



VIRTUAL LEARNING SERIES:

HEALTHY CITIES

BUILDING COALITIONS

OCT. 27, 2020 @ 11 A.M.

PRESENTERS:

- JARED HYMOWITZ, HEALTHY BATON ROUGE
- RENE STANSBURY, HEALTHY ACADIANA

AGENDA

- Overview
 - SDOH: Community and Social Context
- **Healthy BR-** Jared Hymowitz
- **Healthy Acadiana-** René Stansbury
- Q & A
- Closing

QUESTIONS?

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Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education			
Support	Walkability				

Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

Guest Speakers



Jared Hymowitz
Executive Director
Healthy Baton Rouge
www.healthybr.com



René Stansbury
Region 4 Manager, The Louisiana
Campaign for Tobacco-Free Living
Healthy Acadiana
www.Healthylouisiana.org

HealthyBR

A case study in creating a culture of health through
Collaboration, Communication and Coordination

Jared Hymowitz
Executive Director



Who is HealthyBR?

Mission

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



Board of Directors

Mayor-President Sharon Weston Broome			Board Chair Coletta Barrett	
Baton Rouge General Medical Center	Lane Regional Medical Center	Ochsner Baton Rouge	Our Lady of the Lake Regional Medical Center	Woman's Hospital
Louisiana Dept. of Health Medical Director	Pennington Biomedical Research Center	Blue Cross Blue Shield of Louisiana	Louisiana Primary Care Association	Baton Rouge Health District
Baton Rouge Area Chamber	Baton Rouge Area Foundation	BREC	East Baton Rouge Parish School System	Capital Area United Way



What is HealthyBR?

The 5 Conditions of Collective Impact

- 1

Common Agenda

 - **Common understanding** of the problem
 - **Shared vision** for change
- 2

Shared Measurement

 - **Collecting data** and **measuring results**
 - Focus on **performance management**
 - **Shared accountability**
- 3

Mutually Reinforcing Activities

 - **Differentiated approaches**
 - **Coordination** through joint plan of action
- 4

Continuous Communication

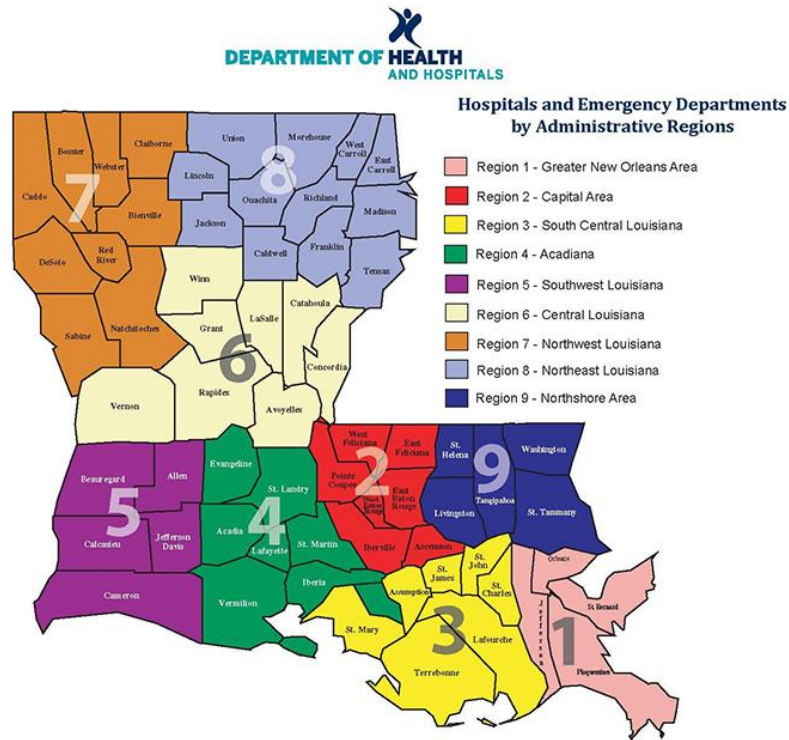
 - **Consistent** and **open communication**
 - Focus on **building trust**
- 5

Backbone Support

 - Separate organization(s) with **staff**
 - Resources and skills to **convene** and **coordinate** participating organizations



Why does HealthyBR exist?



Local health departments impact our lives every day



In May of 2008, Baton Rouge Mayor-President Melvin L. “Kip” Holden commissioned the Mayor’s Healthy City Initiative to encourage Baton Rouge residents to adopt a healthier and more active lifestyle.

The Mayor envisioned a program that would promote and identify resources available in the community for residents to fight chronic diseases and childhood obesity.



HealthyBR: The beginning

- 2008
 - Coletta Barrett and State Senator Bill Cassidy listening tour
 - Mayor's Healthy City Initiative is formed
 - Visit Austin Texas to learn more about health collaboratives
- 2009
 - 501(c)(3) Nonprofit
- 2010
 - Affordable Care Act passed
- 2011
 - Tale of Two Cities (New Orleans and Baton Rouge)



HealthyBR: The Turning Point

- 2012
 - 1st Community Health Needs Assessment (CHNA)
 - Fresh Beginnings Grant
 - National League of Cities Healthy Southern Cities Grant through a Youth, Education and Families Institute (5210+10)
- 2013-2014
 - BR City Key
 - Finalist for RWJF Roadmap to Health Prize
 - NLC Learning collaborative on childhood obesity (expand 5210+10)
- 2015-2016
 - Joint CHNA AND Joint Community Health Implementation Plan
 - Baton Rouge Receives AHA NOVA Award
 - Complete Streets Commission

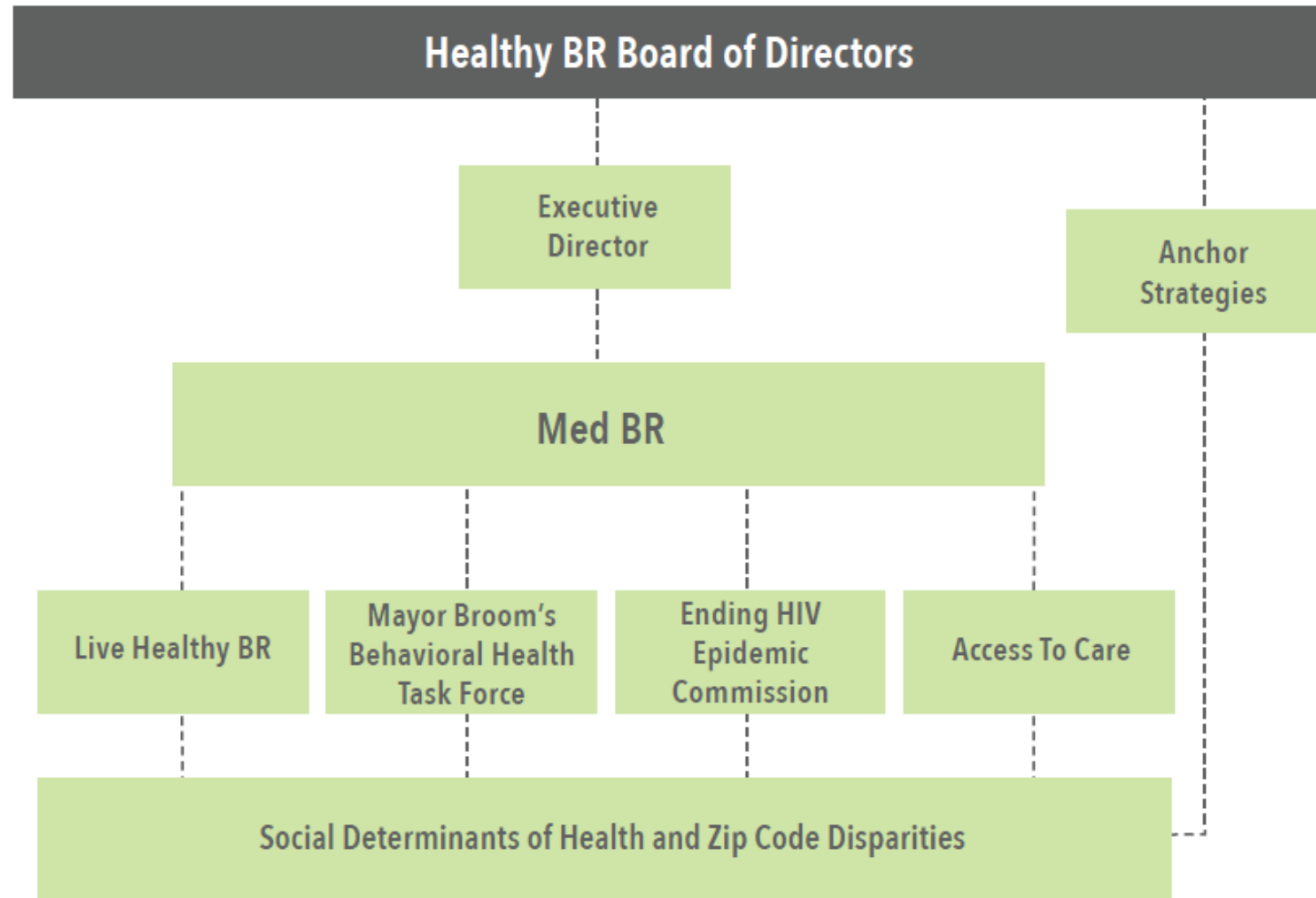


HealthyBR: The Next Phase

- 2017
 - Mayor Broome continues HealthyBR
 - Housing First Alliance
- 2018
 - Joint CHNA and CHIP
 - New structure and by in from partners
- 2019
 - Geaux Get Healthy
 - Ending the HIV Epidemic Commission
- 2020
 - COVID-19



HealthyBR Structure



What's Next for HealthyBR?

- 2021 CHNA
- New Staff and increased capacity
- New Priorities
 - Renewed focus on programming
- New COVID-19 World
- Safe Hopeful Healthy
 - Partnership with the Office of Community Development



Advice

1. Mono Maniac on a Mission
2. Quick Win
3. Follow Through and Trust
4. Leadership, Vision and Political Capital



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Creating a Healthier Community

Coalitions

- Coalitions form for many reasons
 - Primarily in response to either a local opportunity or challenge
 - Funding priorities and opportunities have led to the formation of many community partnerships (coalitions)
 - Members of a coalition can be from local, regional and statewide partners. It should consist of local schools, community organizations, hospitals, businesses, and municipalities
- Coalitions may form in response to a threat or challenge
- They can be formal or informal

Coalitions

- Communities can benefit from a multisector coalition to conduct a community-wide surveillance, coordinate activities, and monitor health and wellness interventions.
- A coalition is well poised to limit duplication and to increase the efficiency of existing efforts and, ultimately, to positively impact the health of a population. (*Population Health Management* 2013;16:246—254)
- A coalition can be an effective means to achieve a coordinated approach to promoting a reduction in the risk factors that will have an impact on chronic disease across all ages and ethnic groups.

Coalition Benefits

- Coalitions are helpful when “going it alone” is not an option due to lack of resources or influence.
- The diverse membership also offers avenues to develop and increase public support for issues, actions, or needs and gives individual organizations the opportunity to impact the community on a larger scale
- Coalition can utilize successful Policy, Systems and Environmental(PSE) approach to develop strategies that are evidence-based, multisector community collaborations that create changes to make healthier lifestyle choices an easy and feasible option for every member of the community.



LOUISIANA HEALTHY COMMUNITIES COALITION

TFL

1. Greater New Orleans
2. Capital/Baton Rouge
3. Bayou/Houma & Thibodaux
4. Acadiana/Lafayette
5. Southwest/Lake Charles
6. Central/ Alexandria
7. Northwest/Shreveport
8. Northeast/Monroe
9. Florida Parishes/North Shore

<https://healthylouisiana.org/>



Region IV HCC Structure



LOUISIANA HEALTHY
COMMUNITIES COALITION
Acadiana

Regional Steering Committee

Tobacco-Free Living, Woman's Foundation of Acadiana, Office of Public Health, LAC-Region IV/LSNA District IV, Blue Cross Blue Shield, Opelousas General Health System

Healthy Acadiana

Lead by: Woman's Foundation



Healthy St. Landry Alliance

Lead by : Opelousas General Hospital



Healthy Iberia Coalition

Lead by: TFL



Healthy Acadia Alliance

Lead by: Acadia School Board & Encore



Healthy Evangeline

Lead by: TFL & OPH (temporary)



Healthy Vermillion

Lead by: In development

Healthy St. Martin

Lead by: In development

Region 4

Vision: Healthy Communities, Healthy Louisiana

Mission: To mobilize and empower communities to implement health policy, systems and environmental change

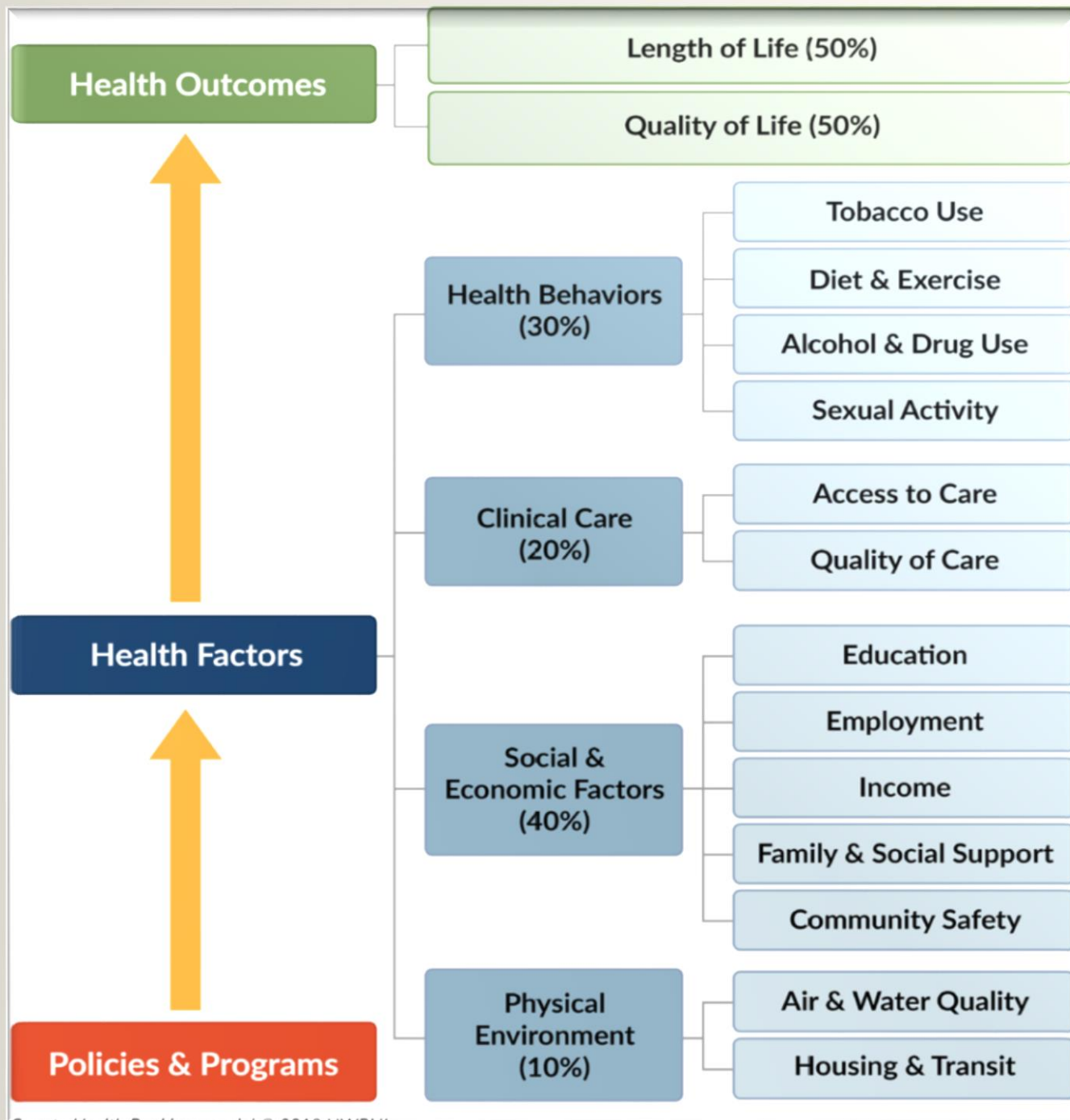
Region 4

Goals:

1. Improve Louisiana's Health Ranking
2. Increase community's awareness and knowledge on improving health



Policy, Systems
and Environmental
Changes



Where to Start

- Form local coalition or partner with established coalition with a health focus
- Coalition structure & commitments from members
- Monthly Meetings
- Action plan recommendation discussion
 - What action steps are required to implement the action plan
- Put action to the plan

Coalition Structure

- **Charter or not to charter??**
- **Membership agreements** – encourages participation at regular and coalition activities, serve as community ambassadors for the coalition, participate in establishing annual priorities and action/work plan.
- **Co-Chairs-** Serve as the liaison between the state & regional team, create meeting agendas, facilitate meeting discussion and decisions.
- **Coordinator/Secretary** - provide support to Co-Chairs for monthly meeting and record monthly meetings.

Regional Action Plan

- What is the goal and mission for the parish?
- Each parish level action plan is different but some areas may overlap.
- Action plan will be how you get to your goal?

Rationale for Strategies

- How did coalition arrive at strategies selected?
 - Evaluated Data
 - Determined Resources, Opportunities and Member Interests in the region
 - Identified Priority Communities

Thank You

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QUESTIONS/DISCUSSION



Louisiana
FOUNDATION

THANK YOU!

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