

Lakewood Ranch Stakeholders Survey Report

Building a Brain Healthy Lakewood Ranch

Executive Summary

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In 2018, leaders of Schroeder-Manatee Ranch, Inc., the developer of Lakewood Ranch, and researchers from the Academy for Brain Health and Performance (Boston, MA), in partnership with the Massachusetts General Hospital, a Harvard Medical School Teaching Hospital, envisioned a community-based initiative, *Building a Brain-Healthy Lakewood Ranch*, to promote optimal brain health and enhance brain performance across the lifespan within the Lakewood Ranch, Florida community and the greater Gulf Coast Region, while contributing to the overall scientific knowledge of brain health. The cornerstones of this collaboration are two-fold. The first is a longitudinal, epidemiological research study, *The Lakewood Ranch Study of Brain Health*. The ultimate goals of this study include identifying the risk and protective factors that may help and/or harm brain health, including genes, lifestyle, and the environment. The second is the development of a Brain Health Innovation Lab. The Lab will bring a global team of brain health scientists, clinicians, engineers, technologists, innovators, entrepreneurs and investors to investigate the effects and scalability of specific interventions that might improve brain health and performance, reduce the risk of brain-related diseases and increase neurorehabilitation outcomes when pathology or injury exist.

The initiative will position the greater Gulf Coast Region, the LWR community and its CORE (Collaboration Opportunities for Research and Exploration) campus, at the epicenter for groundbreaking brain health research.

First steps in the research process included the identification of stakeholders in the Lakewood Ranch community with potential interest in brain health and the formation of the Lakewood Ranch Brain Health Coalition:

Members of the Lakewood Ranch Brain Health Coalition

Lakewood Ranch	FCCI Insurance Group
Lakewood Ranch Medical Center	Earth Fare
Lakewood Ranch Business Alliance	Bayside Community Church
Manatee YMCA	The Harlin Center for Precision Medicine
LECOM	MVP Sports and Social.Com
Lakewood Ranch Community Activities	Developing Youth Leaders
Lakewood Ranch Community Fund	Manatee County
CORE at Lakewood Ranch	School District of Manatee County
Lakewood Ranch Golf and Country Club	Florida Cancer Specialists
Comprehensive MedPsych Systems	Willis Smith Construction
Bradenton Area Economic Development Corp.	Lakewood Ranch Community Development Districts Homeowners Associations

Members of the Coalition attended focus groups with the Research Team and, among other duties, assisted in identifying community leaders to complete a **Stakeholders Survey** to lay the foundation for collaboration between the community and future scientific investigation. The goals of the **Stakeholders Survey** included:

- understanding brain health attitudes in the Lakewood Ranch community from an inside perspective
- giving community leaders and members an opportunity to voice their thoughts and concerns about the community's health and well-being
- ensuring that Lakewood Ranch community members' perspectives are included in the Lakewood Ranch Study of Brain Health

Two versions of the Stakeholders Survey were prepared: an Adult Survey and a Youth Survey (simplified for student groups under age 21). A total of 454 adults and 42 youths completed the surveys, far exceeding the expected number of participants. They represented 21 sectors of community life in Lakewood Ranch, including leaders from business and industry, medical professionals, teachers, recreation, food and beverage, religious and civic organizations, student leaders, and many more. Participants ranged in age from 17 to over 81 years of age (mean age = 42.9, SD = 13.4).

Summary of Results

A total of 454 adults and 42 youth completed the Adult Stakeholders and Youth Stakeholders Surveys, developed to prioritize stakeholders' interests and concerns relative to the Building a Brain Healthy Lakewood Ranch initiative. Participation exceeded expectations. Lakewood Ranch, Florida community members in 22 different sectors and four different age groups provided answers to five questions concerning health, brain health, and well-being. The following five questions were asked:



1. What do you see as the greatest strengths of the Lakewood Ranch community?

In total, **survey respondents provided 1,348 comments on the strengths of the Lakewood Ranch community.** These were coded into 20 categories. The categories garnering the most comments were:

- Sense of community (community spirit)
- Abundance and variety of amenities
- A well-planned community
- Events/activities for all ages and interests
- Beauty and aesthetic appeal
- A safe, clean community
- Access to excellent healthcare facilities

4. How important are each of 25 Brain Health and Well-Being Goals to the community?

These are the Top 10 Health and Well-being Goals as ranked by respondents:

Goal	Rank
Greater life satisfaction	1
Increased physical activity	2
Improved cognitive function	3
Better eating behavior/nutrition	4 (tie)
Healthier body weight	4 (tie)
Greater positive affect	6 (tie)
Improved physical fitness	6 (tie)
Reduced physical illness	8 (tie)
Improved academic performance	8 (tie)
Improved sleep quality	10

2. What positive trends in health and well-being have you seen during your time in LWR?

Positive trends in health and well-being most often observed by respondents included:

- Increased life satisfaction
- Decreased sedentary behavior
- Decreased obesity/overweight
- Decreased social isolation/loneliness
- Decreased smoking

3. What negative trends in health and well-being have you seen during your time in LWR?

Negative trends in health and well-being most often observed by respondents included:

- Increased stress overload
- Increased opioid/drug use
- Increased alcohol overuse
- Increased anxiety

Positive Health Trends were Perceived as More Prevalent than Negative Health Trends by a Ratio of 3:2.

5. Please identify the aspects of health and well-being from these 25 goals that you think are most important for LWR to address.

The goals that stakeholders found most important for LWR to address as a community in the near future included:

1. Increased physical activity
2. Healthier body weight
3. Improved physical fitness
4. Better eating/nutrition
5. Greater life satisfaction

Conclusions

The **Stakeholders Survey** and the process leading up to its administration produced several valuable findings and conclusions.

- Lakewood Ranch and the Greater Gulf Coast Community have a rich treasure of stakeholders who are willing to devote their talents and resources to support initiatives for the betterment of the community.
- Members of the community value and appreciate the many unique strengths and resources of Lakewood Ranch and the surrounding area
- The emphasis that stakeholders and community members in LWR place on health and fitness is evident in the Stakeholders Survey. Community members are **health-conscious**, and they report more positive health and well-being trends than negative trends by over 150%.
- For the most part, there was remarkable unity in responses across both age groups and sector groups. (One area where there was disagreement was on the existence of stress overload as a negative health issue. This was seen as negative health trend in groups below the age of 50 but as a positive trend in those above the age of 50.)
- Members of the Lakewood Ranch Brain Health Coalition helped formulate a set of 25 brain health and well-being goals. Stakeholders and community members then rated those goals for their importance to Lakewood Ranch. The selected goals accent the community's emphasis on physical health and fitness as well as a desire for greater overall well-being.
- The health and fitness emphasis indicates a community that is willing to incorporate behaviors into their daily regimen and to make lifestyle behavior changes when appropriate for health. This makes Lakewood Ranch and the Greater Gulf Coast Region a perfect living laboratory for a pioneering brain health initiative and related research projects!

The **Stakeholders Survey** is one of the first completed elements of the *Building a Brain-Healthy Lakewood Ranch Initiative*. These findings will help shape objectives for *The Lakewood Ranch Study of Brain Health*.



Lakewood Ranch and the Greater Gulf Coast Region is poised to spearhead scientifically-based positive lifestyle improvements for brain health for the future!