent mental health challenges.

The community came together to meet these goals throughout the campaign. *Train the Brain* opened up a safe space for dialogue around mental health, which is equally as important as physical health. Palm Healthcare Foundation is grateful to *Train the Brain*'s lead sponsor, [The Merrell Family Foundation](#), for leading the charge in reducing mental health stigma during this campaign by bravely [telling their family's story](#).

The campaign has ended, but Palm Healthcare Foundation's work around brain health has not! The [Train the Brain website](#) will be open year-round, readily available with brain health resources. Palm Healthcare Foundation has also launched a **million dollar Better Brain Health campaign**, to raise funds around programming and resources that will continue the impact for better brain health in our community.

Watch our president & CEO speak on brain health in relation to the recent Stoneman Douglas tragedy.

100-Day Challenge to tackle the opioid crisis



One of the ways Palm Healthcare Foundation is already working to address brain health in our community is through spearheading a 100-Day Challenge to tackle the opioid crisis in Palm Beach County.

Over the past three years, Palm Beach County has become an epicenter in the state for the deadly opioid crisis, with the number of opioid-related overdose deaths hitting epidemic proportions in 2016 - 571 lives lost, a 110% increase from the previous year. Unfortunately, the upward trend continues; according to a February 2018 report, the county recorded nearly 600 fatal overdoses in 2017.

Together with local leaders from non-profits, for-profits and government, the foundation has brought the Rapid Results Institute (RRI) to the county to launch a challenge that will change the current implementation of the recovery system.

Last year, the local Heroin Task Force identified the need to increase access to and strengthen evidence-based addiction treatment and recovery support services, as well as the need to take steps to enhance prevention and early intervention efforts. Building off the efforts of both the Sober Home Task Force and the Heroin Task Force, the 100-Day Challenge is a unique approach to begin turning the tide on the opioid epidemic.

The Challenge launched on February 2, 2018 and is currently underway. Palm Healthcare Foundation will provide updates on progress and successes.

[Read the full press release here](#)

Palm Healthcare Foundation Welcomes Dr. Alina Alonso as new Board Chair



“I am a family practice physician by training, but a preventive medicine, public health servant by choice,” declares Alina Alonso, M.D., director of the Florida Department of Health in Palm Beach County. “That’s why I am so excited about being the newly elected chair of the board of trustees at Palm Healthcare Foundation. The foundation exists to improve the health of Palm Beach County residents, and so do I.”

Palm Healthcare Foundation is pleased to announce that Dr. Alina Alonso as the Chair of the Board of Trustees. Dr. Alonso is the director of the Florida Department of Health - Palm Beach County. In her role, she oversees the operations of one of the largest county health departments in the state. Dr. Alonso has been trained in Bio-Chemical Terrorism and Weapons of Mass Destruction since 1997. She handled the clinical operations of the first case of inhalation Anthrax in the United States in the last twenty-five years. She has extensive training in communicable and emergent diseases.

Dr. Alonso graduated with a Bachelor’s of Science degree from Barry University in 1978, with a Major in Biology, and a double Minor in Chemistry and Mathematics. She graduated from medical school, Universidad Autonoma de Ciudad Juarez in Mexico in 1984. Dr. Alonso serves on the faculty of Nova Southeastern University, Health Professions Division as Clinical Assistant Professor and remains very active in the Preventive Medicine/Public Health Residency Program at the Palm Beach County Health Department where she trains future healthcare leaders.



Dr. Alonso addresses guests at the 2018 Train the Brain Kickoff Luncheon in her first official speaking role as new Chair of the Board of Trustees