

Beyond the Community Health Needs Assessment: Using data to support a Community's Culture of Health



MAYOR'S

HEALTHY CITY

INITIATIVE

Mayor's Healthy City Initiative

- Mission: To foster a movement based on communication, coordination, and collaboration that promotes a better and healthier life for all people in the great city of Baton Rouge.
- Vision: Inspiring a healthier Baton Rouge for all.



Timeline

- 2008: Launch – listening tour
- 2010: 501(c)3
- 2012: Collaborative CHNA
- 2014: RWJF Culture of Health Finalist
- 2015: AHA NOVA Award Winner
- 2015: Joint CHNA and IS Plan
- 2016 AAMC Snapshot Awardee
- 2017: Ongoing IS Plan management – Joint 2018 CHNA process begins





Mayor's Healthy City Initiative



HEALTHYBR.COM



Live Healthy BR Mission: To identify and coordinate efforts aimed at healthy eating and an active lifestyle into a unifying commitment to better health.

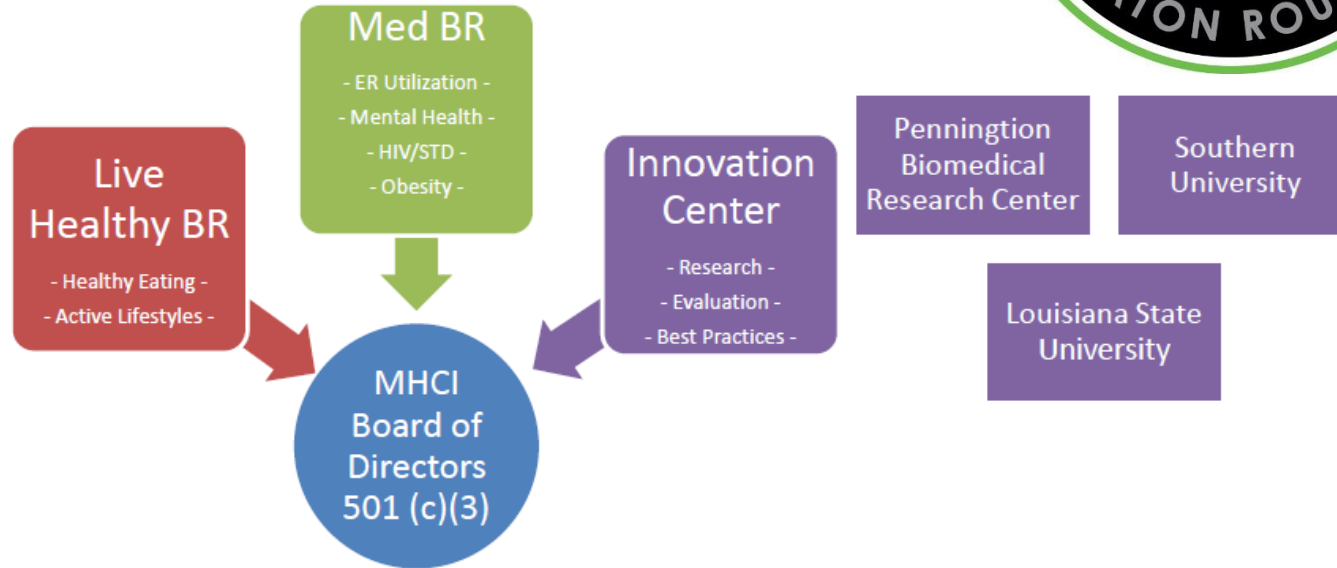
Med BR Mission: To connect, coordinate, and communicate resources for medical, dental, and prescription services with a focus on the medically fragile, vulnerable populations and the uninsured and underinsured.

Health Innovation Center Mission: To translate evidence-based research to improve the health of the Baton Rouge community

LA Hospital Association	Ochsner	OLOLRMC	Health Centers in Schools	CAHSD	City Ryan White Program	BR Crisis Intervention
AHA	ACS	EMS/Prison Medical	BCBS/BCBSLAF	BR General	BRAF	Capitol City Family Health
Louisiana Healthcare Quality Forum	Lane Regional Medical Center	LSU Health Sciences	Pennington Biomedical	Together BR	Mary Bird Perkins	National Pharmacy/Infusion
Volunteer Health Corps	Baton Rouge AIDS Society	DHH	LPHI	Cardiovascular Institute of the South	Woman's Hospital	HAART
						BR Primary Care Clinic



YMCA	AHA	DHH	BRDA	BREADA	BREC
BRASS/Bike BR	BCBS/BCBSLAF	Better BR	MYAC	CPEX	LSU CUP
LSU Ag	Office of Neighborhoods	OLOL	Pennington Biomedical	EBRRA	Together BR
LCHE	BR Food Bank	Slow Food BR	BRCC	OLOL College	Office of Public Health
TFL	Wheels to Succeed	Amerigroup	CAHSD	LPHI	Southern Ag
Delta Service Corps	Interfaith Federation	CAUW	RocketKidz Foundation	Girls on the Run	BRCHP
Healthy Lives	BR Bike Club	March of Dimes	BRYC	Sunshine Foundation	Berean Wellness
Jump Start Your Heart	Kids Run the Nation - Louisiana	LBGH			



CEO, BR General	Mayor-President	Vice President of Mission, OLOLRMC	Executive Vice President, Baton Rouge Area Foundation	Superintendent, EBRPSS	President, Baton Rouge Area Chamber	Medical Director, DHH
CEO, OLOLRMC	Executive Director, Pennington Biomedical Research Center	CEO, Blue Cross and Blue Shield of Louisiana	CEO, Woman's	Superintendent, BREC	Executive Director, Capital Area United Way	CEO, Ochsner Baton Rouge

How Assessment Conducted

- Data
 - National
 - State
 - Local
- Qualitative
 - Assessment tools
 - Vetted through HBR committees



Social Determinants

21 of 64

Health Outcomes

- Mortality (length of life) 50%
- Morbidity (quality of life) 50%

← 29 of 64

← 18 of 64



4 of 64

Health Factors

- Health behaviors (30%)
 - Tobacco use
 - Diet & exercise
 - Alcohol use
 - Sexual activity
- Clinical care (20%)
 - Access to care
 - Quality of care
- Social and economic factors (40%)
 - Education
 - Employment
 - Income
 - Family & social support
 - Community safety
- Physical environment (10%)
 - Environmental quality
 - Built environment

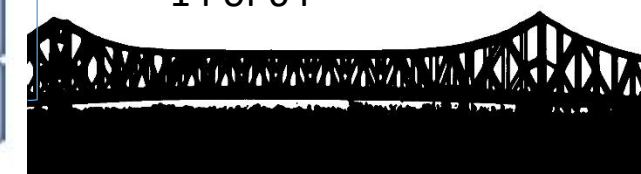
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Policies and Programs



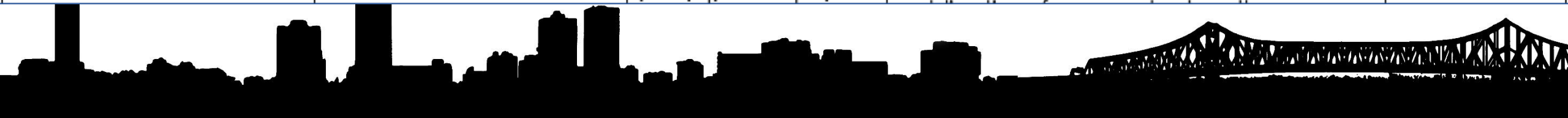
Implementation Strategy

- CHNA followed by an Implementation Strategy Plan
 - All hospitals report activity and investment
 - Community organizations encouraged to submit similar data
- Tracks 2 types of data:
 - Interim progress measures
 - Population health outcomes



Priority: Obesity

Goal	Increase the number of children and adults with a healthy weight in East Baton Rouge Parish.			
Strategic Objective 1	Reduce childhood obesity through health education.			
Action Step	Goal	Employee or Financial Resources	Status	Organizations Involved
1.1 Use the 5210+10 curriculum in schools	Implement the 5210+10 curriculum across all school districts at the elementary, middle, and high school level	OLOL: 1 FTE at HCS; 238 hours of staff time at community events per year (BRCHP); 693 clinical hrs @ schools (BRCHPS); \$20,000 Kohl's grant; \$20,000 sponsorship of City Year	MHCI trained EBRPSS PE teachers, OLOL Health Centers in Schools staff, and BR Children's Health Project staff. Promotional materials have been printed.	EBRPSS, OLOL
1.2 Use the 5210+10 curriculum in summer camps	Implement the 5210+10 curriculum in all BREC and Y summer camps		MHCI trains BREC camp counselors each spring. BREC camps meet physical activity guidelines.	BREC
1.3 Use the 5210+10 message in healthcare settings	Use the 5210+10 message routinely in healthcare settings, particularly in pediatric and family practice settings	OLOL: \$233,041 annually (Our Lifestyles, Our Lives) Woman's: message added to existing new mother publication. \$12,443	BRG includes a link to 5210+10 messages on their webpage. 100% of Lake Physician Group practices use the 5210+10 message. Women's Hospital uses the 5210+10 message internally with employees and in	BRG, OLOL, Woman's



Monitoring Progress



CITY KEY
UNLOCKING BATON ROUGE

- Annual updates to Implementation Plan
- Demographic and health data in online repository

What the Data Shows


Low-Income Preschool Obesity
[MAP](#)


Child Food Insecurity [MAP](#)


Food Insecurity [MAP](#)

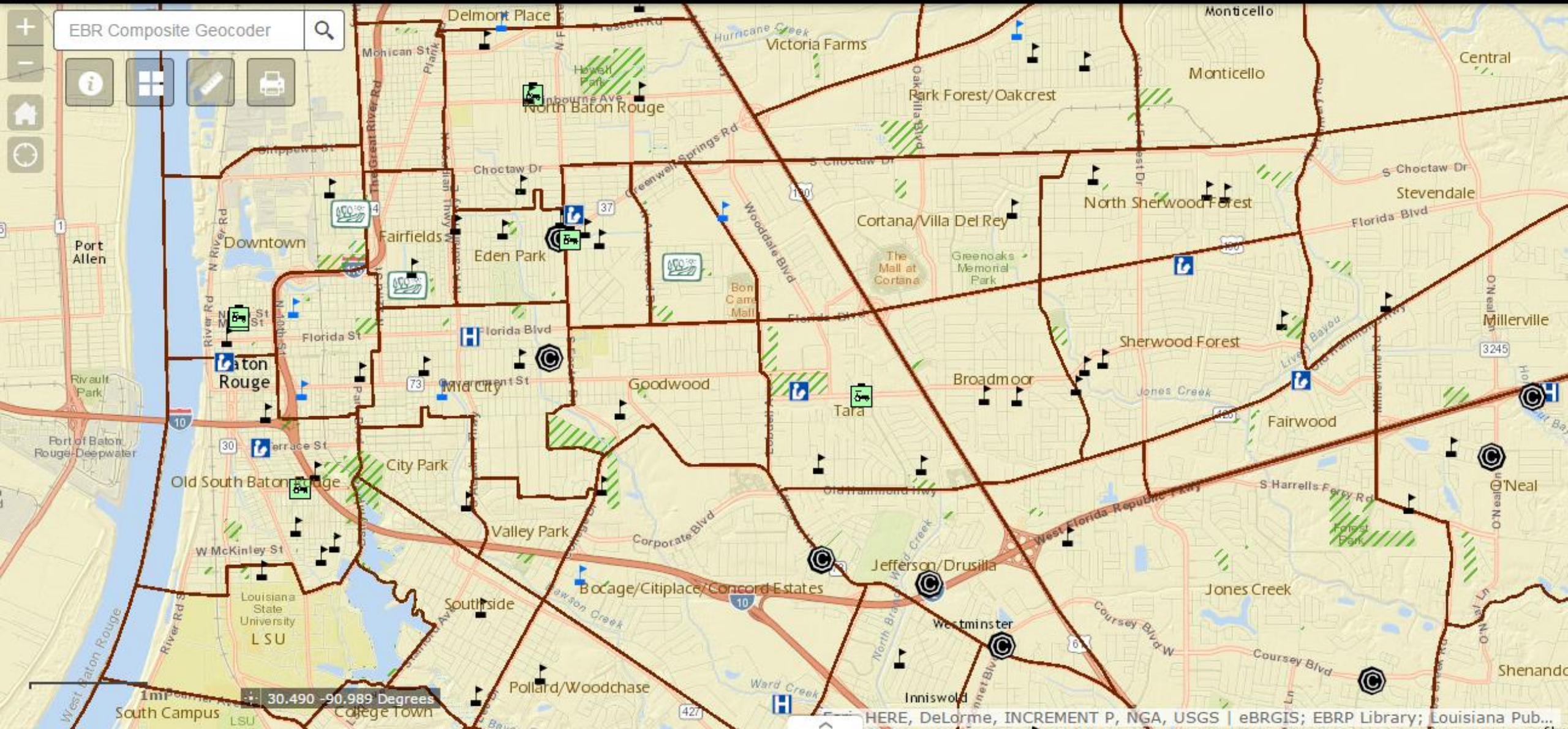

Exercise Opportunities [NEW](#)
[MAP](#)



What might this mean for my city/town?

- Discovery:
 - Research what data is currently available for your city
 - Identify key partners who rely on “like” data to make decisions
 - Use these methods and your local hospital’s CHNA to learn more about health issues in your neighborhood
 - Understand and lead from perspective that health is more than access to care
 - Advocate for change at the local level
 - Our work is advanced through leveraging knowledge and partners to make a difference







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90 WAFB

NEWS WEATHER



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Mayor Holde Healthy BR Food Week kicks off Friday

Wednesday, January 15, 2014 2:00



THE ADVOCATE

BATON ROUGE NEW ORLEANS ACADIANA

NEWS SPORTS ENTERTAINMENT EATPLAYLIVE OPINION WEEKLIES VIDEO BLOGS HELP

Hot Topics FULL COVERAGE: Legislative session Special Report: Higher Education Cuts LSU Sports

Commission makes recommendations on access to healthy food



Healthy BR's Family Fit Day

Friday, May 29, 2015 9:31:00 AM CDT in News Source: WBRZ By: Kylie Dixon, Joe Hagan Share: [social media icons]



★★★★★ Votes: 0 Views: 36

The secret's out! Baton Rouge General - Birth Center

Contact

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