TRANSFORMING A RURAL COMMUNITY BY ENGAGING CITY LEADERS, LEGISLATURES AND CROSS SECTOR PARTNERS
Presentation Overview

- Bureau Overview
- Building Healthy Spaces and Places
- Building Healthy Communities
- Healthy Communities Pilot Project
- Framework
- Accomplishments
Bureau Overview
# Bureau of Chronic Disease Prevention and Health Promotion

**Brand**
Well-Ahead Louisiana

**Mission**
Connecting Louisiana Communities to a Healthier Future

**Vision**
Reduce the burden of chronic disease for all Louisiana residents

**Programs**
- Early Care and School Health Promotion
- Obesity and Management Prevention
- Diabetes Management and Prevention
- Heart Disease Management and Prevention
- Oral Health Promotion
- Tobacco Cessation and Prevention
- WellSpot Designation

<table>
<thead>
<tr>
<th>Priority Area</th>
<th>Description</th>
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<tbody>
<tr>
<td>Healthy Start</td>
<td>Promotes environments that support a healthy childhood (0-18 years) through physical activity and nutrition</td>
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<td>Healthy Weight</td>
<td>Ensures Louisiana residents have resources to eat well and be active to prevent obesity and diabetes</td>
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<td>Healthy Hearts</td>
<td>Increases the adoption of clinical best practices to improve the management of chronic disease and prevent heart attacks and strokes</td>
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<td>Healthy Smiles</td>
<td>Promotes oral health through education and expanded access to preventive dental services</td>
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<td>Healthy Air</td>
<td>Increases access to clean air and connects Louisiana residents to tobacco cessation services</td>
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<td>Healthy Communities</td>
<td>Creates a statewide community-based network that promotes health in all places and spaces</td>
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Bureau of Primary Care and Rural Health

Mission
To improve the health of Louisiana residents in rural and underserved communities by working proactively to build health systems’ capacity for integration, efficiency, and delivery of quality health care services.

Vision
Breaking barriers to assure access to quality healthcare for all residents.

Programs
- State Office of Rural Health
- Medicare Rural Hospital Flex
- Small Hospital Improvement Program
- State Loan Repayment
- Rural Provider Support Programs
- Primary Care Office
- HPSA Designation

Supports rural and underserved Louisiana communities through the following strategic priorities and goals.

- Develop and sustain strong community partnerships and support the rural and underserved health care safety net.
- Promote promising practices that help providers to achieve integrated health care delivery.
- Attract, engage, recruit and retain workforces that help to successfully sustain a quality health care system in rural and underserved areas.
- Increase access to high quality primary health care.
- Use education and training to help providers remain viable and available to meet the health needs of residents.
- Collaborate with providers to develop networks that strengthens the health system, minimizes duplication, builds capacity, and eliminates health disparities.
BUILDING
HEALTHY SPACES & PLACES
**Ultimate Goal:** Change the health environment in the places and spaces where we spend most of our time so that the healthy choice becomes the easy choice for Louisiana residents.

**What is WellSpot Designation?**
- Launched in 2014
- New and creative way to combat chronic disease
- From silos to collaboration
- 8 Benchmark sets – child care centers, schools, colleges/universities, worksites, restaurants, hospitals, healthcare facilities and faith-based organizations
- WellSpot Designation: Level 1, Level 2, Level 3
- **Ultimate goal:** Make the healthy choice the easy choice!

**What have we achieved?**
- **Total WellSpots:** 2,872
- **Total Level 2 WellSpots:** 1,007
- **Total Level 1 WellSpots:** 528
- **Evidence-based initiatives implemented:** over 9,000
- **National Recognition**
  - 2017 Wellness Frontiers Award (Healthcare Leadership Council)
  - 2017 Community Impact Award (NACDD)
Healthcare Facilities Benchmark Set

- Comprehensive tobacco-free policy
- Tobacco cessation coverage within employee health plans
- Promotion of the Quitline or other approved cessation organization
- Designation as a Breastfeeding-Friendly Workplace or Champion
- Team-based care & training
- SOP for incoming and outgoing referrals
- Implementation of culturally and linguistically sensitive practices
- Provide patient education
- Enroll as a fax to quit provider

- Worksite Wellness Program – Beginning Implementation
- Worksite Wellness Program – Partial Implementation
- Worksite Wellness Program – Full Implementation
- Promotion of 5-2-1-0
- Adoption of a nutrition-based policy (healthy meeting and/or healthy vending)
- Promotion of self-assessment tools for prediabetes and heart health
- Refer to DSME and/or DPP outpatient care
Where Do We Go From Here?

We must move from creating healthy places to creating healthy communities!

• Culture change is key to changing health behaviors
• Culture change happens locally
• We must be catalysts for local movements
• We must change the way local leaders understand the “problem” and its causes
• We must be the connector to resources on how to solve the problem
• We must do this in a strategic and coordinated way
• We must build on the success of the existing Well-Ahead frameworks and networks
BUILDING HEALTHY COMMUNITIES
Healthy People 2020

Approach to Social Determinants of Health
Health Impact Model

- Counseling and Education
  Examples: Eat Healthy and Exercise

- Clinical Interventions
  Examples: Medicine for High Blood Pressure, Diabetes

- Long-lasting, Protective Interventions
  Examples: Vaccines, Smoking Cessation, Colonoscopy

- Changing the Context to Make Individuals’ Default Decision Healthy
  Examples: Flouridation, Smoke-Free Laws, Tobacco Tax

- Socioeconomic Factors
  Examples: Poverty, Education, Housing, Inequality
Policy, System, Environmental Change

- **Policy**
  - Interventions that create or amend laws, ordinances, resolutions, mandates, regulations, or rules.

- **System**
  - Interventions that impact all elements of an organization, institution, or system.

- **Environmental**
  - Interventions that involve physical or material changes to the economic, social, or physical environment.
Healthy Communities: Background

Partners:
All health is local
How do we get work from the state to the regional to the local level?

Mayors/Local Leaders: What more can we do?
Spearhead a Local Movement

Well-Ahead: What is our role in meeting this need?
Conveners, Connectors and Coaches
Well-Ahead Healthy Communities

- Well-Ahead Healthy Community Pilot for Rural Communities
- Research Healthy Community Models
  - Robert Wood Johnson Foundation
  - MAPP
  - State by State Models
- Statewide Extensive Research
  - Determine intersection of need & readiness
  - Opportunities to layer efforts of partners
  - Interviewed medical directors, state & regional partners

Drivers of Success:
What Catalyzes Lasting Change in Community?
What Would Healthy Community Coaching Look Like?

Well-Ahead would assist community leaders (mayors, parish presidents, etc.) with:

• Assessing community needs and resources
• Forming effective healthy community coalitions
• Implementing evidence-based strategies for community health impact

ULTIMATE GOAL: Empower communities to own change that can produce measurable impact on the health of their residents
RWJ Roadmaps to Health

- Move from data to evidence informed action
- Focus across health factors - include social and economic factors
- Policy, System and Environmental Change
Influencers of Health

Health is about more than what happens at the doctor's office. The places where we live, learn, work, and play, the choices we make, and the opportunities we have all matter to our physical, mental, and social well-being.
WELL-AHEAD
HEALTHY COMMUNITIES
PILOT
State of Health In Louisiana & Washington Parish (County)

Well-Ahead Healthy Community Pilot - Bogalusa Strong
December 2017

Louisiana is 50th in overall health rankings in the nation.

Washington Parish:

62nd - Length of Life

60th - Health Outcomes

52nd - Quality of Life

Leading Causes of Death:

Cancer & Heart Disease

Life Expectancy: 72.4 (LA 76.1)
Adult Obesity Rate: 32% (LA 29%)
Physically Inactive: 37% (LA 29%)
Diabetes Prevalence: 18% (LA 12%)
Child Poverty Rate: 36% (LA 29%)

Rural: 67%
WP Population: 46,633
City of Bogalusa Pop: 11,000
Well-Ahead Healthy Communities
Community Readiness

- Intersection of need & readiness
- Opportunities to layer efforts of partners
- Medical directors, state & regional partners in agreement
- Hunger for Hope - “Not Just Survive But Thrive”
- Elected officials ready for change & willing to commit to engage
- Lead organizations have pockets of work
- Open to guidance
- Committed & engaged community members
- Mix of passionate leadership and “worker bees”
Mobilizing The Community

- **Strategic Planning- RWJ Leadership Coaching**

- **Conveners**
  - Lead in gathering partners together to build and coordinate the work.

- **Connectors**
  - Create evidence-based road map for communities and community leaders to follow to implement the most effective strategies.

- **Coaches**
  - Provide healthy community coaching and technical assistance to guide community leaders through the process.

- **Quick Wins**
  - Not just talk & meet
FRAMEWORK FOR SUCCESS
LSU AgCenter & Well-Ahead
Healthy Community Collaborative

LSU AgCenter
Research · Extension · Teaching

WELL-AHEAD
WELLAHEADLA.COM

OUR LADY OF THE ANGELS HOSPITAL
In the late 1800s, the Cooperative Extension System was created to address rural agricultural issues, but it has since changed to adapt to a wider range of needs in both urban and rural areas.

Nation’s Land-Grant University (LGU) System, includes the 1,862 public universities; the 1,890 historically black colleges and universities (HBCU), Tuskegee University; and the 1,994 tribal colleges and universities.

Through Cooperative Extension, land-grant colleges and universities bring vital, practical information to agricultural producers, small business owners, consumers, families, and youth.

Cooperative Extension provides research-based information to its range of audiences.

Through Extension, land-grant institutions reach out to offer their resources to address the public needs.
LSU AgCenter’s mission is to provide the people of Louisiana with research-based educational information that will improve their lives and economic well-being.

The LSU AgCenter plays an integral role in supporting agricultural industries, enhancing the environment, and improving the quality of life through its 4-H youth, family and consumer sciences, community development programs, healthy community coalition initiatives.

County agents, family and consumer scientists, and 4-H agents have offices in each of the state's 64 parishes (counties).
Engaging Elected Officials & Stakeholders

**First Step-Not An Afterthought**
- Scheduled 1 on 1 meetings or with groups of stakeholder supporters
  - District State Senators & Representatives
  - Mayors
  - City Council Members
  - Hospital Administration

- **Formed an Executive Committee**
  - Our Lady of Angels Hospital
  - LSU AgCenter
  - Well-Ahead LA
  - RWJ Leadership Coach

**Formed A Mayor’s Wellness Council**
- Mayor
- State Senator and Representative
- City Council Members
- School Superintendent
- Headstart Administration
- Large Employers Representatives
- Regional OPH Medical Director
- Regional OPH Social Services Director
- Hospital Administration
- Largest Civic Organizations
- Non-Profit Organizations
- Local Human Service Coalition Chairman
Timeline for Community Engagement

- **January 2018**: Met weekly during the first six months

- **February 2018**: Formed Bogalusa Mayor’s Wellness Council, meets quarterly and acts as advisory stakeholder council to the Healthy Bogalusa Movement

- **March 2018**: LSU AgCenter facilitated Healthy Bogalusa Community Forum, 75 community stakeholders/community members attended alongside numerous elected officials

- **May 2018**: First Monthly Bogalusa Strong Community General Meeting, 60 elected officials, community partners, residents attend monthly meetings
Bogalusa Strong

A collaborative partnership of community members, leaders, businesses and organizations working together to improve our quality of life by removing barriers to good health and by promoting physical, social, and environmental health where we live, learn, work, pray and play.

Supported by: Mayor’s Wellness Council, Our Lady of Angels Hospital, LSU AgCenter, Well-Ahead Louisiana

➢ Vision: Creating a healthier community together where all people thrive

➢ Mission: Empowering people to create healthy environments and lead healthy lives
Bogalusa Strong Organizational Chart

- Mayors Wellness Council
  - Executive Committee

- Bogalusa Strong Community Coalition
  - Get Moving, Be Healthy
  - Breaking Barriers to Good Health/Healthy Places

- Bogalusa Strong Leadership Team
  - Emotional & Behavioral Health
  - Healthy Eating

Breaking Barriers to Good Health/Healthy Places
In under a year Bogalusa Strong successfully launched...

4 Focus Groups:

1. Behavioral and Emotional Health
2. Healthy Places/Breaking Barriers to Good Health (Schools & Early Childhood, Businesses/Workplaces, Senior Services, Churches)
3. Healthy Eating
4. Get Moving, Be Healthy

- Focus groups formed based on the results of Our Lady of Angels Hospital’s Community Health Needs Assessment, OPH Regional Needs Assessment, State Health Improvement Plan & the Community Forum Results
- Each focus group led by a community champion & co-champion
  - Coalition leadership training provided
  - Each has elected official involved along with residents
- Focus groups created action plans for 30 community projects
Collaborations

- Collaboration-110 active partners
  - Rural Hospital; FQHC; OPH Health Unit; Behavioral Health Clinics; Nursing Schools; Tulane Bogalusa Heart Study Clinic; Primary Care Practitioners

- Database of more than 550 local community members, leaders, businesses and organizations

- Partner organizations social media reach 10,000

- Bogalusa Strong, community partners applied for 3 million in grants

- City of Bogalusa - $4.3 million in DOTD Road Transfer Credits

“The collaborative partnerships that have formed are empowering people to step up and actually take positive steps toward creating a healthier environment.”
Joannie Miller, Retired BCS Nutrition Supervisor

@BogalusaStrong
SUCCESS
Bogalusa Strong Accomplishments
Get Moving, Be Healthy

- Goodyear Fitness Park
- Parks Alive-City Parks Revitalization Project
- Walk With A Doc
- Community Walking Clubs
- Silvercize Senior Exercise Program-YMCA
- Painted Playspace Playground & Exercise Stencils
  ✔ Bogalusa Headstart
  ✔ YMCA
  ✔ Bogalusa City Schools
  ✔ City Parks

“The stencils have been a big hit. Since stencils painted in city parks we see everyone now doing yoga poses, playing hopscotch. At least 50% of park visitors utilizing and it has generated energy to revitalize all parks. We are becoming a healthier community because of it.
Landon Tims, City of Bogalusa Parks & Recreation Director
Bogalusa Strong Accomplishments
Get Moving, Be Healthy

- Community Health by Design Workshop/Walking Audit
- Road transfer resolution for 4.3 million credits to include new road overlays to incorporate bike and pedestrian lanes
- Bike path planned through City of Bogalusa
Community Family Bike Nights
Get Moving, Be Healthy

➢ Bike Restoration Project
Bogalusa Strong Accomplishments
Get Moving, Be Healthy

➢ 2nd Annual Mayor’s Walk
Bogalusa Strong Accomplishments
Healthy Eating

➢ Smart Lunchroom Training for BCS Cafeteria Staff & Signage
➢ Farmer’s Market Promotion
➢ Healthy Check Outs
➢ Stock Healthy Shop Healthy
➢ Nutrition Education Sessions
➢ Blender Bike Presentations
➢ City, School and Community Gardens
➢ Second Harvest Food Bank Expansion
➢ City-Wide Weight Loss Program
➢ Faithful Families Eating Smart Moving More-
  Congregational Wellness
Bogalusa Strong Accomplishments
Breaking Barriers to Good Health/Healthy Places

➢ City Community Resource Guide
➢ Bogalusa Helping Hands-Homeless Coalition
➢ Cutt’n The Pressure (Barbershop Blood Pressure Screenings)
➢ Cancer Survivorship Grant Program
  (Behavioral, Physical Activity, Nutrition, Survivors Garden)
➢ Congregational Wellness Initiative
  (Church Health Ministers/Wellness Committees)
➢ Weekend Backpack for Kids Food Program
➢ Wise Woman Ambassadors-Heart Health
➢ Bogalusa Unity Initiative
➢ Improve Environment-Eliminate Physical Blight
➢ Buckle Me Up-Child Safety Initiative
➢ Teen Pregnancy/STI/HIV Prevention
➢ WellSpot Designations
Bogalusa Strong Accomplishments
Behavioral & Emotional Health

- Independence from Tobacco City-Wide Campaign
- Opioid Use Social Media Educational Campaign
- Substance Use Support & Rehab Community Resource Guide
- Washington Parish Opioid Consortium
- Parish Detox Center Promotion
- PALS (Parents of Addicted Loved Ones)
- Children of Addiction Support Group
- Operation Angel Community Promotion
- End the Epidemic Town Hall Forum
- Mental Health Service for Seniors
- Bereavement Support Groups
Community Clinical Linkages

- **FQHC – OLOAH linkage**
  - Increase referrals
  - Overcoming communication barriers
  - Increase mammography and HIV screenings
- **Washington Parish Health Unit opioid use addiction services linkage**
- **Incorporated into OLOAH Strategic Community Benefits Plan**
- **Improve community screening referral process**
- **Social determinants of health hospital and clinic questionnaire – link to community resource guide**
- **Transportation resources for clinic visits**
- **Physician school teen pregnancy education**
- **STI/HIV screenings available during occupational drug screenings**
- **Economic Impact of Local Healthcare Educational Campaign**
  - City council and community leaders
- **Addressing racial distrust**
  - Identifying racial barriers
    - Increased education
- **Hospital public relations campaign**
  - Survey
    - Why are residents leaving the parish for clinic visits?

“In a relatively short amount of time, the organization has managed to bring likeminded groups and individuals to the table for cooperative efforts as well as serving as an inspirational model that helps us focus our energies and point us in the direction of resources and support.” Bruce Sampson, Business Owner
Policy, System, Environmental Change

**Policy**
- Increase Healthy Meeting, Vending, Breastfeeding, Tobacco Policies
- City Bike & Pedestrian Plan
- All Schools Well-Ahead WellSpots

**System**
- Homeless Referral System
- City/Parish Community Resource Guide
- Operation Angel
- Community-Clinical Linkages
- School-YMCA Connection
- YMCA-Healthcare Plan Memberships
- OLOAH Community Benefits Strategic Plan

**Environmental**
- Increase Exercise Opportunities
- Playground-Yoga-Exercise Stations
- City Park Equipment
- Park Alive Renovations
- School & Community Gardens
- Cancer Survivor Garden
- YMCA Capital Funding Plan
- Walking Paths
- Fitness Park
Awards

National Organization of State Offices of Rural Health
Community Star Award

Louisiana Rural Health Legislator of the Year
Representative Malinda White

*National Health Outreach Conference
Grant Funding

$10,000 - Increasing Healthy Behaviors Among Cancer Survivors in Rural Communities Grant

$35,000 Well-Ahead Project Grant:
- Bike Racks
- City Park Equipment
- City Street Stencils*
- National Bike & Pedestrian Plan Consultants
- Smarter Lunchroom School Training & Signage
- Walking Path
- Blender Bike
- PlaySpace Playground/Exercise Stencils & Supplies
- City Website Community Resource Design
- Cancer Survivors, School & Community Garden Supplies & Benches*

*Louisiana Healthy Community Coalition Grant Partner
What Is The Community Saying?

“Bogalusa Strong is giving citizens purpose and a greater meaning to life. It is restoring hope, health and happiness to our community.” Mayor Wendy Perrette

- “First and foremost, it has had a strong impact by pulling partners together and showing that there is a strong desire for an improvement of the quality of life in our community. It has set the tone and mood of community members who are visionaries and offered a hope for a brighter future for future generations.”
  Wendy Williams, Save Bogalusa Executive Director

- “Community needs identified and being addressed in sub-committees. One group isn’t responsible for everything; instead, we all have a role in an area that we care strongly about.”
  Rhonda Gunnell, ADAPT

- “Bogalusa Strong has been a great way to reconnect community partners and align their energies for a common goal, which is to make our community healthier in every way possible.”
  Jay Schultz, Business Owner

- “Unity. Commitment. Togetherness. Pride in Bogalusa from our community members is stirring again. People are proud to be from Bogalusa again. I see a shift happening in our city.”
  Brandi Beaudette, YMCA
Bogalusa
Welcome To Our City
Successful Steps

- Ready Community
- Elected Officials Buy-In
- Formed Mayors Wellness Council
- Partnered with Other Existing Coalitions & Community Projects
- Partnered with Healthcare Providers-Rural Hospitals, Clinics, FQHC
- Large Volume of Diverse Partners
- Listen & Care
  - To be in you have to be a trusted friend!
  - Every conversation matters
- Chose Projects Community Felt Important
  - Projects community driven
- Low Hanging Fruit-Quick Wins
  - Not just talk & meetings
- Strategic Short Term-Long Term Action Planning and Evaluation Planning
- Awards and National Recognition
- Diverse Funding Portfolio, Collaborative Leadership, Evidence-Based Strategies

“The most positive things are the many successful events that continue to occur throughout the year that bring people together to promote physical, social, and environmental health for our local community. We are not slowing down; rather we are continuing to grow by including more services and growing community awareness.” Rhonda Gunnell, ADAPT
Conclusion: Well-Ahead Communities

**Ultimate Goal:** Empower communities to own change that can produce measurable impact on the health of their residents

**What is Well-Ahead’s role?**
- Conveners
- Connectors
- Coaches

**What’s next?**
- Finalize the Well-Ahead Healthy Community Roadmap & Mini-Website for City & Parish Leaders
- Seek Funding to Build Capacity
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