Innovative HCB Practices Aimed at Improving Community Health
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.
Rationale

• No public health department
• Negative health outcomes
• Bring alignment to “random acts of kindness”
• Katrina
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 IP
Mayor’s Healthy City Initiative

- Live Healthy BR
  - Population Health
    - Lead: Jeff Soileau (Healthy Lives, OLOL)
      - Big projects:
        - Fresh Beginnings grant
        - 5210+10
        - Eat Healthy BR
        - Family Fit Day
        - Fitness in the Community

- Med BR
  - Clinical
    - Leads: Dr. Jeanne George (AARP) and Angela Gourney (LSU Health BR)
      - Big projects:
        - ER Utilization Data/HIE
        - City Key BR website
        - Health Centers in Schools
        - HIV/AIDS working groups
        - MedLine BR

- Health Innovation Center
  - Research
    - Lead: Stephanie Broyles (Pennington Biomedical Research Center)
      - Big projects:
        - Childhood obesity study

How do these connect to our CHNA goals?

- Obesity
- Mental Health
- HIV/AIDS
- ED Utilization
- Obesity
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.
Central Idea

- Joint CHNA
- Unified Implementation Plan
- Alignment in Community Strategies
- Population Health Change
Role of the City

• Leadership/champion
  • Board composition

• Neutral third party

• Coordinating staffer
Key Characteristics

Change Acceleration Process (CAP)™

- Creating a Shared Need
- Shaping a Vision
- Mobilizing Commitment
- Making Change Last
- Monitoring Progress

Current State  ➔ Transition State  ➔ Future State

Changing Systems and Structures
Common Agenda
• Keeps all parties moving towards the same goal

Common Progress Measures
• Measures that get to the TRUE outcome

Mutually Reinforcing Activities
• Each expertise is leveraged as part of the overall

Communications
• This allows a culture of collaboration

Backbone Organization
• Takes on the role of managing collaboration
Results

• Interim progress measures vs. population health outcomes

• Online data dashboard