



2015 ANNUAL REPORT

Director of Health: Charlotte M. Parent, RN, MHCM

Deputy Director: Alicia Barthé-Prevost, RN, MSN



2015

A message from the Director

It is my pleasure to present the New Orleans Health Department's 2015 Annual Report.

We've come a long way over the past several years. In 2011, Orleans Parish ranked towards the bottom of the state for health outcomes – 60th out of 64 parishes.

Since then, the Health Department has worked hard to improve our services. In 2012, we completed our transformation to a public health focus and launched major new public health initiatives. In 2013, our community was recognized with the prestigious Culture of Health Prize by the Robert Wood Johnson Foundation for efforts to promote health for all. In 2014, the Health Department achieved national accreditation.



And we are proud to say that in 2015, Orleans Parish has moved up to 42nd in the County Health Rankings, and on a trajectory to climb even higher.

In 2015, New Orleans joined almost 700 cities nationwide in going smoke-free when the New Orleans City Council unanimously passed and Mayor Landrieu signed into law a new, comprehensive smoke-free ordinance. Tobacco use is the leading preventable cause of death in the United States. It causes cancer, heart disease, stroke, lung diseases, and diabetes. This ordinance protects the public's health by reducing exposure to secondhand smoke and encouraging smokers to quit.

In spite of our community's public health successes, we still have a long way to go to ensure that good health is accessible to all. The Health Department thanks its partners and residents of New Orleans for committing to this effort.

On behalf of the Health Department team,

A handwritten signature in blue ink that reads "Charlotte M. Parent RN, MHCM".

Charlotte M. Parent

Health Department Executive Team

Charlotte M. Parent, RN, MHCM	Director of Health
Alicia Barthé-Prevost, RN, MSN	Deputy Director of Health
Joe Kanter, MD, MPH	Medical Director
Tomekia Dunkley, MPA	Manager of Administrative Services
Chris Gunther, MPH	Manager of Strategic Initiatives
Katherine Cain, MPH	Manager of Strategic Performance & Partnerships

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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.

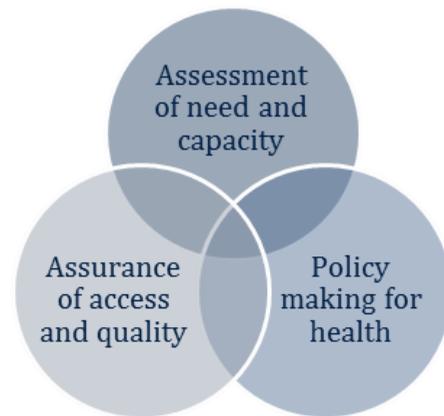
Mission

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

2015 Goals

We set our goals for 2015 based on available information about the major public health challenges facing our community and on broad input from a diverse set of community members. The goals were to:

- Improve access to health care and behavioral health services
- Reduce the rate of murder and family violence
- Reduce the burden of chronic disease by improving nutritional and physical fitness
- Improve child and family health and vitality
- Protect health in the event of emergencies
- Address social determinants of health by advocating for health to be considered in decisions across all sectors (“Health in All Policies”)
- Continue to protect vulnerable populations
- Continue to support the New Orleans East Hospital
- Provide environmental health education and enforcement
- Serve as a model health department

Improve Access to Health Care

- Increase the proportion of persons with medical insurance
- Increase the proportion of persons with a usual primary care provider

We provide year-round enrollment assistance for the Affordable Care Act's Health Insurance Marketplace. We have been assisting over 1,000 individuals annually and conduct education and outreach that touches over 5,000 individuals.



As part of the Citi Foundation and Living Cities' City Accelerator initiative, we are working with local partners on a community engagement project to promote usage of primary care services among the GNOCHC population, called Stand Up and Get Care. We conducted a series of focus groups to understand why people do or do not seek primary care and hosted a "design day" in December to design solutions to address barriers to seeking care.



We also continue to support the success of the New Orleans East Hospital.

New Orleans East Hospital Services

- ✚ Cardiology
- ✚ Gastroenterology
- ✚ Radiology
- ✚ Respiratory
- ✚ Neurology
- ✚ Rehab
Physical, Occupational & Speech Therapy
- ✚ Emergency Department
- ✚ General Surgery
- ✚ Sleep Lab
- ✚ Women's Services
Mammogram, Ultrasound & Bone Densitometry
- ✚ Urology
- ✚ Laboratory

To learn more about these services please call **(504) 592-6548**

Improve Access to Health Care: Safety Net

- *Reduce the proportion of persons who are unable to obtain or experience delays in obtaining necessary medical care, dental care, or prescription medicines*

Health Care for the Homeless

Our Health Care for the Homeless program provides comprehensive primary care and dental services at 3 locations, serving over 5,000 patients in 2015. Our main clinic site is in Central City, with services for youth provided by the Tulane Drop-In Clinic at Covenant House. Last year we added a site at the VA Day shelter downtown.



This program continues to improve to better serve our homeless population. The services that our Health Care for the Homeless clients receive are truly of the highest quality.

- We provide comprehensive primary care and dental services to homeless persons at 3 clinic locations, serving over 10,000 visits per year.
- The Louisiana Primary Care Association awarded Healthcare for the Homeless a Certificate of Recognition for achieving significant patient growth through 2011-2014.
- Our funder, HRSA, awarded us a \$109K quality recognition award in recognition of improvement of our clinical quality measures, increasing the total number of patients served, and improvement in cost efficient care as compared to national average.
- HRSA awarded Expanded Services grant of \$235K and an increase to our annual ongoing base funding in the amount of \$73,829.

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

The New Orleans Health Department is the Ryan White Part A Grantee for the region including New Orleans. The Ryan White HIV/AIDS Program funds Community Based Organizations to provide comprehensive HIV treatment and support services to eligible residents in eight parishes. In 2016 we served 4,650 individuals. Accomplishments include the following:

- Reduced unmet medical need to 27% for all local Persons Living with HIV/AIDS (PLWHA), down from over 50% several years ago.
- Increased the percentage of Ryan White patients with health insurance to 77%, an improvement of 12% more with health insurance coverage.
- 69% of clients in Ryan White care achieved viral suppression (compared to national average of 25% viral suppression among all PLWHA).

Improve Access to Behavioral Health Services

- *Increase interagency coordination among behavioral health service providers*

The Health Department worked with Metropolitan Human Services District (MHSD) to promote access to mental health services in conjunction with the tenth anniversary of Hurricane Katrina. We actively promoted mental health services with MHSD for Katrina 10.

Community Alternatives Program

The Community Alternatives Program at Municipal Court is a diversion program that diverts defendants with mental illness to treatment in lieu of incarceration. In addition, the Community Alternatives Program fosters collaboration between mental health and criminal justice stakeholders. The program served 48 participants in 2015 (83 to date).

Behavioral Health Council

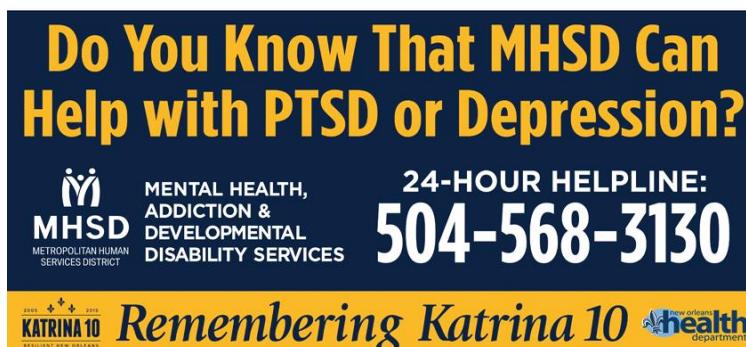
The Behavioral Health Council strives to improve access to behavioral health services as a collaborative and innovative collective of community stakeholders. In 2015, this group engaged in a strategic restructuring process and will be relaunched in early 2016.

Mental Health Dashboard

We continue to publish a monthly mental health dashboard that tracks key indicators pertaining to the behavioral health system. The most recent dashboard can be viewed at <http://nola.gov/health-department/behavioral-health/>.

Behavioral Health Resource Guide

We have continued to update our Behavioral Health Resource Guide. The fourth edition was printed and disseminated in January 2015. Additionally, a comprehensive and updated list of behavioral health providers have been added to NOHD's Real Time Resources mobile-friendly website at www.nola.gov/health/resources. This site also allows for feedback on individual service providers to help citizens make informed decisions in choosing the best fit for their needs.



Reduce Murder and Family Violence

- *Increase awareness of available social services and behavioral health resources in New Orleans*
- *Promote the use of violence prevention strategies in New Orleans public schools*
- *Promote data sharing and the establishment of common performance measures across agencies serving high risk / disconnected youth populations*
- *Improve youth engagement in violence prevention efforts*

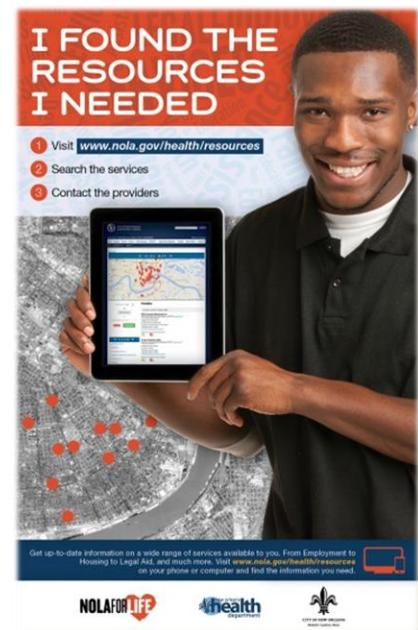


Youth Violence Prevention

- We continue to be actively engaged in the NOLA FOR LIFE to prevent violence and serve as the City's lead agency on the National Forum.
- As a member of the National Forum, we are working with over a dozen schools to promote positive school climates through trauma-informed approaches, restorative approaches and positive behavior interventions and supports.
- We are spearheading the implementation of trauma-informed approaches to promote youth well-being at 6 schools.
- We have released a "Youth in Context" report with neighborhood-level data on youth safety.

Coordinating Social Service Delivery

We also work to coordinate social service delivery for NOLA FOR LIFE participants. This includes data sharing and tracking of common performance measures across 13 NOLA FOR LIFE participating agencies. We also maintain a list of health social services resources in New Orleans called Real-time Resources on the health department's website at nola.gov/health/resources, with over 4,000 unique visits annually.



Reduce Murder and Family Violence

- *Develop and execute a collaborative plan to ensure implementation and tracking of criminal justice system agencies' Blueprint for Safety policies and procedures.*
- *Coordinate the community-wide response to domestic violence and sexual assault.*

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.

2015 marked one year of the implementation of the Blueprint for Safety, a model policy for the criminal justice response to domestic violence.



Specific accomplishments include:

- Blueprint for Safety in-service trainings for participating agencies are 75% complete as of the end of 2015.
- Monthly Domestic Violence Advisory Committee and Sexual Assault Response Team meetings held.
- Supervised family visitation at Harmony House – 31 families served as of the end of 2015.
- Assessed and referred WIC participants for risk of domestic violence.

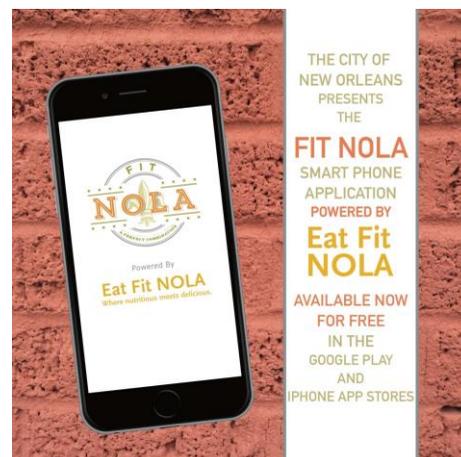
Reduce Chronic Disease by Improving Nutritional and Physical Fitness



- Increase awareness and engagement around the Fit NOLA initiative among the general public
- Link community members with local physical activity and nutrition resources
- Promote health and wellness standards for local organizations
- Support programs, policies, environments that provide healthy nutrition and active lifestyles for children and families

The Fit NOLA Partnership aims to prevent chronic diseases and make New Orleans a top fit city by promoting healthy eating and physical activity.

- In partnership with Ochsner Health System’s Eat Fit NOLA, we launched the Fit NOLA smartphone application. The free app available on apple and android phones directs users to local healthy eating and physical activity resources, including farmers market locations, Eat Fit NOLA restaurant options, and exercise classes. Nutrition guidance is personalized to the user’s dietary preferences.
- 26 Fit NOLA Businesses have been designated, covering 31,000 employees.
- Fit NOLA Parks has 23 classes per week at 6 locations, serving 6,400 participants
- Fit NOLA Prescriptions served 885 individuals and families with vouchers for healthy fruits and vegetables.



To generate community excitement around healthy lifestyles we launched the Healthy Hero program with Whole Foods. Nominations are received and a winner is chosen each month. Winning community members receive a Whole Foods gift card, healthy eating tours of the Whole Foods North Broad location and a free entry into the Rock n Roll half/full marathon races.

We actively promote healthy eating and physical activity on social media with over 7,000 Social media followers (Including Facebook, Twitter & Instagram). We have held 7 #LiveFitNOLA Twitter chats to engage community members in discussions around healthy eating and exercise.

We continue to grow and promote Fit NOLA and released our revised Fit NOLA Strategic plan Oct 2nd at our annual Fit NOLA forum.



Improve Child and Family Health and Vitality

- *Reduce low birth weight and very low birth weight*

The Health Department relocated our Healthy Start New Orleans main office and opened a WIC clinic at the Andrew Pete Sanchez & Copelin-Byrd Multi-Service Center in the Lower 9th Ward. We share office space with Baptist Community Health Services.



Healthy Start New Orleans

Through Healthy Start, we reach 1,000 women with children under the age of two with case management services, plus health education classes open to the community. Program improvements this year included the following:

- Fourteen (14) staff members were trained as Parent Educators in the Parents as Teachers evidence-based home visiting curriculum, and four (4) staff members were trained by the Tulane University School of Public Health and Tropical Medicine as Community Health Workers. Both of these trainings moved the project toward adopting nationally recognized methods of delivering health information in two key areas of the program: case management and outreach.
- We expanded our reach to Hispanic mothers by hiring an additional bilingual case manager and hosting multiple Hispanic support groups each month. By having staff dedicated to this population, we are able to help more mothers attend doctors' visits, access health insurance, and receive health education.



We hosted a variety of community events this year:

- In May, we partnered with Amerigroup to provide a Mother's Day Brunch for HSNO clients and the Lower 9 community. The event was held at All Souls Episcopal Church & Community Center in the Lower 9.
- In August, HSNO's Best Babies Zone project in Hollygrove partnered with Amerigroup to distribute 200 book bags at a Back to School Bash at Conrad Park.
- HSNO provided an innovative community breastfeeding outreach initiative for mothers and babies at the Essence Festival. The HSNO Nursing Nook at Essence provided a clean, comfortable place for breastfeeding moms and families while also normalizing the views our society holds on breastfeeding, especially in public. Over 200 families used the Nursing Nook to breastfeed or to change their baby's diaper.



- On September 22, Healthy Start New Orleans, along with partners WYES and Delgado Community College, screened the new documentary, *The Raising of America*. The screening was followed by a panel discussion centered on the issue of paid parental leave moderated by Dr. Corey Hebert, pediatrician and CEO of Community Health TV.



Panelists included Charlotte Parent, City of New Orleans Director of Health; Karen Carter-Peterson, State Senator for Louisiana’s 5th District; Thelma French, President and CEO of Total Community Action; and Patricia Hightower, President and CEO of Bayou Equity Mortgage. There were 200 attendees, including Councilwoman Susan Guidry, students, community leaders, state and local health agencies, and HSNO participants.



Special Supplemental Nutrition Program for Women Infants and Children (WIC)

The Health Department operates WIC clinics in Central City, the West Bank, New Orleans East, and the Lower 9th Ward in the A. P. Sanchez & Copelin-Byrd Multi-Service Center (opened November 2015). We currently have the highest participation rate in Orleans Parish with 64,961 WIC participant visits in 2015.



Beyond vouchers, benefits offered to our WIC participants include:

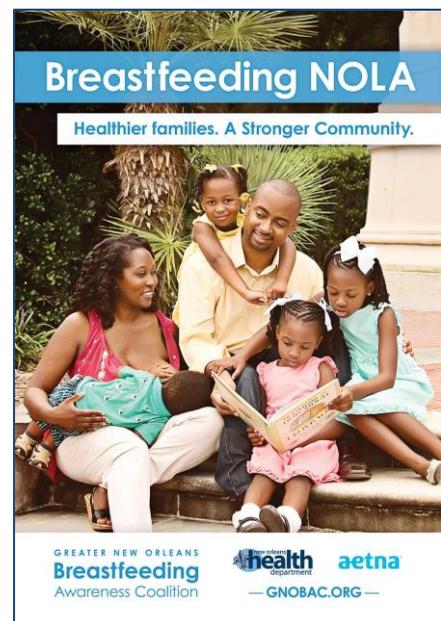
- We expose our moms to various culturally relevant and positive parenting programs and to that end WIC, along with Tulane University, provides moms the opportunity to participate in a parenting study that will test whether or not certain parenting techniques are beneficial to positive parenting. Also, our moms participate in the Pregnancy Risk Assessment Monitoring System (PRAMS). This is beneficial because the information collected by PRAMS is not available from other sources. The data is state-specific, population based, and can be used to identify groups of women and infants at high risk of health problems, monitor changes in health status, and measure progress towards goals in improving the health of mothers and infants.
- To additionally address our participants’ nutritional needs, 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 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 which encourages our moms to consume more fresh fruit and vegetables, teaches them how to properly spend their WIC cash value vouchers, and supports our local farmers markets

Our WIC program emphasizes the breastfeeding education and promotion.

- We provide monthly Latch Lounges offering breastfeeding education at the New Orleans East site. With the expertise of a Nurse Practitioner and Certified Lactation Counselor, we offer all WIC moms invitations to attend a monthly breastfeeding education class at the New Orleans East site to answer all breastfeeding related questions of new moms and offer ongoing support to moms who are currently breastfeeding.
- All WIC Nurses and Nutritionists have successfully completed training courses and are now Certified Lactation Counselors. We have had all staff trained to better serve the needs of our moms and provide the expertise they need to successfully initiate and continue breastfeeding long term.
- We have secured a Mamava Breastfeeding Suite housed at the A.P. Sanchez Building. The Mamava Suite is a free standing lactation station that provides on-the-go moms a safe, clean, functional, and beautifully designed space to nurse and pump when they are away from home or at work. It is the only one of its kind in the State.



- We are developing a breastfeeding campaign in partnership with the Greater New Orleans Breastfeeding Coalition that focuses specifically on father participation to be launched in 2016. We understand that breastmilk is the best source of nutrition for an infant and in order for a mother to successfully breastfeed, she has to have the support of her family. We feel that including fathers is an integral component to helping a mother initiate and breastfeed long term.



Protect Health in the Event of Emergencies

- *Strengthen preparedness planning for all-hazard and planned events*
- *Improve response capabilities of the Health Department during emergencies*
- *Promote public health preparedness amongst at-risk populations and local public health agencies.*

The Health Department's Emergency Preparedness Program plans for and responds 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.

Key 2015 accomplishments

- Our emergency preparedness program continues to respond to emergencies – over 11 in 2015.
- We operated first aid stations with EMS at major events such as Mardi Gras.
- 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. We now have over 3,800 people enrolled – a 21% increase from last year.
- We have grown our Medical Reserve Corps to 119 members, and this year we were honored that our Medical Reserve Corps received FEMA's 2015 Community Preparedness Award.
- We have conducted over 40 outreach events to promote emergency preparedness, and we have held five exercises to ensure that our staff and volunteers are ready to respond.
- We achieved Project Public Health Ready national certification.



FEMA



Promote Healthy Environments

- *Protect the health of workers, patrons and residents from hazardous sound levels*
- *Protect the health of worker, patrons and residents from hazardous air quality*
- *Improve the environmental health conditions of New Orleans*

In 2015 we established our healthy environments program. Thus far this program has focused on smoke-free and sound education.

The smoke-free ordinance represented a major win for public health this year. We engaged in intensive education and outreach with businesses across the city prior to implementation of the ordinance. This resulted in an extremely smooth roll out. By year's end we had only received complaints for 32 businesses, and all complied with the ordinance after education was provided.



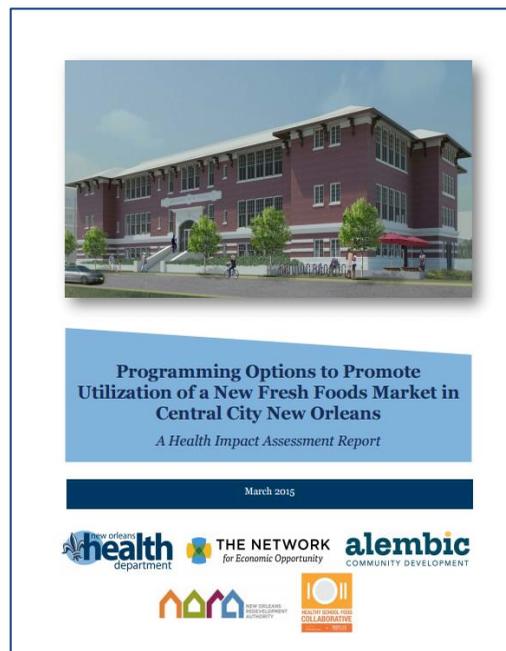
Our Sound Check program, launched this year, actively educates musicians, businesses, neighbors and listeners in the French Quarter and Marigny on healthy sound levels.



Photo credit: Gambit

Building a Healthy Community

- Partner with City and community entities to address social determinants of health
- Implement a Health in All Policies approach within City government



Some additional ways we have worked to build a healthy community this year include:

- Revising our community health improvement plan in collaboration with our community health improvement steering committee
- Releasing a health impact assessment report on healthy food access in Central City
- Participating in the Pedestrian and Bicycle Safety Advisory Committee and preparing to take a more active role in Safe Routes to School
- Collaborating with the Resilience team to incorporate health and a “health in all policies” component into the Resilience Strategy.



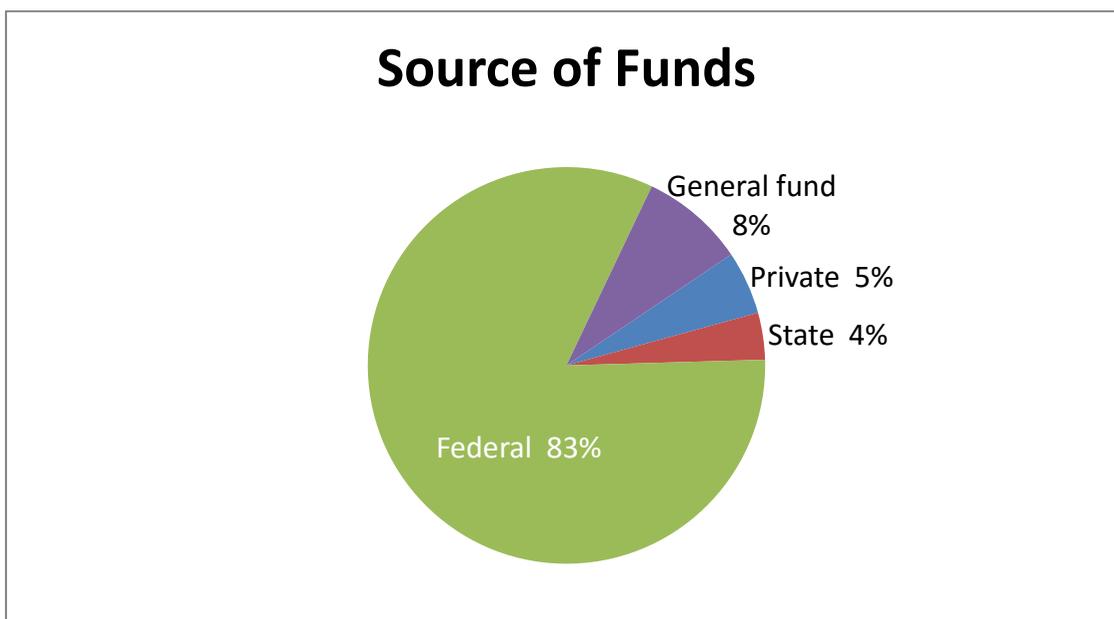
Facilitate, Link and Leverage

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 Resource Generation

Leveraged resources accounted for the majority of critical community programs and services. In 2015, NOHD’s total funding was \$ 23,015,544, 7% of which came from the City of New Orleans General Fund, and 93% 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
External	
Federal	83%
State	4%
Private	5%
City	
General Fund	8%
Total	100%

2015 Performance Measures

Measure	2014 Actual	2015 Target	2015 Total	Target met
ACCESS TO CARE				
Number of unduplicated clients receiving Health Care for the Homeless services	3,230	2,500	5,023	Yes
Number of patient visits to the Health Care for the Homeless program	8,666	6,500	10,662	Yes
Number of unduplicated clients served through Ryan White Part A HIV/AIDS services	4,470	4,100	4,650	Yes
Percent of patients who report satisfaction with HIV/AIDS care	90%	90%	n/a	n/a ¹
Number of individuals touched through NOHD Marketplace outreach	n/a	4,000	5,096	Yes
Number of individuals assisted with enrollment in the Affordable Care Act's Health Insurance Marketplace in 2015	n/a	1,600	1,198	No ²
FAMILY HEALTH				
Number of Healthy Start Services recipients	852	1000	1,199	Yes
Number of client visits to WIC clinics	62,333	66,000	64,961	No ³
Percent of WIC mothers who initiate breastfeeding	29%	30%	30%	Yes
HEALTHY LIFESTYLES				
Number of community organizations or institutions that adopt Fit NOLA standards	16	10	10	Yes
PREVENT VIOLENCE				
Percent of women screened for domestic violence at Central City WIC	100%	100%	100%	Yes
Number of unique visits to the Real Time Resources mobile website	1,796	n/a	4,258	n/a ⁴
EMERGENCY PREPAREDNESS				
Number of individuals with medical needs registered for sheltering and evacuation	3,296	4,000	3,849	No ⁵
Number of new members in the Medical Reserve Corps	n/a	60	60	Yes
INFRASTRUCTURE/POLICY				
Number of city gov't entities implementing new or revised policies that address public health in partnership or consultation with NOHD	14	9	16	Yes

1 As of printing, data analysis from the 2015 survey was not yet complete.

2 Many eligible residents signed up for health insurance during the prior enrollment period.

3 Though we did not meet our target, our participation increased this year, and we have the highest participation of all WIC clinics in the city.

4 No target was set for this measure in 2015.

5 It is possible that we have reached the ceiling for this measure as data is not available regarding the total number of people eligible for this service.

2016 Goals

In 2016 we will continue to build on our 2015 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
- Address social determinants of health by advocating for health to be considered in decisions across all sectors (“Health in All Policies”)
- Build our capacity to improve the public’s health

In 2016, we hope advance a Health in All Policies approach to address the health inequities that exist in this city. Namely, we will work to increase our collaborations with other City agencies 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