



PROGRESS REPORT

★ Fall 2013



 In 2018, New Orleans will celebrate its 300th anniversary by becoming a top ten fittest city in the United States.





A message from Mayor Mitch Landrieu:

I am pleased to present our community with this first annual Fit NOLA progress report, which details the Fit NOLA Partnership's achievements in 2013.

Since becoming a Let's Move! city in February 2011, the City has swiftly moved to increase the physical and nutritional fitness of our community. This has taken shape as the Fit NOLA Partnership. Last summer, we released our Fit NOLA action blueprint, a document which will lead New Orleans to becoming one of America's most fit cities in 2018, our 300th anniversary. We are using policy, system and environmental change to create a community and culture that will enable nutritional and physical fitness. I know that Fit NOLA partners have been actively discussing these changes in its first year in order to move us closer to the fit city we all envision.

In order to transform the health of our community, the City has made significant investments to expand recreational programming and the number of public spaces available for play and exercise. We have been actively engaging the community to revitalize our parks and playgrounds, and leveraging multiple public private partnerships to do so. We are also focused on increasing access to fresh, healthy foods through our Fresh Food Retailer initiative, which brings these items to traditionally underserved neighborhoods in the City, in addition to providing quality employment opportunities and serving as a catalyst for neighborhood revitalization.

We are grateful for everything that that our Fit NOLA partners have contributed to achieve the accomplishments outlined in this report, and look forward to the Partnership's continued success in 2014.

Sincerely,

Mitchell J. Landrieu
Mayor, City of New Orleans





A message from the Health Commissioner:

We are so excited to produce the first annual progress report highlighting the community’s work to support the Fit NOLA goal of becoming a top ten fit city in the US by 2018. We have made great strides in establishing our shared vision, goals and measures, developing a community of interested stakeholders and organizations and building momentum to make lasting and meaningful change. Though we have a long way to go to create a city where everyone can be nutritionally and physically fit, collectively have laid the right foundation for the future. I believe you will see that in this progress report. If we had any doubt, our recognition by the Robert Wood Johnson Foundation through the Roadmaps to Health Prize for shared work in systems, environmental and policy change towards fitness and health should make it clear.

Since Mayor Mitch Landrieu launched Fit NOLA as the City’s Let’s Move initiative, more than 190 organizations and stakeholders have joined us in improving physical and nutritional fitness across the city. Please see the last section of this progress report for a listing of partners. I want to particularly thank the Steering Committee, Sector Chairs and committee members for their focus, dedication and successful work to see that we are achieving our goals. It is only through our collective action that we will become the fit city we want to be.

We could not be where we are today without your commitment, passion and dedication to the fitness of this city. As you read this report, I hope you will be inspired to join our movement and become part of a healthier future where we live, learn work and play.

Sincerely,

Dr. Karen DeSalvo
Health Commissioner
City of New Orleans

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2013 Fit NOLA Coordinating Group:

Dr. Karen DeSalvo, City of New Orleans Health Commissioner*
Connie Bellone, Early Childhood and Family Learning Foundation*
 Julia Bland, Louisiana Children's Museum
 Victoria Carter, Kids Rethink New Orleans Schools
 Avery Corenswet, Ochsner Health System
 Nash Crews, Recovery School District
Gerrelda Davis, Louisiana Department of Health and Hospitals
Dr. Rachel Dawkins, Children's Hospital of New Orleans*
Nkechi Emuteche, New Orleans Recreation Development Commission Teen Council
 Amber Ferchaud, Coca-Cola*
Dr. Juan Gershanik, Louisiana State Medical Society
 William Gilchrist, City of New Orleans
 Lauren Green, Pediatric Resident
Dr. Torrie Harris, Louisiana Public Health Institute*
 Rhonda Jackson, Share Our Strength
 Natalie Jayroe, Second Harvest
JT Lane, Louisiana Department of Health and Hospitals
 Cindy LeBrun, YMCA of Greater New Orleans
 Kendra LeSar, Louisiana Public Health Institute*
 Dr. Keith Liederman, Kingsley House
Dr. Flint Mitchell, Greater New Orleans Foundation*
Minh Nguyen, Vietnamese American Young Leaders Association
Dr. Kathryn Parker-Karst, Prevention Research Center at Tulane University
Vic Richard, New Orleans Recreational Development Commission
 Chief Ronal Serpas, New Orleans Police Department
 Allison Sharai, Ochsner Health System
 Hamilton Simons-Jones, Kids Rethink New Orleans
 Emery Van Hook, Market Umbrella
 Kel Villarubia, Coca-Cola*
 *Denotes Sector Chair



Our Beginnings

The Fit NOLA story begins in February of 2011, when Mayor Mitch Landrieu joined First Lady Michelle Obama's Let's Move! campaign to end childhood obesity in one generation. With support from the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity and the Arkansas Center for Health Improvement, we set out to tackle serious issues affecting the physical and nutritional health of New Orleanians. This was no small challenge for our city. Two thirds of adults and more than one third of high school students in our city are overweight or obese. We have the distinction of having less than half of adults reporting frequent engagement in moderate physical activity. Less than 25% of New Orleans adults and high school students eat five or more servings of fruits and vegetables per day.



Mayor Landrieu officially launched Fit NOLA in Summer 2012 with the public release of the Fit NOLA Action Blueprint. This release followed months of collective planning based on broad community input and a scan of national best practices. The Blueprint provided our broad roadmap for the Fit NOLA Partnership with a goal to improve the physical and nutritional fitness for those who live, learn, work, and play in New Orleans.

Since the launch, the Fit NOLA Partners have: 1) secured more than \$1.5 million in new funds aimed at implementing the Fit NOLA Blueprint; 2) held 5 events aimed at awareness and capacity building for physical fitness; 3) and created six distinct working groups to improve the health and wellness of the city: Government, Business and Media, Health Care, Early Childhood, School and Out of School Time, and Community Sectors.

Our Success

We now boast over 190 organizations in the Fit NOLA Partnership. Together, this group has worked to increase awareness, build capacity, and change systems, policy and the built environment towards the goal of a top 10 fit city by 2018, the City's 300th Anniversary. Some of these successful efforts and many more important accomplishments are outlined here. For more information please visit us at www.nola.gov/health, follow us on Facebook or on Twitter (@FitNOLA). We look forward to having you join our collective work towards a fit city!



In recognition of the efforts of New Orleans to build a more healthy community, New Orleans received an inaugural Robert Wood Johnson Foundation Roadmaps to Health Prize. The prize spotlighted Fit NOLA as the core of the success. New Orleans was selected as one of six cities nationwide exhibiting strong community partnerships that help people build healthier, happier lives. New Orleans was recognized for its outstanding efforts to rebuild a stronger city, with an emphasis on reinvesting in health and fitness. Take a look at some of our accomplishments in the video on our website: www.nola.gov/health.



Our Future

Since the City of New Orleans first joined the Let's Move! Campaign, Mayor Mitch Landrieu and a multitude of community partners have focused their efforts into making New Orleans a top ten fit city. The Fit NOLA partnership brought about important changes to our city, including better policies and programs that significantly improved access to healthy foods and physical activity. Our work has been recognized by national health organizations, such as the Robert Wood Johnson Foundation, Partnership for a Healthier America, and Blue Cross Blue Shield. In its first year, Fit NOLA Sectors produced six distinct projects that brought health and wellness back to the forefront of our city's progress.



While the Partnership has done a great deal to improve nutritional and physical fitness in the past year, we know our work does not end here. We look forward to creating new ways for New Orleanians to access healthy options where they live, learn, work, and play. Fit NOLA partners truly are the driving force behind infrastructure changes and programming that focus on enhancing health for all. The accomplishments highlighted here are only the beginning of what will come for the Fit NOLA partnership; we look to the future of the great changes to come.



Fit NOLA Goals

In 2018, New Orleans will celebrate its 300th anniversary by becoming a top ten fit city in the United States. To achieve this goal, Fit NOLA employs three overarching strategies:

- Increase awareness
- Build capacity
- Set standards

Fit NOLA leverages the collective impact of the community, convened by the City of New Orleans Health Department, to implement these strategies. The Fit NOLA Partnership truly is the sum of its parts as each brings more expertise, talent and passion collectively than can ever be achieved by one group alone.

We are striving for a fit city that has:

- Safe and clean places for children, families and adults to play and exercise
- Neighborhood access to affordable, nutritious food
- A better environment for biking, walking and stair use
- More physically active children, families and adults
- Children, families and adults eating balanced, nutritious meals
- Nutritious lunches and physical education in schools
- Exercise and nutrition promoted in the media
- Opportunities to make healthy choices in all settings

Six Sector Teams largely drive the work of Fit NOLA. Each team was strategically selected to represent several different areas related to community-wide physical and nutritional fitness: Business and Media, Community, School and Out of School Time, Early Childhood, Government, and Health Care. A chair leads each Sector Team and all members volunteer their time to supporting the mission of Fit NOLA. At the backbone of Fit NOLA sits the Coordinating Group, a team comprised of each sector chair along with community stakeholders in childhood obesity efforts. This construction follows the Collective Impact model by leveraging existing resources to achieve a common goal.

Over the past year, each Fit NOLA Sector Team has worked to advance distinct projects, each of which were selected by the group and its members. Sector Team members identified work that would produce widespread, system-level change in our community. Each of these projects enhanced and supported the overall goal of Fit NOLA, as well as built capacity for existing programs in the community. Each Sector's goals for Fit NOLA's Year One are outlined in the pages that follow.



Fit NOLA Sectors

Government Sector

2013 Chair: Dr. Karen DeSalvo, City of New Orleans Health Commissioner

Goals: 1) Create a healthy vending policy for all City of New Orleans-owned buildings; 2) Increase fitness awareness through 5 Play Streets events, and 3) Improve access to biking as a mode of transportation.

The healthy vending policy allows for less full-calorie beverages and more nutritional options in vending machines at City Hall and other City owned parks and playgrounds. The policy is based on Louisiana State Act 331 nutritional guidelines for high schools, falling in line with existing standards for healthy snacks.



Play Streets Grant from Partnership for A Healthier America, largely funded by Blue Cross Blue Shield of America and working in conjunction with First Lady Michelle Obama's Let's Move! campaign, allows for five community events offering physical activity programming to children and encouraging outdoor fitness. Fit NOLA has partnered with community organizations to build capacity for future events. Play Streets events were hosted in parks and streets around New Orleans, including A.L. Davis Park, Norwood Thompson Park, Conrad Playground, Joe W. Brown Park, and Esplanade Avenue.



Technical Assistance grant from Environmental Protection Agency (EPA) for Bike Share implementation:

The City of New Orleans is working with several other City agencies to identify the needs and implications of creating a Bike Share program. Bike Share, currently available in Minneapolis, New York, Portland, and several other major cities across the world, offers patrons a systematic way to rent a bicycle and drop it off at designated stations throughout the city. The EPA grant offers technical assistance to determine the effects of a Bike Share program on both public and environmental health.

Other Activities:

- The second Fresh Food Retail Initiative grant made it possible to begin reconstruction of the Circle Food Store in the 7th Ward after being closed for eight years. Reopening the Circle Food Store signified the return of not only a grocery store, but also a historical symbol of New Orleans.
- City Hall has developed a Health Lunch Options Map that shows over 20 lunch options within a 5 to 10 minute walk that offer healthy snacks and meals as options on their menus.

Partners involved:

*Bike Easy
Blue Cross and Blue Shield of Louisiana
City of New Orleans, Department of
Public Works, Law Department
Environmental Protection Agency
Healthy Start New Orleans
LSU Ag Center*

*New Orleans Recreation Department
Teen Council
NOLA FOR LIFE
Partnership for a Healthier America
Regional Planning Commission
Tulane Prevention Research Center
Vietnamese American Young Leaders
Association*



Business and Media Sector

2013 Chair: Amber Ferchaud, Coca-Cola, Manager of Public Relations and Communications

Goals: 1) Create Fit Business program; 2) Use social and other media to increase awareness about Fit NOLA

Fit Business Toolkit

Employees in the United States spend an average of 47 hours a week at work.¹ As a place where adults spend the majority of their waking hours, the workplace is crucial to the well-being and health outcomes of all employees. Businesses have the opportunity to positively impact the health status of their workforce by providing access to local and online health resources. Worksite wellness is a cost-saving opportunity for both the employer and employee and has been shown to be the foundation of a healthy, productive organization.¹



The four areas of healthy living that businesses can easily address in the workplace are: **physical activity, healthy eating, breastfeeding and tobacco-free living**. Approximately, 70% of chronic disease is *preventable* through simple lifestyle changes, so healthy habits in the workplace can contribute significantly to the reduction of chronic disease.¹

Improvements in physical activity, healthy eating, breastfeeding and tobacco-free living will lead to positive short-term and long-term health outcomes. Fewer cases of acute and chronic disease reduce health care costs, sick days and absences from work, while increasing productivity and camaraderie.¹ High-performing employees will be more likely to generate business and bring in revenue for the company. As an employer, you have the power to improve the health and quality of life for your employees, improve your metrics and save money.

The Fit Business Toolkit is the first Fit NOLA guide on incorporating wellness in the workplace. The Toolkit identifies policies and practices businesses can use to promote wellness for their employees. Informed by national models, the Toolkit gives businesses in New Orleans a systematic way of evaluating their health and wellness policies. It offers concrete tools and resources for addressing four key areas: breastfeeding, tobacco use, healthy eating, and physical activity. There is also an assessment that allows businesses to receive four different designations, ranging from Bronze to Platinum. Businesses will receive special incentives for their assessments and implementation of healthy practices for their employees.

We developed a logo and set of informational materials and give aways for community members. We also worked to develop a social media foot print on Facebook and twitter. In the last quarter (July to September 2013), the Fit NOLA Facebook acquired over 31% more followers and had double the visits when compared to the previous quarter. The Fit NOLA Facebook page now hosts a community calendar of events with weekly requests for posting.

Other successes:

- Coca-Cola provided financial support to Fit NOLA partners (Youth Run NOLA and Girls on the Run) during the 2012 Essence Festival, highlighting fitness as a priority for the company

Partners Involved:

American Heart Association
Blue Cross Blue Shield Louisiana
Coca-Cola
Communities in Schools
Downtown Development District
Emeril Foundation
Greater New Orleans Foundation
Institute of Women and Ethnic Studies
Mary Amelia Center
National Black Nurses Association
New Orleans Pelicans

Ochsner Health System
Prevention Research Center at Tulane University
The Fitness Principle
The Renaissance Project
Tulane
United Healthcare
Urban Strategies
Veteran's Affairs
Volunteers of America
Wal-mart



School and Out-of-School Time Sector

2013 Chairs: Thena Robinson-Mock, Kids Rethink New Orleans Executive Director; Kendra Lesar, Louisiana Public Health Institute School Health Connection; and Dr. Flint Mitchell, Greater New Orleans Foundation

Goals: 1) Build awareness of physical activity and nutritional programming in schools; 2) Assess and build capacity in schools and after school programs to address physical and nutritional fitness.



EDWARD HYNES ELEMENTARY SCHOOL

This sector worked to assess the current national, state and local guidelines around physical activity and nutrition in schools. Their assessment will lead to an asset map of physical activity and nutritional programming currently available in New Orleans schools. The map will show the extra support in health programming that New Orleans schools offer their students. The Sector is also working with schools to educate administrators on the changing United States Department of Agriculture guidelines related to physical activity and healthy eating. They outlined a resource guide and infographic, describing the new standards and examples of how to meet those standards. These tools will help New Orleans schools meet federal designations of health and wellness, such as the USDA HealthierUS Schools Challenge.

Partners Involved:

*Alliance for a Healthier Generation
Communities in Schools
Edible School Yard New Orleans
First Line Schools
Girls on the Run
Greater New Orleans Foundation
Institute of Women and Ethnic Studies
Kids Rethink New Orleans
Kids Walk Coalition
Tulane Prevention Research Center
Louisiana Public Health Institute,
School Health Connection*

*New Orleans Kids Partnership
New Orleans Outreach
NORDC Teen Council
OchsnerHealth System
Partnership for Youth Development
Playworks
Revolution Foods
St. Mary's Academy
St. Peter Claver School
Up2Us
Vietnamese American Young Leaders
Association*



Early Childhood Sector

2013 Chair: Connie Bellone, Childhood and Family Learning Foundation Chief Operating Officer



BREASTFEEDING
for *NOLA* moms

DID YOU KNOW?

- Formula could cost anywhere from **\$1,200 to \$1,500** in the first year alone. Breast milk is free.
- Babies who are not breastfed are at a **higher risk for many sicknesses** including diarrhea, ear infections, and pneumonia.
- Babies who are not breastfed are at a **higher risk of sudden infant death syndrome (SIDS)**.
- Breastfeeding **helps moms and babies bond**.

Goal: Enhance breastfeeding opportunities and awareness in the community.

To address nutritional fitness, the sector developed an outreach plan to increase breastfeeding awareness to women as early as possible in their pregnancy. The plan targets clients, practitioners, and families, offering a comprehensive method for reaching New Orleans women. Outreach for this sector also includes materials for businesses and training for school nurses who work with teen mothers. Through the work of this sector, new mothers across Orleans Parish have received culturally appropriate and comprehensive breastfeeding education. Furthermore, fathers and other family members are included in improving the health of moms and babies.

Strong Start Initiative: The City of New Orleans Women, Infants and Children program (WIC) is leading the effort in creating support groups for mothers and developing media materials around breastfeeding. The grant allows for more community input regarding programming for mothers and how to create events and materials that New Orleans mothers can identify with and utilize. WIC is also focused on educating workplaces and reaching fathers to provide social support.

Success: Developed one-pager providing information about how to talk to family members about breastfeeding and where to access resources

Partners Involved:

Agenda for Children
Baptist Community Ministries
Catholic Archdiocese of New Orleans
Early Childhood and Family Learning Foundation
Greater New Orleans Foundation
Healthy Start New Orleans
Kingsley House
Liberty's Kitchen
Louisiana Action for Healthy Kids
Louisiana American Academy of Pediatrics

Louisiana Children's Museum
Louisiana Public Health Institute
Mary Amelia Center
New Orleans Health Department
Prevention Research Center at Tulane University
Second Harvest
The Policy Institute of the Louisiana Partnership for Children and Families
Tulane University



Community Sector

2013 Chair: Dr. Torrie Harris, Louisiana Public Health Institute

Goals: 1) Create a calendar highlighting community events related to fitness; 2) develop three “Fit NOLA Parks and Playgrounds” to enhance physical activity programming through the Blue Cross Blue Shield Challenge (BCBS) grant.



The calendar of events brings together most of the city’s activities related to physical or nutritional fitness into one place, serving as a hub for programming and events around the community. The calendar is currently hosted on the Fit NOLA Facebook page, reaching a wide range of businesses and community members.

A BCBS Louisiana grant is providing funding for the Fit NOLA Parks and Playgrounds effort lead by the Louisiana Public Health Institute. This grant builds capacity for physical activity in parks as well as improves healthy food access by incorporating healthy concession stand items and building a Fruit and Vegetable prescription program. The three Fit NOLA Parks and Playgrounds are located around the city at Norwood Thompson Park, Taylor Park, and St. Roch Park. The Fit NOLA Parks and Playgrounds team increased programming at each park based on residents’ requests. The grant also allows for each park to receive healthy concessions items and promote nutritional fitness.

The BCBS Parks and Playgrounds grant brings Fruit and Vegetable Prescriptions to community members through physicians. The prescriptions include information about local resources, linking both physicians and clients to fresh food providers. Fit NOLA Parks and Playgrounds promote the use of recreational services and build the capacity to have more physical activities available; it also incorporates the use of community policing to address the safety of park patrons.

Partners Involved:

*American Dietetic Association
American Heart Association
Bike Easy
Blue Cross Blue Shield Louisiana
Catholic Charities
Chevron
City of Love Church
Daughters of Charity Services of New Orleans
Emeril Lagasse Foundation
Friends of Lafitte Corridor
iBelieveIcan Foundation
Institute of Women and Ethnic Studies
Joli Preventative Health Care Resource Center
Junior League of New Orleans
Louisiana Public Health Institute
LSU Health Science Center
Market Umbrella*

*National Park Service
Neighborhood Partnership Network
New Orleans Recreation Department
Commission Playworks
Ruth Fertel/Tulane Community Health Center
Sankofa Community Development
Corporation
Social Entrepreneurs of Health
The Arc of Greater New Orleans
The McFarland Institute
The Renaissance Project
Tulane Prevention Research Center
Tulane University Community Health Center
Vietnamese American Young Leaders
Association
YLC Kicks
YMCA New Orleans*

Health Care Sector

2013 Chair: Dr. Rachel Dawkins, LSU School of Medicine and Children's Hospital

Goal: Use a Healthy Hospital Scan tool developed by the Centers for Disease Control and Prevention to assess the health and wellness of six New Orleans hospitals.



The Health Care Sector is using a Healthy Hospital Scan tool developed by the Centers for Disease Control and Prevention and administered by the Tulane Prevention Research Center. The scan evaluates the policies and procedures in place to maintain healthy habits for hospital staff and visitors. An accompanying interview process offers hospitals the opportunity to understand what procedures they can incorporate in order to be a healthy place for patients, visitors, and employees. The project allows hospitals to provide examples of worksite wellness best practices for large operations. These efforts are producing a clear picture of how hospitals incorporate wellness not only for their patients, but for their visitors as well.

The Community Access to Child Health (CATCH) grant, from the American Academy of Pediatrics, will support essential efforts to develop a referral system between pediatricians and community partners. The grant offers planning resources to bridge pediatricians to afterschool programs, running clubs, and other health and wellness programs available to their patients. Part of the grant includes creating a database of Fit NOLA partners with descriptions and contact information. The database will be hosted online and provide a space where community members and providers alike can search for programs around the city related to physical and nutritional fitness.

- Supported the development of the Healthy Hospital Scan raises awareness to policies and procedures that can improve worksite wellness
- The Health Care supported a short-term intern to create an online database with contact and program information for the 190 Fit NOLA partners

Partners Involved:

*Children's Hospital
Louisiana State University Health Science
Center
New Orleans Health Department
Ochsner Health System
Pennington Biomedical Research Center*

*Physical Activity Policy Research Network
Slidell Memorial Hospital
The Clinical Trials Center
Tulane Hospital
Tulane Hospital for Children
YMCA of New Orleans*





“Fitness means that at my age, at 65, I’m still getting my motor skills to operate right. It’s also a stress buster, very relaxing! I can come in, get my exercise and I can sleep right.” – Mr. Willy Parker, Jr., Yoga participant

“Fitness is regularly engaging in physical fitness and proper nutrition so you’re healthy enough and skilled enough to be successful in any activity you want to do. Geaux Saints!” – William Mupo

“Fitness means exercising because it really makes you feel better. Every day you get up with more energy and your body works better and it staves off the discrepancy of old age.”- Mrs. Betty Karem, Yoga participant

“Fitness means being healthy, staying in shape, and having fun.” – Faye Harrison, PE Teacher

“I can stay active with my three kids.” – Erdwin Fuentes, Parks and Parkways

“Fitness to me means eating plenty of fruits and vegetables!” – Germaine Bruno, New Orleans Health Department

“Fitness to me means being able to perform daily physical activities in an efficient manner.” – Dwayne Berry, New Orleans Recreational Development Corporation

“Fit NOLA means Geaux Lite Louisiana – a contest for Louisiana to lose 200 tons beginning October 1.” – Clark Cosse, Louisiana Hospital Association

Join the City of New Orleans and Health Department!

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CITY OF NEW ORLEANS
Mitchell J. Landrieu, Mayor

Fit NOLA

is Mayor Landrieu's

initiative to make

New Orleans a top 10

fittest city by 2018.



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