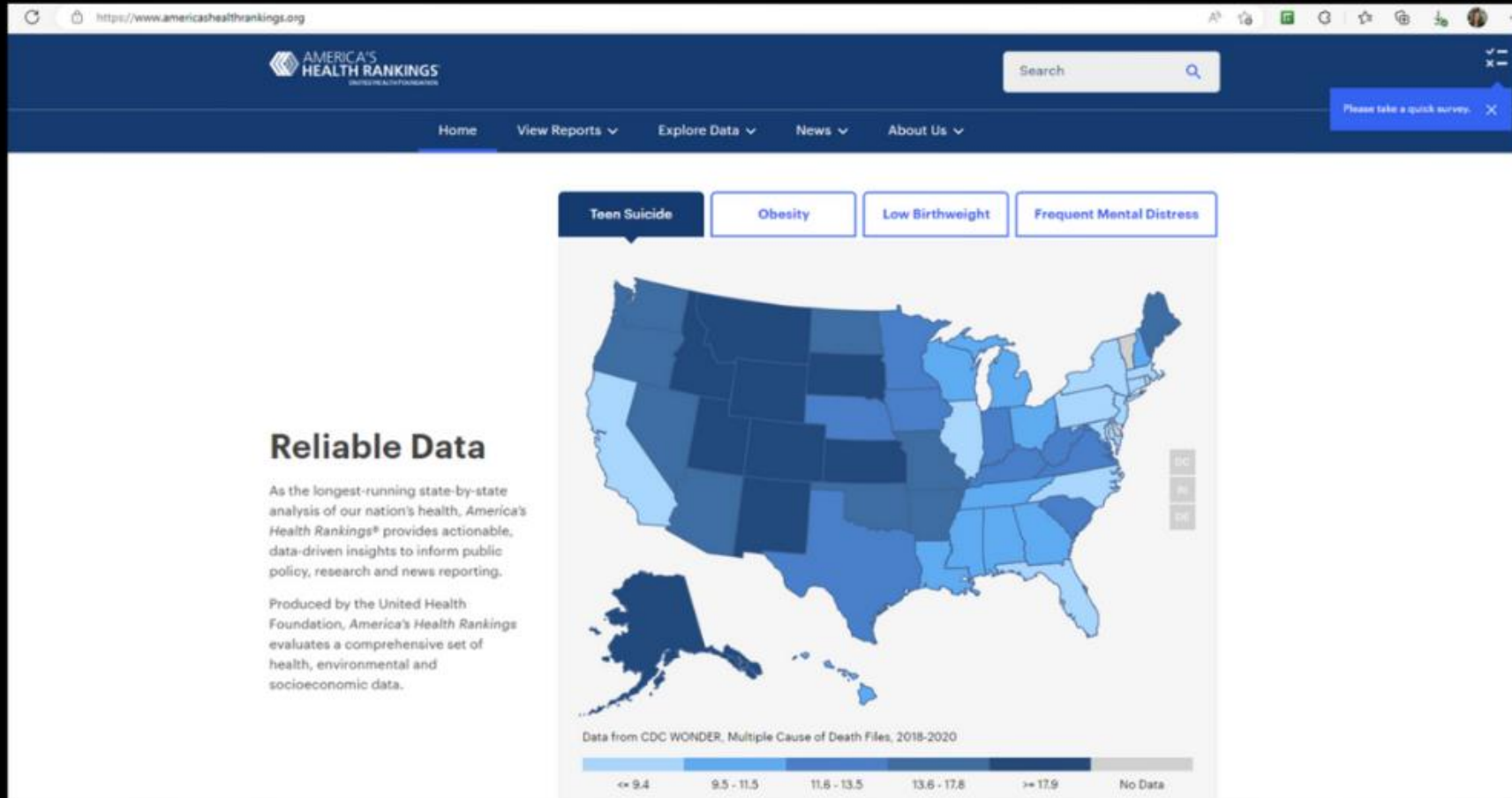




Partner Highlights

Our Long-Term Goals

- Louisiana moves past our previous record in **America's Health Rankings.**
- By 2035, Louisiana advances past the national average in America's Health Rankings.



AmericasHealthRankings.org

Where do we rank?

- Social & Economic Factors: 50th
- Physical Environment: 47th
- Clinical Care: 34th
- Behaviors: 49th
- Health Outcomes: 50th



Louisiana

State Health Department Website: ldh.la.gov

Overall Rank

50

Key Findings

HPV Vaccination

58%▲

from 41.8% to 66.2% of adolescents ages 13-17 between 2016 and 2023.

Depression

49%▲

from 20.1% to 29.7% of adults between 2012 and 2023.

Primary Care Providers

44%▲

from 183.9 to 264.3 per 100,000 population between September 2018 and September 2024.

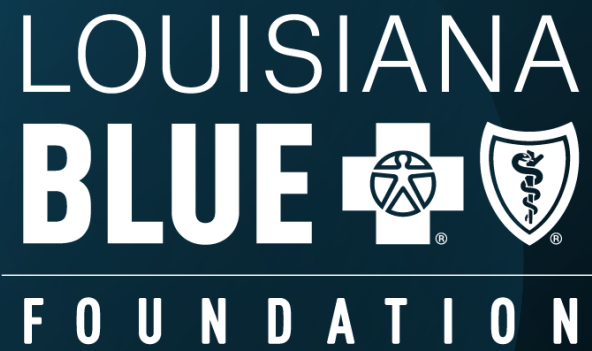
Asthma

43%▲

from 10.8% to 19.6% of adults between 2012 and 2023.

Measures

		State Rank	State Value	U.S. Value
Social & Economic Factors		50	-1.192	
Community and Family Safety	Homicide (Deaths per 100,000 population)	49	19.6	7.6
	Occupational Fatalities (Deaths per 100,000 workers)	42	5.9	4.2
	Public Health Funding (Dollars per person)	22	\$130	\$124
Economic Resources	Economic Hardship Index (Index from 1-100)	48	97	—
	Food Insecurity (% of households)	47	16.2%	12.2%
	Income Inequality (80-20 Ratio)	49	5.61	4.87
Education	Fourth Grade Reading Proficiency (% of public school students)	41	28.3%	32.1%
	High School Completion (% of adults age 25+)	45	87.8%	89.8%
Social Support and Engagement	Adverse Childhood Experiences (% of children ages 0-17)	41	19.3%	14.5%
	High-Speed Internet (% of households)	47	90.8%	93.8%
	Residential Segregation - Black/White (Index from 0-100)	9	57	—
	Volunteerism (% of population age 16+)	36	21.9%	23.2%
	Voter Participation (% of U.S. citizens age 18+)	44	55.1%	59.5%
Physical Environment		47	-0.240	
Air and Water Quality	Air Pollution (Micrograms of fine particles per cubic meter)	27	7.8	8.6
	Drinking Water Violations (Average violations per community water system)	49	4.1	2.8
	Water Fluoridation (% of population served)	45	37.9%	72.3%
Climate and Health	Climate Policies (Number out of four policies)	23	2	—
	Heat and Worker Health (Cases per 10,000 full-time workers)*	1	0.1	—
Housing and Transit	Drive Alone to Work (% of workers age 16+)*	48	78.7%	69.2%
	Housing With Lead Risk (% of housing stock)	18	12.1%	16.4%
	Severe Housing Problems (% of occupied housing units)	34	15.8%	16.8%
Clinical Care		34	-0.252	
Access to Care	Avoided Care Due to Cost (% of adults)	32	11.5%	10.6%
	Dental Care Providers (Number per 100,000 population)	44	52.3	65.8
	Mental Health Providers (Number per 100,000 population)	26	332.4	344.9
	Primary Care Providers (Number per 100,000 population)	38	264.3	283.4
	Uninsured (% of population)	27	6.9%	7.9%
Preventive Clinical Services	Childhood Immunizations (% of children by age 24 months)	20	68.5%	66.9%
	Colorectal Cancer Screening (% of adults ages 45-75)	16	63.2%	61.8%
	Dental Visit (% of adults)	41	60.4%	66.0%
	Flu Vaccination (% of adults)	44	34.9%	42.9%
	HPV Vaccination (% of adolescents ages 13-17)	20	66.2%	61.4%
Quality of Care	Dedicated Health Care Provider (% of adults)	15	86.3%	84.0%
	Preventable Hospitalizations (Discharges per 100,000)	48	3.379	2.665



Focus Areas

Healthcare Workforce

Maternal & Child Health

- Childhood Immunizations

Chronic Disease

Behavioral Health

Healthy Communities

Food Insecurity

Convene & Connect



Convene & Connect

FEATURED STORY

Grant Partners **Making a Difference**



bcbslafoundation.org

**Learn how partners
across Louisiana are
closing the nursing gap.**

Since 2018, the Blue Cross Foundation has facilitated funding, coalition-building, and advocacy work to create and share collaborative models that graduate more qualified nurses. [Read our case study and learn more about our partners.](#)

Building Healthy Communities Together

Questions for reflection:

- What are some ideas/processes that can be replicated in your organization or field?
 - How can you engage/partner?
- Key takeaways from these partners?
- What questions do you have for them?

Focus Areas: Food Insecurity (47th)

- **Reduce food insecurity rates** by connecting people to benefit programs and food support systems, strengthening existing initiatives, and establishing new partnerships.
- **Market Umbrella:**
Greaux the Good

Chelsea Triche Jackson

Director of Greaux the Good



A program of:



Greaux the Good

“

Greaux the Good is Louisiana's statewide nutrition incentive program, operated by Market Umbrella, a nonprofit organization based in New Orleans. The program **provides funding to support Louisiana farmers markets, farm stands, and other eligible entities to either create or expand a nutrition incentive program** for the Supplemental Nutrition Assistance Program (SNAP) and/or Farmers Market Nutrition Program (FMNP).

”
12

What does Greaux the Good do?

- Provides **incentives** (discount or extra dollars) at the point of purchase to customers participating in **SNAP and/or FMNP** at partnering locations.
 - “Double Up” & “Market Match”
 - Underutilized forms of payments
- Provides financial support to partners (to cover direct incentives and some administrative costs) and technical assistance.
- The purpose of Greaux the Good is to **increase the accessibility, availability, and affordability of local, healthy foods** by promoting the spending of food benefit dollars at local farm-direct businesses and incentivizing the use of these dollars at our partners.

Who does Greaux the Good benefit?



Greaux the Good mutually benefits both farmers by increasing their revenue and families by increasing their purchasing power and helping to decrease food insecurity for some of the most vulnerable populations, while also positively impacting the state's agricultural system & economy.

Good for Farmers, Good for Families



How does Greaux the Good work?

Disbursed

November 2022 - December 2024

- SNAP Benefits - \$642,530.87
- SNAP Incentives - **\$602,341.60**
- FMNP Incentives - **\$253,854.95**

1



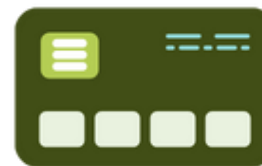
VISIT a local
Greaux the Good partner

2



ASK a partner representative
about the incentive program

3



SWIPE/SPEND
benefit program dollars

4



RECEIVE either a discount, coupon, or
a Greaux the Good match currency



January 2025

“Greaux the Good Expands with the Blue Cross and Blue Shield of Louisiana Foundation”

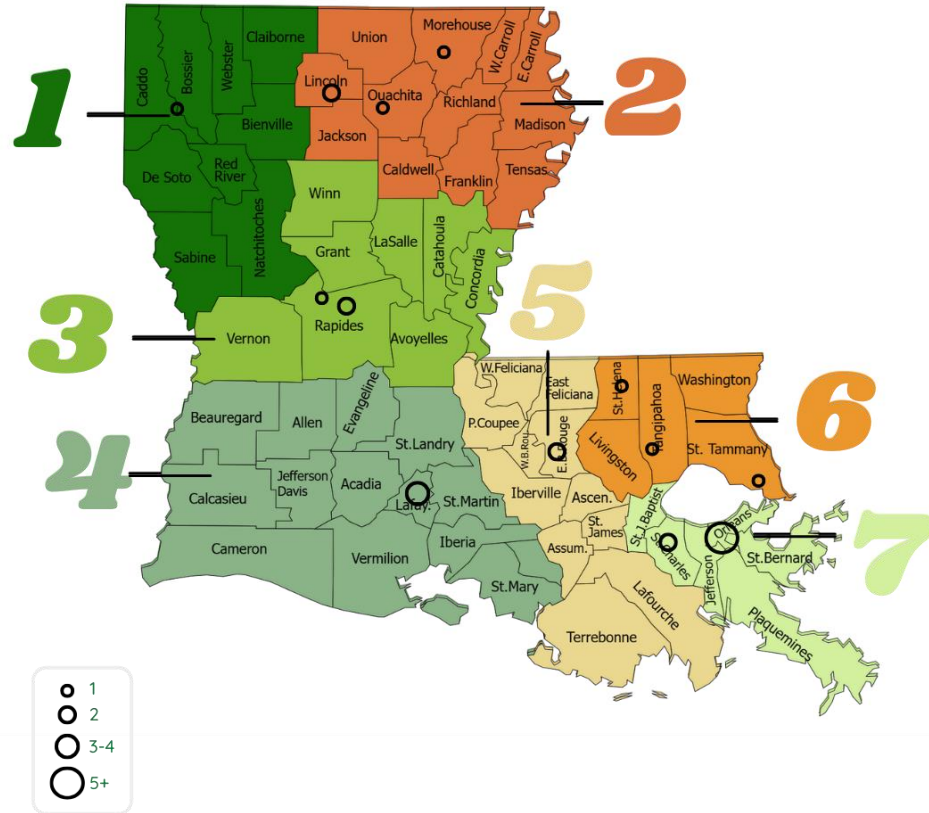
x

Louisiana
FOUNDATION

Learn more at www.greauxthegoodla.org/pressreleases

- Awarded a \$100,000.00 grant to extend our reach into rural, high-need areas across the state.
- Rural communities face multiple barriers to accessing healthy food and need enhanced technical assistance & support to implement this type of programming.
- The Ruston Farmers Market is the first partner under this project.

SNAP Match Partner Location Map



Region 1

Shreveport Farmers' Market (seasonal)

Region 2

Armstrong Farms in Bastrop (farm stand)
Big Daddy Farms in West Monroe (farm stand)
Estes Farms in Ruston (farm stand)
Ruston Farmers Market

Region 3

Alexandria Farmers Market
Boyce Farmers Market
Jubilee Justice in Alexandria (farm stand)

Region 4

Fightingville Fresh Market in Lafayette
Lafayette Farmers & Artisans Market
Stelly's Organic Farm in Lafayette (farm stand)

Region 5

Red Stick Farmers Markets in Baton Rouge*

Region 6

Camellia City Farmers Market in Slidell
Hammond Farmers & Artisans Market
St. Helena Farmers Market in Greensburg

Region 7

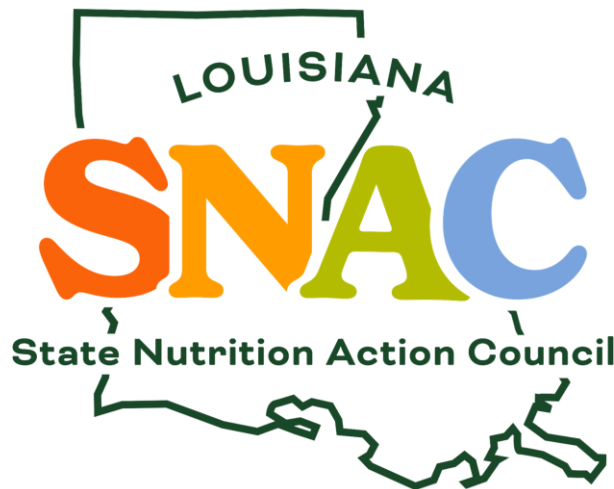
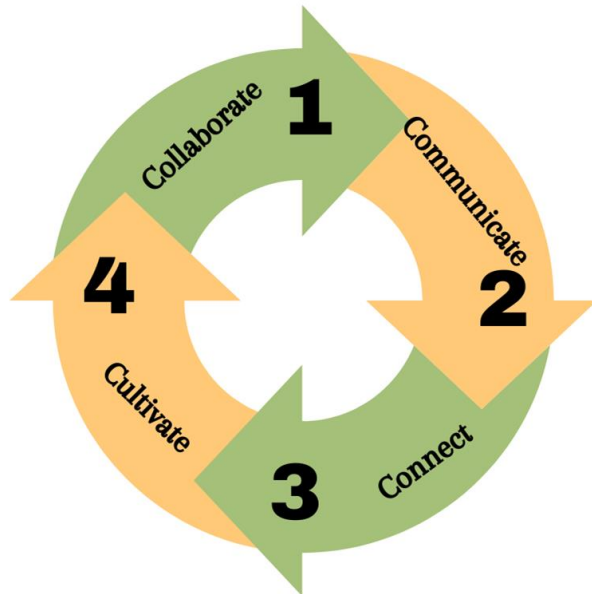
Barcelo Gardens
Crescent City Farmers Markets*
German Coast Farmers Markets in Destrehan & Luling*
Grow Dat Youth Farm
New Orleans Food Cooperative (Co-Op)
River Queen Greens
Veggi Farmers Cooperative

*Partners have multiple locations/sites.
Match conditions vary by partner.

Types of Partnership

Community Partners

- Community partners are community organizations, faith-based organizations, and local/state agencies from across Louisiana.



Programmatic Partners

- A programmatic partner is an entity/organization that implements a Greaux the Good funded/supported nutrition incentive program.
- Eligible entities: Farm-direct business & Brick and Mortar (pilot)





Help us Greaux!



Discover our Printables!

DOUBLE YOUR SNAP DOLLARS
with Greaux the Good

Scan for in-person shopping details.

For more information & to find a list of participating locations, visit us at: www.greauthegoodla.org/partner-locations

Logos for Greaux the Good, SNAP, and Market Umbrella.

Thank you!



www.greauxthegoodla.org



greauxthegood@marketumbrella.org



[@greauxthegoodla](https://www.instagram.com/greauxthegoodla)



[Greaux the Good](https://www.facebook.com/GreauxtheGood)



Chelsea Jackson, Program Director
chelsea@marketumbrella.org



Q&A

Focus Areas: Chronic Disease

- **Goal:** Expand detection and treatment of chronic conditions.
- **Success Measure:** # of people with fewer chronic conditions

**Diabetes Prevention &
Self-education Management Programs**

Jordan R. Scroggs
Executive Director



MLK HEALTH CENTER & PHARMACY



On Olive Street

*We provide free healthcare to
uninsured adults struggling
with chronic diseases.*

865 Olive Street.
Shreveport, LA 71104

LOUISIANA

DIABETES TRENDS

- Over 14% of Louisiana's population is diagnosed with diabetes.
- ADA estimates an additional 113,000 people in Louisiana have diabetes but don't know it.
- ADA also estimates over 34% of our population has pre-diabetes.



Diabetes Prevention Program

Diabetes Self-Management Education Program



Risk Factors for Diabetes



Being
Overweight



Physically
Inactive



Family
History



High Blood
Pressure



Gestational
Diabetes



Being 45
or Older

DIABETES PREVENTION PROGRAM

- 12 month long program designed to reduce your risk for type 2 diabetes by half.
- Program Goals:
 - Lose 5–7% of starting body weight
 - Make healthier food choices
 - Increase physical activity to an average of 150 minutes a week

DIABETES SELF-MANAGEMENT EDUCATION PROGRAM

Live Well With Diabetes!

- 1 month long program with goals to help participants:
 - Monitor glucose levels
 - Understand medications
 - Make healthier food choices
 - Increase physical activity minutes
 - Stress management & Healthy coping skills

Implementing Programs

- Health screening events – screening for diabetes and other chronic diseases.
- Identifying partners:
 - Local Health Systems
 - Local Libraries
 - Council on Aging



Together, we can
build healthier communities.

Thank you Blue Cross and Blue
Shield of Louisiana Foundation for
being our partner in health!





MLK HEALTH CENTER
& PHARMACY



On Olive Street

Contact us today!

Jordan R. Scroggs
jordan@mlkhealth.org
318-227-2912, ext. 9



Q&A

Focus Areas: Behavioral Health

- Increase the # of trained Peer Support Specialists in shortage areas
- Increase the # of Louisianans trained in mental health first aid
- Improve ratio of mental health providers (timely access)

**Peer Initiative Program (P.I.L.O.T.)
& Expansion**

Ken Brown
CEO Peer Initiative

Grant Follow Up: The True Value of A BCBS LA Foundation Angels of Change Award

Ken Brown
CEO Peer Initiative
(337) 853-5579
Ken.brown@peer-initiative.com



Suicide in Louisiana



2021 Data

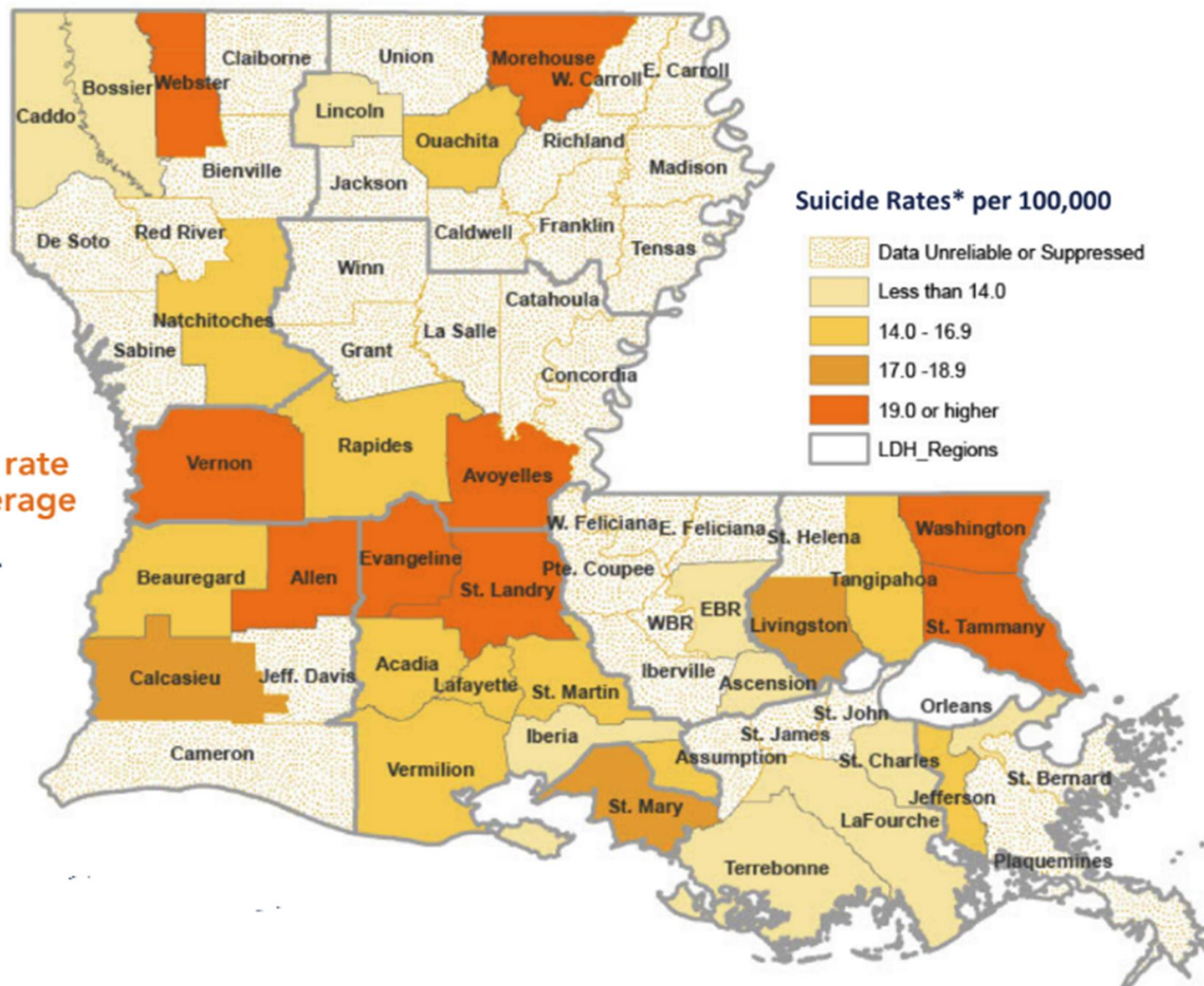
Suicide was the **12th leading cause of death** in Louisiana.

Suicide was the **3rd leading cause of death** for Louisianans ages **10-24** (10.7 per 100,000) and **25-34** (17.4 per 100,000).^{1,3}

Louisiana's age-adjusted **suicide rate was higher than the national average** at 14.8 per 100,000 people in Louisiana, compared to 14.1 per 100,000 people nationally.³

Hammond/Slidell region experienced the highest rates of suicide, with 113 lives lost.¹

Suicide Death Rates* by Parish, All Ages, Louisiana 2018-2021³



PEER INITIATIVE GOALS

To increase teen safety by:

1. IMPLEMENTING PEER SUPPORT STATE WIDE

- Partner with HSAs



2. TRAINING STUDENTS STATE WIDE

- SafeTALK: 15 and older
- ASIST: 16 and older
- Partnered with LDOH
- Gather data showing effectiveness so training can be offered as part of federal grant programming.



3. ADVOCACY

- Enforce laws mandating teacher training
- Lessen administrative burdens on school counselors so they can provide much needed mental health care to students.



CONNECTIONS MADE THROUGH THE BCBS LA FOUNDATION:



PEER INITIATIVE



Partner with us.



Q&A



Molly Marker

State Director

mmarker@la.imaginationlibrary.com

225-308-3895

Dolly Parton's Imagination Library

Flagship Program of The Dollywood Foundation

- Grassroots, community-based book gifting program
- Mails high-quality, age-appropriate books to children from birth until 5th birthday
- Free to the family, no matter their income

3 Million

Children receive a book monthly in 5 countries (US, Canada, UK, Ireland & Australia)

232 Million

Total books gifted since starting in Tennessee in 1995

Best Practice Award from the US Library of Congress for addressing social barriers to literacy





Proven

Inclusive

Trustworthy

Scalable

**Quick
Start Up**

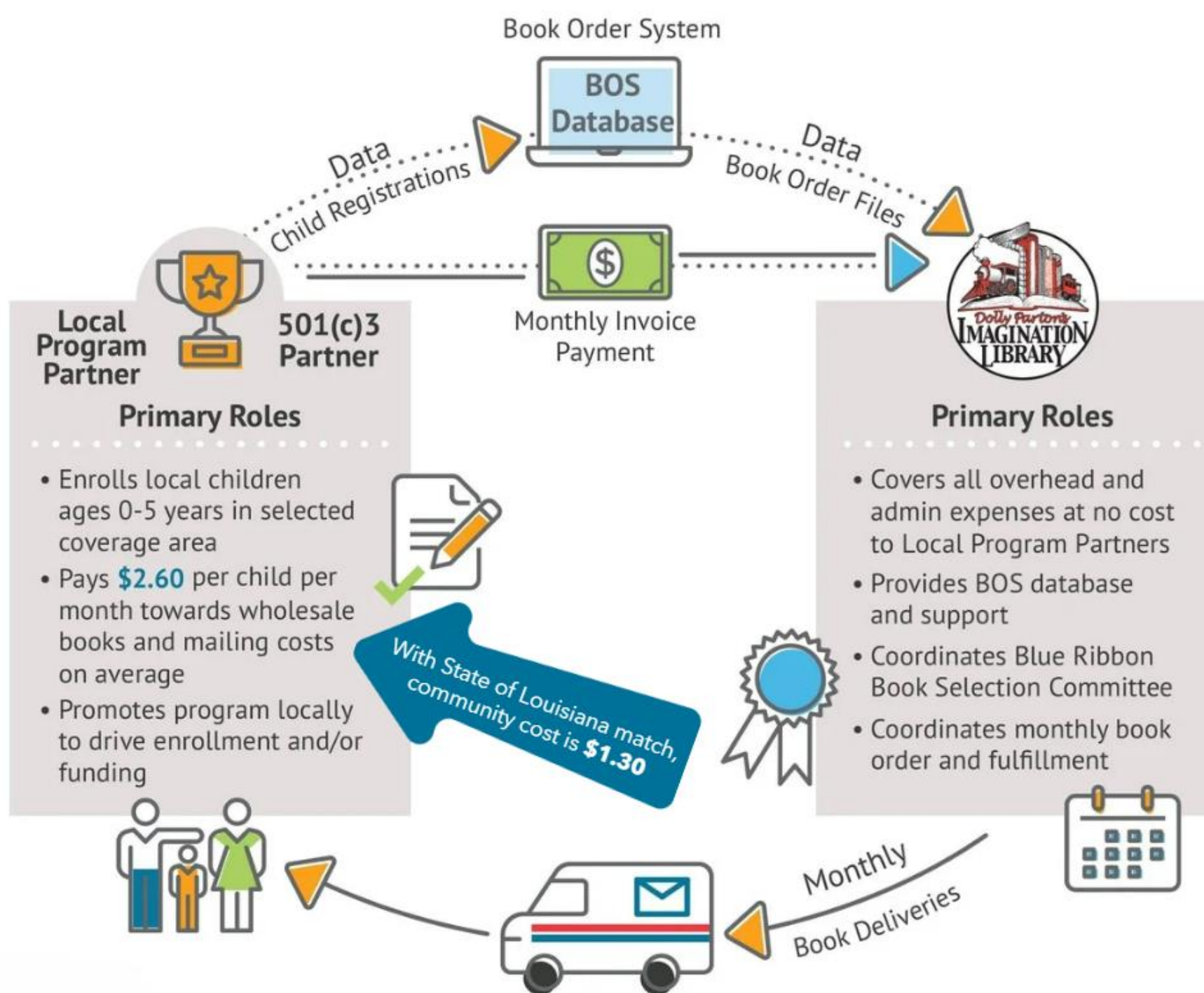
Affordable

**Customize
d
Books**

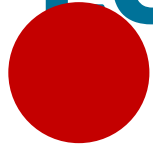
**High
Quality**

Impactful

**Partnership
Model**

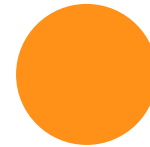


Imagination Library of Louisiana



1:1 State Match for Books & Mailing

\$2.60 per child per month → \$1.30



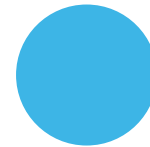
In-State Team (Fall 2024)

Statewide coordination & LPP support



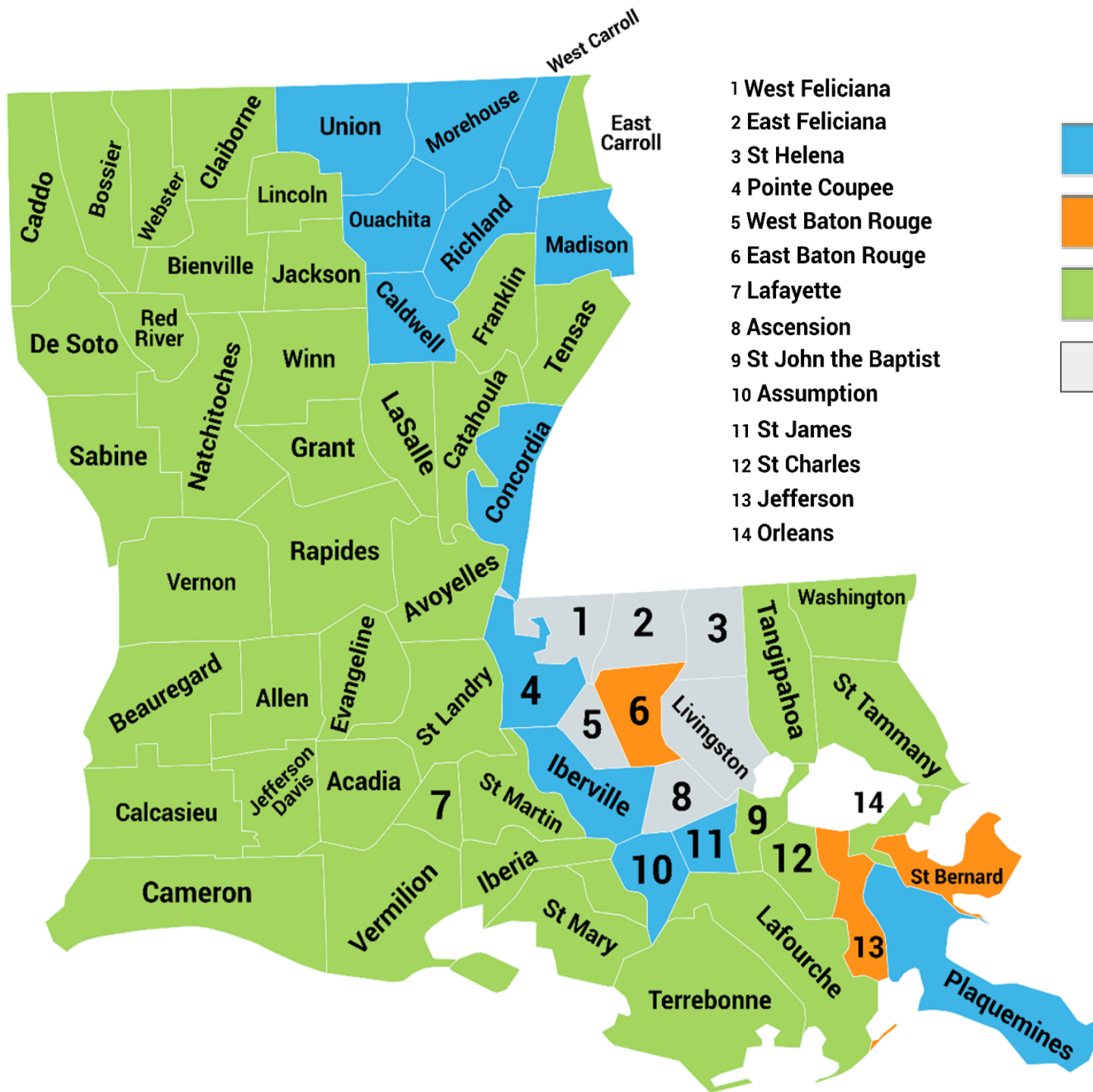
Every Zip Code in All 64 Parishes

- Every eligible child can register online
- Community outreach
- Special programs



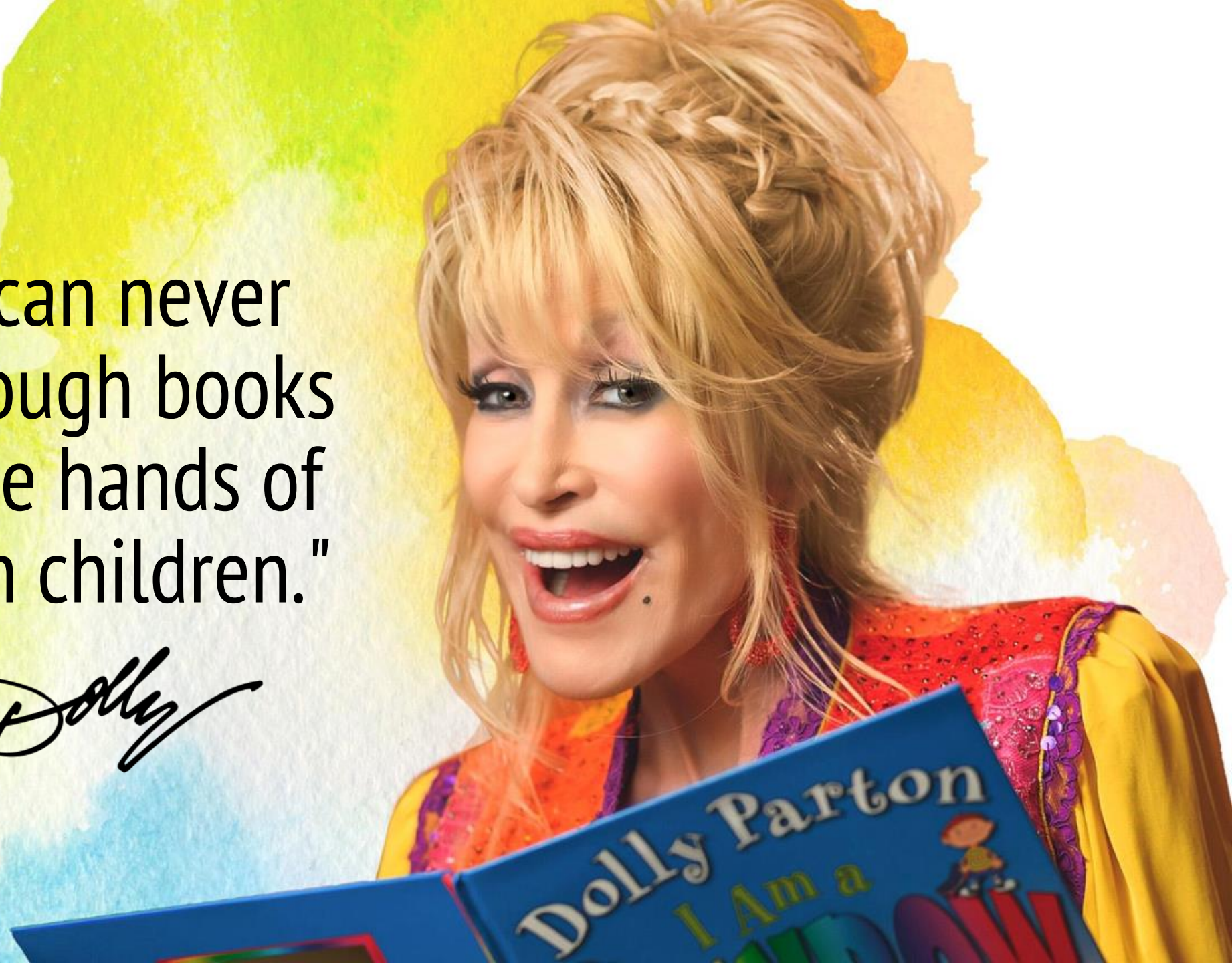
From > 10% to 65%+ enrollment

- *September 2023:* 19,500
- *Now:* 33,000
- *Goal:* 195,000 of 300,000 eligible



"You can never
get enough books
into the hands of
enough children."

Dolly



Thank You!



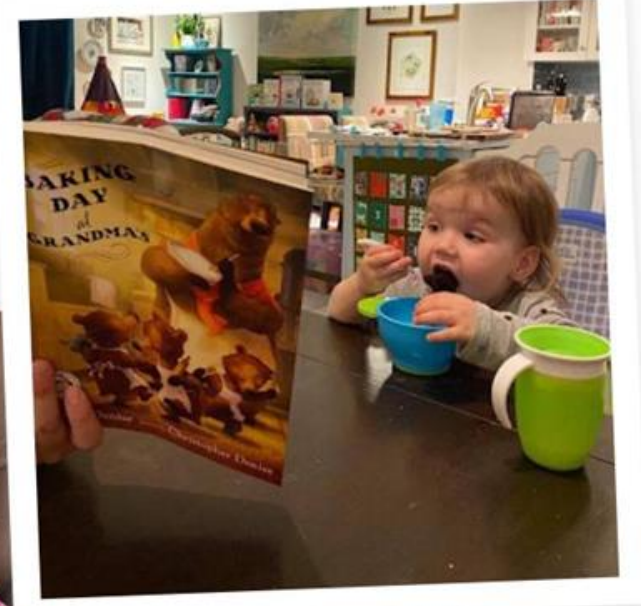
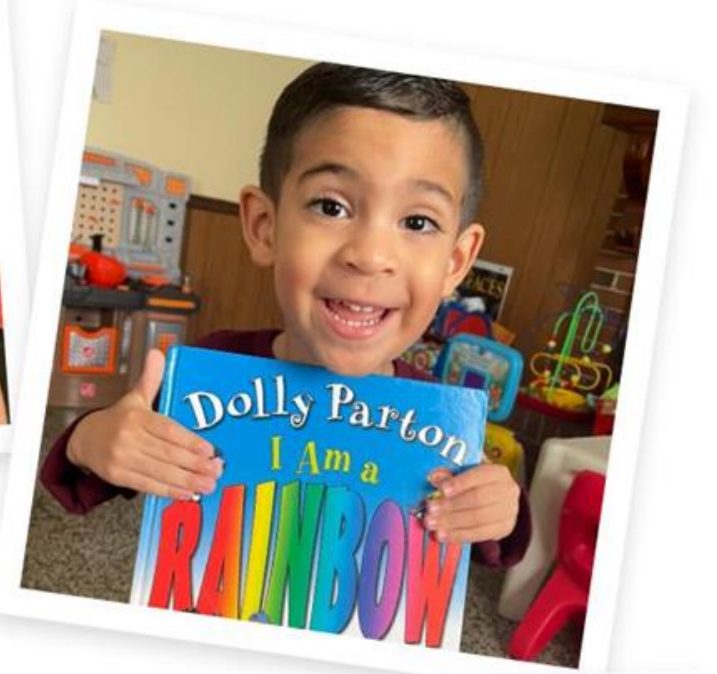
Molly Marker

State Director

mmarker@la.imaginationlibrary.com

225-308-3895

IMAGINATIONLIBRARY.COM





Q&A

Other Good Ideas to Spread

- Together Louisiana: Community Lighthouses
- Health & Education Alliance of Louisiana
- LSU School of Social Work
- HealthCare Career Central
- BRYC: Health Fellows
- Groceries to Geaux: Second Harvest's Home Delivery Program for Seniors



FEATURED STORY

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**Learn how partners
across Louisiana are
closing the nursing gap.**

Since 2018, the Blue Cross Foundation has facilitated funding, coalition-building, and advocacy work to create and share collaborative models that graduate more qualified nurses. [Read our case study and learn more about our partners.](#)

bcbslafoundation.org



Agenda

- 10 AM** | Arrival & Networking
- 10:15 AM** | Welcome & Introductions
- 11:00 AM** | Partner Bright Spots
- 12 PM** | **Lunch/Networking Break**
- 12:15 PM** | LDH Presentation/Lunch
- 1:00** | Collaboration Discussion
- 1:20 PM** | Louisiana Blue Resources
- 2:00 PM** | Closing Remarks

Sit by someone new

Say Hello!

Please introduce yourself:

- Name
- Organization
- Angel or grant partner?
- One sentence mission summary
- Land the plane!

**Land the
plane!**

