

OVERVIEW

This online luncheon session will address how we as planners can take actions and implement policies that can build public health equity. The session will also address programs that could potentially close some of the gap exposed by the COVID crisis—for instance, the lack of access to clinics/pharmacies even within our local urban areas (ie, vaccine distribution in Palm Beach County through Publix that missed the mark because of the stores prevalence in more affluent communities resulting in the Glades population initially needing to drive a ½ hour to the nearest location).

This session will also speak to national trends and leading thoughts on public health equity, including a "toolkit" created in partnership with the CDC as well as the intersectionality of mental health issues and the health care gap, and the impact of the built environment and public health on mental health issues. Planners will as a result have a better appreciation of the health issues and their roles in helping to establish policies and a built environment that encourages better public health equity.



Moderator
Serena Hoermann, MBA

Assistant Director
Center for Urban and
Environmental Studies
Florida Atlantic University

Serena Hoermann serves as assistant director for the Center for Urban and Environmental Solutions (CUES) within the FAU's Department of Urban and Regional Planning and program manager for the FAU Partnership for Sustainable Communities. Another current project, the Urban Stories Festival, uses storytelling to build community. She is pursuing her doctorate in public administration with a focus on urban planning. Her research interests include community resilience and community displacement.

In 2014-2017, she supported FAU's Center for Environmental Studies (CES) as coordinator for the Florida Climate Institute, lending support to conference and outreach efforts and supporting community engagement and communications.

Serena received both a Bachelor of Science Cum Laude in Systems and Information Science and an MBA in Marketing and International Business from Syracuse University. Besides her work for FAU, Serena writes short stories and children's books. She also organizes events for authors and youth through her non-profit organization.



Speaker & Panelist
Carla Andrews

Senior Manager
Federal Health Practice
Monitor Deloitte

Carla Andrews is a Senior Manager in Monitor Deloitte's Federal Health Practice. She leads strategy work to drive public health transformation with government, non-profit, and private sector clients. Most recently, she's helping CDC develop and implement their strategy to reduce immunization disparities and build vaccine confidence in communities of color. She previously lived in Madrid and London, leading consulting projects across Europe, the Middle East, Africa and India. Carla earned her undergraduate degree from Stanford University and an MBA from the University of Virginia.

Carla started her career in marketing at Procter & Gamble and spent three years teaching high school prior to earning her MBA and pivoting to consulting. She previously lived in Madrid and London, leading consulting projects across Europe, the Middle East, Africa and India.

Carla earned an MBA from the Darden School of Business from the University of Virginia, and her BA in English from Stanford University.

Palm Beach County Planning Congress Virtual Planning Challenges Seminar July 23, 2021 – Planning for Health & Equity



Speaker & Panelist Janet D. Moreland, ARNP, MSN, LHRM

Associate Vice President
Administrator
Lakeside Medical Center

Janet Moreland has more than 35 years of experience in hospital, home health, skilled nursing, community and public health primary care environments and has served as clinical faculty. As Associate Vice President, Mrs. Moreland oversees the daily operations of the 70-bed, acute-care teaching hospital in Belle Glade.

Mrs. Moreland was named Associate Vice President in September 2020 following a promotion to Hospital Administrator in June 2019. She was previously Lakeside Medical Center's Director of Nursing where she oversaw the leadership and direction of nursing, case management, nurse navigation, and clinical education at the hospital.

Prior to that, she served as the hospital's Director of Quality and Patient Safety. In that role, Mrs. Moreland led successful initiatives to improve the safety, effectiveness and efficiency of the medical services Lakeside Medical Center provides to its patients. Thanks in large part to her leadership, Lakeside Medical Center was named an "A" rated, top hospital in the nation for patient safety, as recognized by Leapfrog's Hospital Safety Grade for the fall of 2018. The hospital also received the 2018 Florida Hospital Association (FHA) Hospital Improvement Innovation Network (HIIN) Award for excellence in patient safety.

Before joining Lakeside Medical Center in August 2013, Mrs. Moreland served with the Florida Department of Health Palm Beach County for more than 25 years. She was the Health Center Administrator for the C. L. Brumback Health Center in Belle Glade where she oversaw daily operations. Other positions she held during her tenure with the Health Department include senior community health nurse, community health nursing supervisor, senior community health nursing supervisor and ARNP coordinator.

Mrs. Moreland received her Master of Science in Nursing Education and Master of Science in Nursing at Florida Atlantic University in Boca Raton, Florida and is licensed as a Health Care Risk Manager.

Mrs. Moreland made her home in the Glades area when she was one year old. She enjoys mentoring young adults in the community where she was raised to help them succeed in their future careers.

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Jennifer Dorcé-Medard, DO serves as the Associate Chief Medical Officer for Lakeside Medical Center, a rural, 70-bed, acute care teaching hospital accredited by The Joint Commission. Dr. Dorcé-Medard is a board-certified Family Medicine physician practicing at Lakeside Medical Center as well as with the C. L. Brumback Primary Care Clinics. In addition, Dr. Dorcé-Medard serves as the hospital's Designated Institutional Official for our Graduate Medical Education Department. She previously served as the hospital's Family Medicine Residency Program Director and before that was a provider at the Brumback Clinics location in Lantana, Florida. Both the hospital and the clinics are owned and operated by the Health Care District of Palm Beach County, a diverse, public, safety net health care system.

Dr. Dorcé-Medard holds a Doctor of Osteopathic Medicine medical degree from Touro College of Osteopathic Medicine in New York, New York. She completed her residency training at Broward Health Medical Center in Fort Lauderdale, Florida and completed a fellowship in sports medicine at Nova Southeastern University in Fort Lauderdale, Florida. Dr. Dorcé-Medard is fluent in English and Haitian Creole.

Dr. Dorcé-Medard's professional affiliations include the American Osteopathic Association, the American Osteopathic Academy of Sports Medicine, and the Florida Osteopathic Medical Association. Her areas of medical interest include preventative medicine and sports medicine.

Under Dr. Dorcé-Medard's leadership in June of 2021, Lakeside Medical Center graduated its 9th class of Family Medicine residents. In 2020, she also spearheaded the process that led to the Family Medicine Residency Program's accreditation by the Accreditation Council for Graduate Medical Education (ACGME), a distinction that assures the program meets the quality standards of the specialty or subspecialty practices for which it prepares its graduates. The accreditation opens the door to a greater number of candidates for the hospital's residency program, both doctors of osteopathic medicine (DO) and doctors of medicine (MD).

Dr. Dorcé-Medard will speak about local issues and programs to overcome gaps within the community.

Speaker & Panelist
Jennifer Dorcé-Medard, D.O.
Associate Chief Medical Officer
Lakeside Medical Center

Palm Beach County Planning Congress

Virtual Planning Challenges Seminar

July 23, 2021 – Planning for Health & Equity



Laura Cantwell is an Associate State Director for Advocacy and Outreach. She leads AARP Florida's work on livable community issues and is the state liaison on AARP's Network of Age Friendly States and Communities, which currently includes 41 Florida communities and the State of Florida. Laura serves on several statewide coalitions and committees, such as the Florida Transportation Plan and Strategic Intermodal System Plan Steering Committee. She also serves as a Trustee at Large for the Florida Council on Aging. Laura holds an M.S. in Aging Studies from Florida State University. She is a graduate of Leadership Florida's Connect Class VII.

Laura will speak about the built environment and programming in relation to Health & Equity.

Speaker & Panelist

Laura Cantwell

Associate State Director
Advocacy and Outreach
AARP



Dr. Joe Smyser is the CEO of The Public Good Projects (PGP), a public health nonprofit that specializes in large-scale media monitoring programs, social and behavior change interventions, and cross-sector initiatives. Dr. Smyser is a recognized leader in the field of public health communications. He holds a PhD and masters in public health and did his postdoctoral training at the CDC. Dr. Smyser has designed some of the United States' most influential and impactful health campaigns to date in partnership with the CDC, FDA, Kaiser Permanente, Rockefeller, and Humana.

For the past two years, PGP has led the nation's largest vaccine communications monitoring program, Project VCTR, which focuses particularly on vaccine hesitancy and opposition. VCTR is used by over 500 health organizations in the US. To expand on the proven efficacy of Project VCTR globally, PGP partnered with UNICEF to create the Vaccine Demand Observatory. The Observatory tracks and responds to vaccine misinformation, supporting UNICEF country offices and their community partners.

Dr. Smyser will speak about the need for effective messaging and how to get everyone to embrace the issues and solutions in relation to planning for Health & Equity.

Speaker & Panelist

Dr. Joe Smyser

CEO, The Public Good Projects