



# 2016 Annual Report

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<http://nola.gov/health-department/data-and-publications/#Annual%20Report>

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# Vision, Mission, Values



## Vision

Building a healthy New Orleans through equitable social and environmental conditions and through policies, programs and partnerships that promote health.

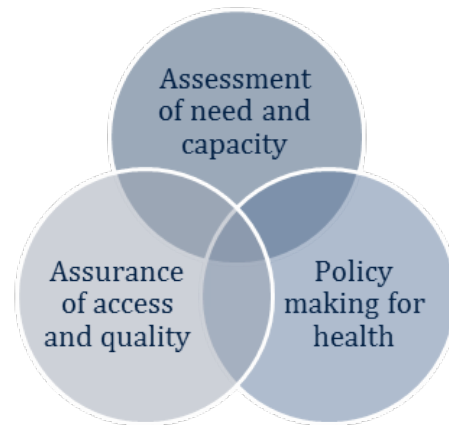
## Mission

Protect, promote and improve the health of all where we live, learn, work and play.

## Values

The following core values are the principles and beliefs that inspire our work and guide our behavior:

1. **People-centered**
2. **Equity**
3. **Accountability**
4. **Integrity**
5. **Excellence**
6. **Transparency**
7. **Collaboration**
8. **Responsiveness**
9. **Innovation**
10. **Diversity and Inclusion**



**Core Public Health Functions**

# Improve Access to Health Care

## Increasing the percentage of people with medical insurance

The implementation of the Affordable Care Act has brought rates of uninsured in New Orleans and Louisiana to an all-time low, particularly since Medicaid expansion was enacted in the state in 2016. We supported the State's expansion of Medicaid and have worked alongside local community health centers to help enroll individuals in health coverage through expanded Medicaid. As of late 2016, 44,000 New Orleanians had healthcare coverage due to the state's Medicaid expansion. In addition, 24,000 of our residents were insured through the Health Insurance Marketplace.

We continue to provide enrollment assistance for the ACA's Health Insurance Marketplace. We participated in the White House Healthy Communities Challenge, a national initiative to promote health coverage. We worked with barbershops and beauty salons to spread the word about enrollment and held a "Citywide Day of Enrollment" featuring events across the city offering enrollment assistance.



Our programs Health Care for the Homeless and Healthy Start are Medicaid enrollment centers.

## Increasing usage of primary care

As a part of the Living Cities "City Accelerator" we worked with 504HealthNet (the umbrella organization for the region's community health centers) to examine barriers to utilizing primary care. This summer, we trained 12 residents as "Health Ambassadors," giving them skills to encourage friends, family, and neighbors to seek out primary care and other preventative health services.



# Improve Access to Health Care: Safety Net

## Health Care for the Homeless

Our Health Care for the Homeless program provides comprehensive primary care and dental services to our homeless, uninsured and underinsured population at 3 locations. In 2016, we provided services to 4,917 individuals.



Our main clinic site is in Central City, with services for youth provided at Covenant House. This year was the 2<sup>nd</sup> anniversary of our site at the VA Community Resource and Referral Center (CRRC) downtown.

Baptist Community Ministries awarded us \$539K to develop a Uniformed Patient Referral System. This system will increase coordinated care between multidisciplinary agencies across the GNO area.

In August, Delta Dental Community Care Foundation awarded \$10,000 for our denture assistance program. This will afford at least 10 patients the opportunity to receive their dentures at no cost.

## Ryan White HIV/AIDS (Office of Health Policy and Funding)

The Ryan White HIV/AIDS Program funds Community Based Organizations to provide comprehensive HIV treatment and support services to eligible residents in eight parishes. We served 5,255 individuals in 2016.



This year we added 2 new service providers – St. Thomas Community Health Center & Frontline Legal Services.

Our clients consistently report a high degree of satisfaction with services and strong clinical outcomes. This year, 80% of clients in Ryan White care achieved viral suppression, compared to 60% in the New Orleans Metro area and the national average of 25% viral suppression among all people living with HIV/AIDS.

# Improve Access to Behavioral Health Services

## Increasing interagency coordination among behavioral health service providers

Behavioral health – mental health and substance abuse – remains a top public health concern. Alongside new leadership at Metropolitan Human Services District, we relaunched the Behavioral Health Council, a community leadership body that serves as a forum for developing strategies to improve behavioral health.

## Expanding access to services

Our Community Alternatives Program, a mental health diversion program at Municipal Court, assisted 68 participants in 2016.

We secured \$2.4M in federal funding through SAMHSA to support housing and mental health services for homeless individuals.

## Addressing the opioid crisis

In 2016, more people died from accidental drug overdose than from homicide in New Orleans. In January, we issued a heroin public health advisory and a standing order for naloxone (Narcan), which reverses opioid overdoses. We continue to work to expand access to naloxone in an effort to prevent overdose deaths. Our work in this area is looked to statewide as best-practice in opiate response, and we are helping to shape statewide policy.

Everything you need to know about

### Naloxone

How to respond to an overdose

**How to administer Narcan**

1. Remove yellow cap from top and bottom of the plastic tube.
2. Remove plastic cap from vial of Narcan and screw the vial into bottom of tube.
3. Screw atomizer on. Spray half the vial into each nostril by pushing vial up through tube.

**How to respond to an overdose**

**Call 911** Say the person isn't breathing/is struggling to breathe and provide the exact location of the victim.

**Administer naloxone: Intra-nasal A** A bystander can safely and legally spray naloxone into the nose. If they don't revive, give a second dose of naloxone.

**Stay with the person** If you must leave them alone, put them in the "recovery position" by rolling them onto their side. This will keep them from choking if they begin vomiting.

They will wake up in withdrawal from opioids due to the naloxone and should not be allowed to re-use opioids. They will probably not realize that they overdosed.

**Call 911 if you can't revive the person by shaking them or calling their name**

**Signs of an overdose**

- The person is unresponsive
- Slow heart rate: not breathing or breathing less than 10 breaths a minute
- Muscle twitching
- Blue or gray lips and fingernails
- May be making loud uneven gurgling sounds

**Do not** inject the person with anything. Salt, milk or other drugs do not work against the heroin and can cause more harm.

**Do not** put them under the shower.

**Where can I get naloxone?**

The Health Department has standing order so that anyone can pick up Naloxone from the **University Medical Center Outpatient Pharmacy** on the first floor, near the Atrium at 2000 Canal St, New Orleans, LA 70112.

**For more information call 504-658-4748**

**@NOLAhealthdept** **@NOLAhealthdept** **www.nola.gov/health**

# Reduce Murder and Family Violence

## Engaging schools, youth, and communities in violence prevention efforts

We continue to be actively engaged in the NOLA FOR LIFE to prevent violence.

With the support of the National Forum on Youth Violence Prevention, we are working with 5 schools to support them in meeting the needs of traumatized students.



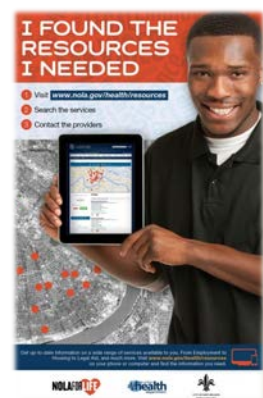
We began a series of activities to engage young people as partners in youth violence prevention, including youth-police dialogues, which bring young people and police officers together for facilitated conversation to promote positive relationships; a summer leadership institute to train young people in skills related to violence prevention; and our upcoming Youth Violence Prevention Summit, which brings together young people and other community partners on an annual basis to help advance our collective work to make the city safer and healthier.



We also launched a new initiative, Making Connections that is aimed at improving mental health and wellbeing for boys and men, with a focus on the St. Roch neighborhood.

## Increasing awareness of available social services and behavioral health resources in New Orleans

Lastly, we continue to maintain our Realtime Resources directory of health and social services, available at [nola.gov/health/resources](http://nola.gov/health/resources).



# Reduce Murder and Family Violence

## Coordinating community response to domestic violence and sexual assault

A significant component of our violence work involves coordinating community response to domestic violence and sexual assault.

In 2016, we continued monitoring the Blueprint for Safety, which coordinates the criminal justice response to domestic violence. We monitor the implementation of these national best practices in local agencies to track our community's progress.



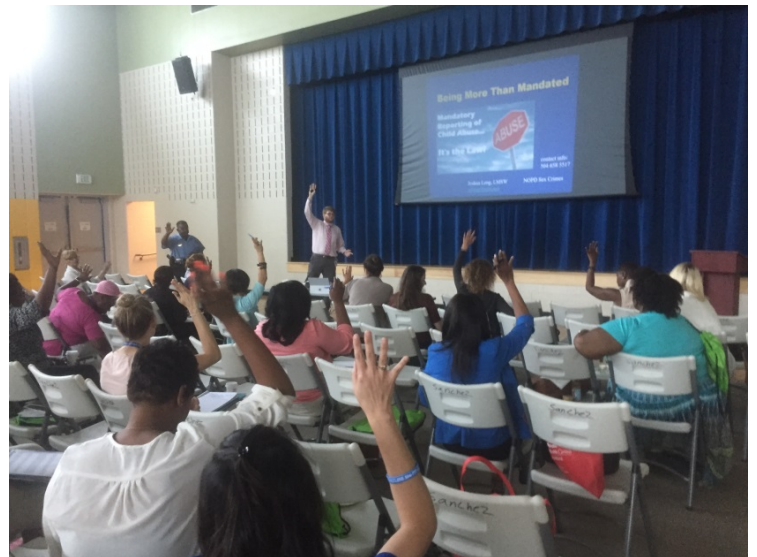
We assisted in developing domestic violence training requirements for NOPD recruits, with special attention to preventing gender bias, and created a domestic violence criminal sentencing guide for Criminal District Court judges.

Along with the New Orleans Family Justice Center, we co-facilitate monthly meetings of the New Orleans Sexual Assault Response Team and the Domestic Violence Advisory Committee.

In conjunction with the New Orleans Family Justice Center, we co-facilitated the Sexual Assault Response Team's 1st Annual Prevention Summit & Community Resource Fair at the A.P. Sanchez Multipurpose Center. Over 130 people attended.

We have served 36 families this year through a family visitation program at Harmony House for families affected by domestic violence.

We also continue to assess and refer WIC participants for risk of domestic violence.





# Reduce Chronic Disease by Improving Nutritional and Physical Fitness



Through Fit NOLA, NOHD works with partners to promote healthy eating and physical activity and create a culture of health. We are proud to say that New Orleans has moved up significantly in the American College of Sports Medicine's American Fitness Index Rankings, from 42 in 2015 to 33 in 2016.

## Promoting health and wellness standards for local organizations

- Fit NOLA launched the “Fit NOLA Schools” designation program, which awarded 12 schools with mini-grants for creating healthy environments for students and staff.
- Fit NOLA designated 8 organizations as “Fit NOLA Businesses” in 2016, bringing the total to 34 designated businesses.
- We worked with Fit NOLA partners to strengthen the City’s Healthy Vending policy, leading to improved ranking in the nation’s *Let’s Move!* medal standings.



## Linking community members with local physical activity and nutrition resources

- The “Fit NOLA Live Well” program offers 45 classes per week of free fitness programming at NORDC facilities, allowing additional access to adults and families in surrounding neighborhoods. It also provides farmers market vouchers through Market Umbrella.



- The free Fit NOLA smartphone app



directs users to local healthy eating and physical activity resources, including farmers market locations, Eat Fit NOLA restaurant options, and fitness classes. Currently, there are over 4,000 users of the Fit NOLA Smartphone App.

# Improve Child and Family Health and Vitality

## Improving birth outcomes

Through **Healthy Start**, we reach women and their children under two with case management services, plus health education classes open to the community. In 2016, we served 1,091 participants. Headquartered in the Lower 9<sup>th</sup> Ward at the Sanchez Multi-Service Center, we also have four satellite offices at Carrollton Hollygrove Senior Center, Broadmoor Arts and Wellness Center, Allie Mae Williams Multi-Service Center and New Orleans East.



Healthy Start hosted a variety of community events this year. In August, Healthy Start's Best Babies Zone hosted a backpack and school supply giveaway at Sojourner Truth Neighborhood Center, with over 500 people in attendance.



HSNO has implemented the *Legacy* program which fosters a safe, consistent, and responsive mother-child relationship. This provides the foundation for learning in early childhood by setting the stage for the child to explore and learn, and strengthens the mother's relationship with her community.

We partnered on a community Photovoice project focusing on breastfeeding in New Orleans. Photovoice participants learned about photography and poetry from local artists and then used these art forms to share their experiences with breastfeeding. The exhibition was on display at Ashe CAC throughout the month of August which is Breastfeeding Awareness Month.

Notably, the breastfeeding rate among HSNO participants has increased significantly, from 32% in 2012 to 63% in 2016.



## Improving nutrition for women, infants and children

NOHD operates four WIC sites – which is our **Special Supplemental Nutrition Program for Women Infants and Children** – in Central City, the West Bank, New Orleans East, and the Lower 9<sup>th</sup> Ward. We currently have the highest participation rate in Orleans Parish and had 67,320 visits to our clinics in 2016. Some of our recent initiatives include:



- We have partnered with Tulane University to expose our moms to various culturally relevant and positive parenting programs.
- WIC partners with the Expanded Food and Nutrition Education Program (EFNEP) which influences nutritional and physical activity behaviors of low-income families. Our EFNEP partners attend our nutrition classes weekly to counsel our families on healthy nutrition and lifestyle practices.
- WIC participant's nutritional needs are also met by our participation in the WIC Farmers Market Nutrition Program which annually gives WIC moms coupons with monetary value to be spent at local farmers markets.

## Promoting breastfeeding

Through our Strong Start breastfeeding initiative, we promote breastfeeding in our WIC clinics and in the community. All WIC Nurses and Nutritionists have successfully completed training courses and are now Certified Lactation Counselors. In addition:

- We provide monthly Latch Lounges offering breastfeeding education at the New Orleans East site.
- We developed a breastfeeding campaign in partnership with the Greater New Orleans Breastfeeding Coalition that focused specifically on father participation which launched in August 2016.
- In July, we worked with partners to provide our second annual Nursing Nook at the Essence Festival. Certified Lactation Consultants were on hand to provide breastfeeding education and support. Over 200 families used the Nursing Nook to breastfeed or to change their baby's diaper.



# Protect Health in the Event of Emergencies

Our emergency preparedness program continues to prepare for and respond to all public health emergencies in New Orleans including natural disasters, disease outbreaks, mass casualty incidents and more. We monitor the availability of public health and medical services and provide evacuation/sheltering assistance to medically vulnerable populations.

## Strengthening preparedness planning and improving response capabilities

We have grown our Medical Reserve Corps to over 200 members – a 67% increase from 2015 – many of whom assisted with our Zika outreach efforts and hurricane preparedness. Also, 2016 was the second year that our Medical Reserve Corps operated first aid stations with EMS and Red Cross at Mardi Gras.



A large focus of our year has been dedicated to preparing for a potential Zika virus outbreak. We lead the planning efforts and developed the City's Comprehensive Zika plan.



In January 2016, we received a national certification called Project Public Health Ready.

## Promoting public health preparedness among at-risk populations and local agencies

We have continued enrolling individuals in the Special Needs Registry so that we will be able to provide assistance to those who require it during an emergency. As of the end of 2016, we have enrolled over 4,400 in this registry, a 16% increase from the prior year.



Additionally, we conducted over 60 outreach events to promote hurricane preparedness.

# Promote Healthy Environments

## Improve the environmental health conditions of New Orleans

We established our healthy environments program in 2015. We work on education and enforcement around a variety of topics. This year's primary focus was working with mosquito control on Zika education and yard inspections. Together we reached over 4,000 homes and all City-owned properties.



## Protect the health of workers, patrons and residents from hazardous sound levels and hazardous air quality

In April we celebrated the 1 year anniversary of the smoke-free ordinance. We continue to provide education and enforcement of the ordinance and respond to complaints. In 2016 we received 36 complaints regarding 29 businesses.

We continue to provide education on safe sound levels through our Sound Check Program.



# Building a Healthy Community

## Partner with City and community entities to address social determinants of health

Some additional ways we have worked to build a healthy community this year include working with City and community partners on the following initiatives:

- In support of the City's equity initiative, we have developed a departmental equity framework to identify ways our department can better address health disparities.
- We have updated our Community Health Improvement Plan, which outlines collective action strategies to address the city's most pressing public health challenges.
- We submitted amendments to the Master Plan, Health chapter.

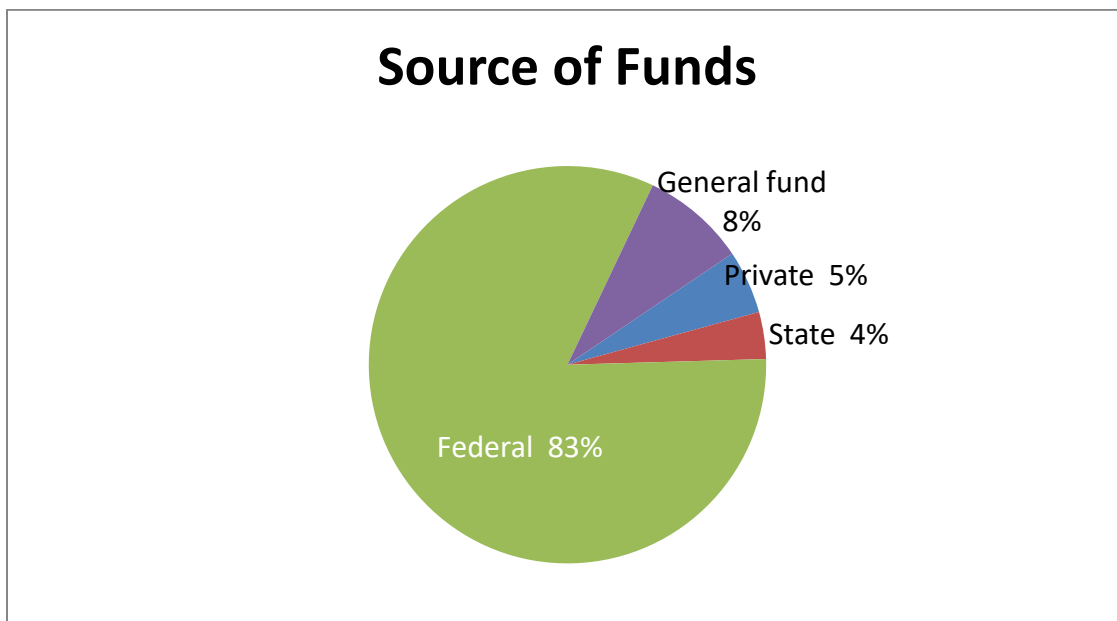
# Facilitate, Link and Leverage

## Management of municipal contracts – General fund

We continue to manage some of the city’s municipal contracts, including the LA SPCA, New Orleans Council on Aging, the LSU Ag Center, Total Community Action, and the LA Department of Veterans Affairs.

- Louisiana SPCA - \$1,846,440
- New Orleans Council on Aging - \$912,952
- LSU Ag Center - \$101,150
- Total Community Action, Inc - \$42,451
- LA Dept. of Veterans Affairs - \$9,000

Leveraged resources accounted for the majority of critical community programs and services. In 2016, NOHD’s total funding was \$24,423,732, roughly 8% of which came from the City of New Orleans General Fund (\$1,909,292), and 92% of which came from externally leveraged resources, which included both new grant-funded initiatives and longstanding federal and state-funded core programs.



Source of Funding	Percentage of budget
<b>External</b>	
Federal	83%
State	4%
Private	5%
<b>City</b>	
General Fund	8%
<b>Total</b>	<b>100%</b>

# 2016 Performance Measures

Measure	2015 Actual	2016 Target	2016 Actual	Target met?
<b>ACCESS TO CARE</b>				
Number of unduplicated clients receiving Health Care for the Homeless services	5,023	3,000	4,917	Yes
Number of patient visits to the Health Care for the Homeless program	10,662	6,500	10,811	Yes
Number of unduplicated clients served through Ryan White Part A HIV/AIDS services	4,650	4,100	5,255	Yes
Percent of patients who report satisfaction with HIV/AIDS care	90%	90%	90%	Yes
Number of individuals touched through NOHD Marketplace outreach	5,096	4,000	2,849	No <sup>1</sup>
Number of individuals assisted with enrollment in the Affordable Care Act's Health Insurance Marketplace in 2015	1,198	1,600	1,010	No <sup>2</sup>
Number of Community Alternatives Program participants served (unduplicated)	n/a	35	68	Yes
<b>FAMILY HEALTH</b>				
Number of Healthy Start Services recipients	1,199	1,000	1,091	Yes
Number of client visits to WIC clinics	64,961	62,000	67,320	Yes
Percent of WIC mothers who initiate breastfeeding	30.0%	30.0%	30.4%	Yes
<b>HEALTHY LIFESTYLES</b>				
Number of community organizations or institutions that adopt Fit NOLA standards	10	20	20	Yes
<b>PREVENT VIOLENCE</b>				
Number of unique visits to the Real Time Resources mobile website	4,258	4,100	2,621	No <sup>3</sup>
<b>EMERGENCY PREPAREDNESS</b>				
Number of individuals with medical needs registered for sheltering and evacuation	3,849	4,400	4,458	Yes
Number of new members in the Medical Reserve Corps	60	30	82	Yes
<b>INFRASTRUCTURE/POLICY</b>				
Number of city gov't entities implementing new or revised policies that address public health in partnership or consultation with NOHD	16	9	5	No <sup>4</sup>

<sup>1</sup> This activity is no longer being supported by dedicated grant funding. The target for 2017 will be lowered.

<sup>2</sup> Same as above.

<sup>3</sup> While we still maintain this website, this activity is no longer being supported by dedicated grant funding. Therefore, this target will be removed for 2017.

<sup>4</sup> Staff turnover in 2016 affected the outcome for this measure.



## 2017 Goals

In 2017 we will continue to build on our 2016 goals designed to:

- Improve access to health care and behavioral health services
- Reduce chronic disease by improving nutritional and physical fitness
- Reduce murder and family violence
- Improve child and family health and vitality
- Protect health in the event of emergencies
- Promote healthy environments
- Build a healthy community by working with City agencies and community members to address the social determinants of health
- Build our capacity to improve the public's health

In 2017, we hope advance a health equity strategy to address health disparities in this city. Namely, we will work to increase our collaborations with other City agencies and community organizations that influence the social determinants of health – the factors outside of the health care system that play a large role in shaping one's health, including the built environment, transportation access, and economic opportunity.



CITY OF NEW ORLEANS