

Innovative HCB Practices Aimed at Improving Community 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.



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

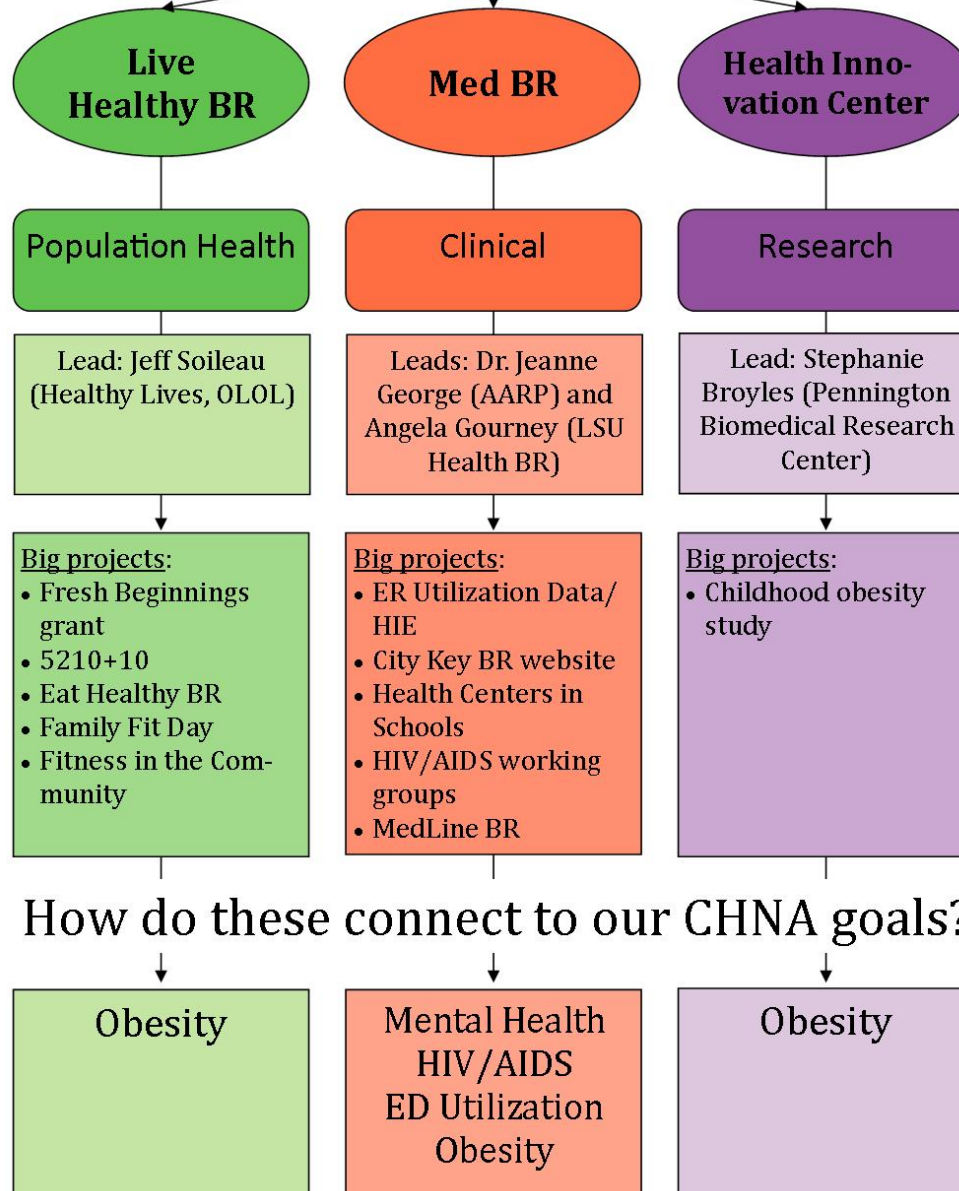




Mayor's Healthy City Initiative



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.

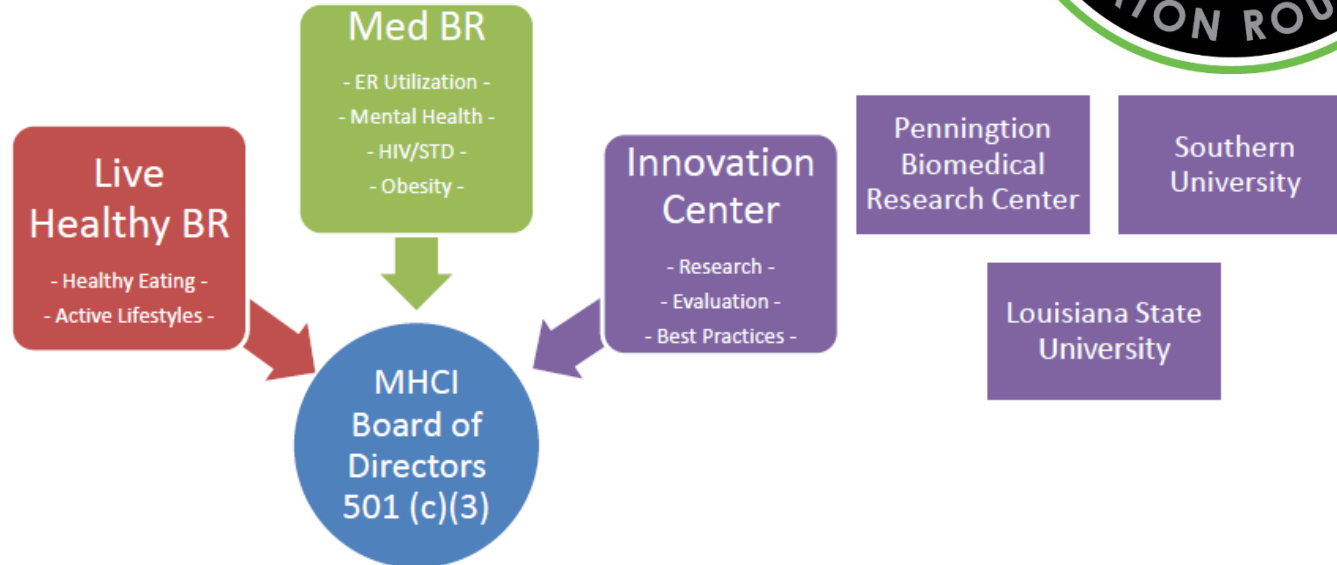
Med BR Mission: To connect, coordinate, and communicate resources for medical, dental, and prescription services with a focus on the medically fragile, vulnerable populations and the uninsured and underinsured.

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

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|------------------------------------|------------------------------|---------------------|---------------------------|---------------------------------------|-------------------------|----------------------------|
| 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 |

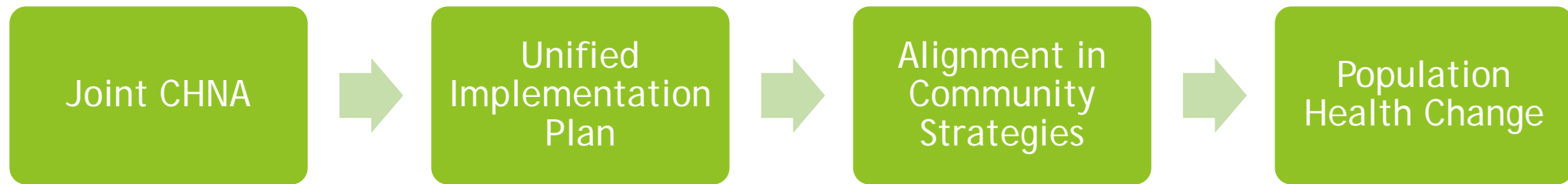


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|-----------------------|---------------------------------|----------------|-----------------------|---------------------|-------------------------|
| YMCA | AHA | DHH | BRDA | BREDA | BREC |
| BRASS/Bike BR | BCBS/BCBSLAF | Better BR | MYAC | CPEX | 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 | | | |



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|-----------------|---|--|---|------------------------|---|--------------------------|
| 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 |

Central Idea

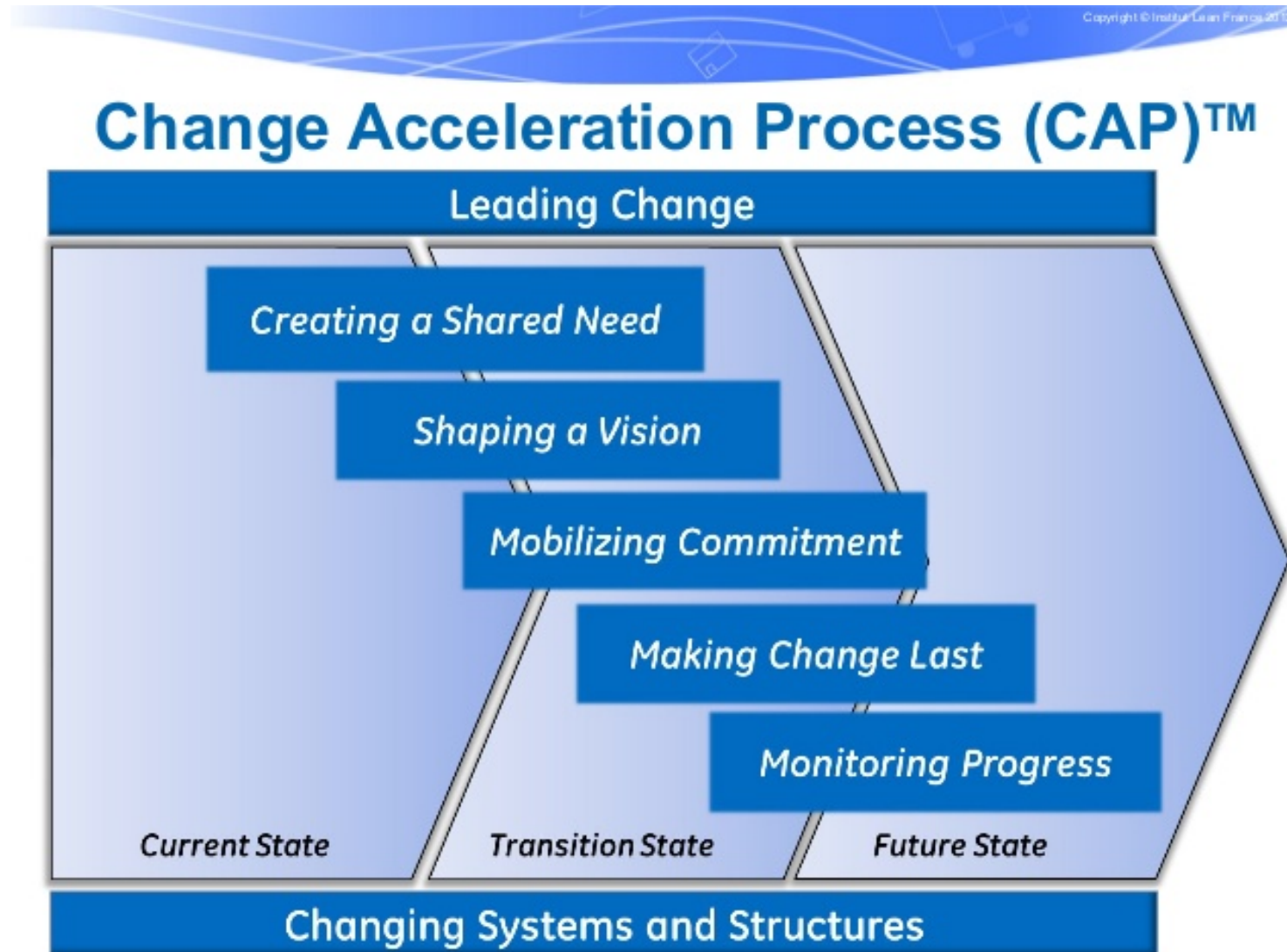


Role of the City

- Leadership/champion
 - Board composition
- Neutral third party
- Coordinating staffer



Key Characteristics





Results

- Interim progress measures vs. population health outcomes
- Online data dashboard



CITY KEY

UNLOCKING BATON ROUGE

