

FIT NOLA STRATEGIC PLAN



OCTOBER 2015

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A MESSAGE FROM

Mayor Mitch Landrieu:

Since 2012, the Fit NOLA partnership has been committed to ensuring that all New Orleanians have access to community resources that promote nutritional foods and physical activity. The ultimate goal of the initiative is to increase physical activity and healthier eating. You, the Businesses, community members, health care providers, early childhood professionals, school administrators and built environment designers heard this citywide call-to-action and have carried the Fit NOLA torch since its inception. I commend your work, the challenges you have overcome and the goals you have set for the future.

As we celebrate the 5th year of First Lady Michelle Obama's Let's Move! Initiative and our successes as a partnership that has achieved national benchmarks and designations, we continue to focus on creating better, healthier environments for citizens of all ages. Although we continue to face challenges associated with chronic disease, it is very much the catalyst for our persistent efforts to make New Orleans the fittest city that she can be.

Over the past three years, lifestyle diseases have continued to form roadblocks and delayed the success of total community transformation. As a team, we have embraced innovative approaches to address those difficulties. Our unifying measure to achieve fitter standards has been within the Fit NOLA partnership and the city's plans to develop healthier community designs. Implementation of the Smoke-Free Ordinance, the Fresh Food Retailer Initiative, the Lafitte Greenway, the continued expansion/creation of over 100 miles of bike lanes and the addition of more New Orleans Development Recreation Centers, places our city on a path to becoming the future standard.

Moving toward our city's 300th anniversary, we remain committed to growing the culture of health through Fit NOLA and becoming one of the most resilient and fittest cities in the nation. Congratulations and thank you for your time and commitment to seeing a healthy New Orleans.

Sincerely,

A handwritten signature in white ink that reads "Mitch". The signature is stylized and cursive.

Mayor Mitch Landrieu

A MESSAGE FROM NEW ORLEANS HEALTH DEPARTMENT DIRECTOR

Charlotte Parent:

The Mayor and I are delighted to renew the City's investment into the collective Fit NOLA partnership. We believe that by the 300th anniversary of New Orleans, through your work and commitment, the Fit NOLA partnership will have successfully created a culture of health for all New Orleanians.

Since 2012, our partnership used the original Shared Action Blueprint as a guide to promote access to and develop programming around nutrition and physical activity resources. Through the Shared Action Blueprint, Fit NOLA created the foundation for a healthy New Orleans community design. This 2015 Blueprint is a celebration of Fit NOLA's work since its inception and an extended road map to achieving the partnership's shared vision. The contents of this document reflect the challenges surrounding nutrition and physical fitness within the City and the partnership's efforts to provide viable solutions to combat those deterrents.

We remain thankful to the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity, KaBoom!, the Blue Cross Blue Shield Foundation, Chevron, the Louisiana Public Health Institute and the Kellogg Foundation for the support and technical assistance provided to Fit NOLA. The aid from these organizations has afforded Fit NOLA the opportunity to research and develop innovative programming for the citizens of New Orleans.

Through culture-changing policies and infrastructural improvements, New Orleans is quickly becoming a city of best practices for healthy environments. On behalf of the New Orleans Health Department, thank you for your commitment to making this amazing city a place for new standards and groundbreaking efforts. We look forward to continued work toward a healthier New Orleans.

Sincerely,

A handwritten signature in white ink that reads "Charlotte M. Parent". The signature is written in a cursive, flowing style.

Charlotte M. Parent

WHO IS
FIT NOLA?

EXECUTIVE SUMMARY

In 2011, following the lead of First Lady Michelle Obama's Let's Move! Campaign, Mayor Landrieu challenged New Orleans to unite in an effort to combat the obesity rate of youth within the parish. As a result of the citywide call-to-action, Fit NOLA was developed through a series of summits funded by the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity and the Arkansas Center for Health Improvement.

With the expertise of city partners, Fit NOLA expanded to address chronic disease for all citizens of New Orleans, with particular focus on nutritional and physical activities. The partnership created *A Shared Action Blueprint* to inform the pathways of work for stakeholders involved in improving city health and wellness. In 2012, a coordinating group of community leaders and business owners was formed to guide the priorities and projects of Fit NOLA. Of that group, six sector leaders were selected to manage the projects of the business, community, healthcare, healthy community design early childhood, and school and out-of-school sectors.

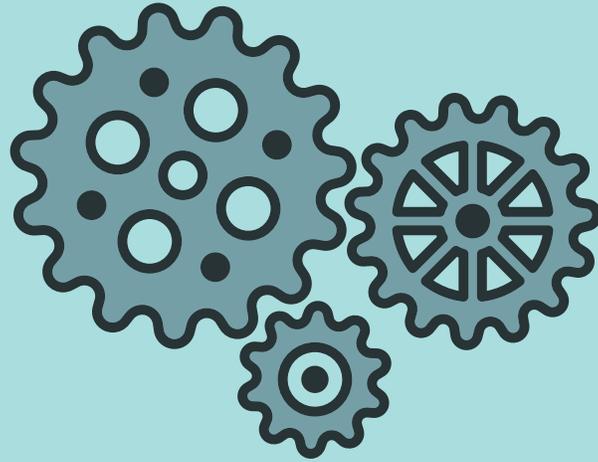
Over the past three years, Fit NOLA has grown to a partnership of over 200

non-profit organizations, schools, direct-service providers, businesses and community members feeding into each of the six sectors. With guidance from the Fit NOLA coordinating group, the partnership has informed policies and city infrastructure work. Sectors have created connections for individuals to access healthy educational tools, free programming and neighborhood resources with their project work. This document is a road map to furthering current successes and a continuing guide to achieving national success. Fit NOLA's overarching strategies of Increasing Awareness, Building Capacity & Setting Standard focus on the partnership's goal to become a top ranked fit city by 2018, the 300th anniversary of New Orleans.

WHAT DOES

FIT NOLA

WANT TO DO?



VISION, MISSION & CORE VALUES

The Fit NOLA Partnership developed a shared vision for our community, as well as a clear mission and set of values that will guide our work.

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VISION

By 2018, New Orleans will have a culture and environment that supports everyone to achieve and maintain a healthy lifestyle, and will be a nationally recognized health leader.

MISSION

We will partner to encourage healthy lifestyles in New Orleans through innovative, data-driven, and evidence-based programs and policies.

CORE VALUES

- 1 INSTITUTIONAL RESPONSIBILITY:** We commit to engaging public and private institutions with policies and programs that make healthy choices the most convenient and appealing for community members.
- 2 PERSONAL AND FAMILY RESPONSIBILITY:** We value responsible decision-making and actions by individuals and families to ensure that each community member demonstrates healthy behaviors and habits.
- 3 EQUITY:** Every individual should have access to nutritious food and safe spaces to play and exercise, regardless of geography, gender, race, ethnicity and income.
- 4 COLLABORATION:** Recognizing that wellness and obesity prevention is a community priority, we value a culture that encourages partnership and open communication, including a meaningful voice for citizens of all ages.
- 5 RESPECT FOR THE CULTURE OF OUR CITY:** New Orleans has a vibrant culture that we aim to preserve in our initiative by embracing the values and traditions that make New Orleans an exceptional city.
- 6 RESOURCE ACQUISITION AND ALLOCATION:** We value working cooperatively to leverage existing resources and acquire emerging resources.
- 7 EDUCATION:** We support informed health education efforts to equip residents with the knowledge needed to make healthy choices.
- 8 POLICY FOCUS:** Developing long-term, durable progress through significant policy level changes and implementation.
- 9 KNOWLEDGE TRANSPARENCY AND SHARING:** Providing easily accessible, accurate data and information to all parties working to eliminate obesity and improve the health and wellness of our community.

GOALS



GOAL 1

Leveraging resources of the City and partner organizations to address leading causes of poor health outcomes in our community, with an emphasis on physical activity and nutrition.



GOAL 2

Improve quality of life for all residents wherever they live, learn, work, or play.

Explanation

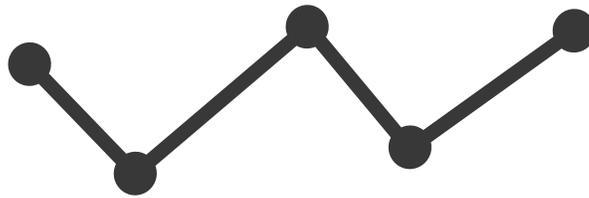
Fit NOLA's ultimate goal is to be recognized as a Top 10 fittest city by the American College of Sports Medicine's (ACSM) Fittest City ranking. Since the inception of the partnership in 2012, the New Orleans Metro Area has dropped from 39th to 42nd in our fittest city ranking. This indicator has allowed the partnership to take a step back and re-evaluate how we measure our success. The ACSM ranking measures behaviors and environment, not just for Orleans Parish, but for six other parishes that make up our metro area. In addition, our ranking will continue to fluctuate based on the progress of other cities, rather than our independent achievements.

In considering the data released by ACSM, New Orleans has demonstrated significant progress over the past three years, despite our overall drop in ranking. New Orleans has increased parks, parkland, and farmers markets per capita. We've also exceeded the targets established by ACSM for our city's walkability and percentage of residents biking to work. Rates of obesity and the percentage of citizens meeting dietary and physical activity recommendations remain at undesirable levels.¹

These indicators show notable success in the continual transformation of

New Orleans' fitness environment and further emphasize the need to engage individual citizens to establish lasting behavioral changes that contribute to a healthy lifestyle. The Partnership also now recognizes the need to move beyond the ACSM ranking as an exclusive indicator of our success within Orleans parish. Moving forward, our 12 priority strategies will be correlated with specific sector projects that maintain independent goals and target indicators, which can be measured over time and contribute to a more accurate evaluation of the Partnership's progress.

WHAT HAS
FIT NOLA
DONE?



PROGRESS REPORT

In 2012, Fit NOLA created the Shared Action Blueprint, a document that identified overarching strategies to achieve the ultimate goal of citywide fitness. Increasing Awareness, Building Capacity and Setting Standards are key to Fit NOLA's goals, here's an update on our current standings:

STRATEGY	OBJECTIVE(S)	PROGRESS AS OF SEPTEMBER 2015
<p>1. Implement a Fit NOLA communications campaign to spread awareness</p>	<p>1) Recruit print, television, radio and electronic media members into the Partnership</p> <p>2) Develop a core message and logo with input from local children, teens and young adults</p> <p>3) Launch a Fit NOLA interactive website and social marketing campaign</p>	<p>Logo developed; social marketing campaign implemented.</p> <p>Established social media presence with significant followings on three channels: -Facebook: 3,635 -Twitter: 1,186 -Instagram: 1,872</p> <p>Hosted 5 successful #LiveFitNOLA Twitter chats.</p> <p>Fit NOLA website updated and regularly maintained.</p> <p>Fit NOLA Newsletter regularly distributed to over 600 subscribers.</p>

STRATEGY	OBJECTIVE(S)	PROGRESS AS OF SEPTEMBER 2015
<p>2. Link families and community members to local nutrition and fitness resources</p>	<p>Create a print and electronic resource guide that is an inventory of all existing physical activity and nutrition resources in New Orleans</p>	<p>Fit NOLA Smartphone App launched in 2015.</p>
<p>3. Empower youth to successfully advocate for policies encouraging fitness and health</p>	<p>50 children complete an advocacy training program developed with input from students and the Partnership</p>	<p>Engaged youth in Health Impact Assessment to promote access to fresh fruits and vegetables in Central City.</p>
BUILDING CAPACITY		
<p>4. Create safe environments for everyone in New Orleans to be physically active</p>	<p>Increase the number of sidewalks restored, bike lanes added, street lamps repaired, parks refurbished and blighted areas fixed by 5-10%</p>	<p>Number of bike lanes up to 95 miles. Three Fit NOLA Parks refurbished.</p>
<p>5. Increase program opportunities for children and families to be physically active</p>	<p>1) Adoption of a physical activity break policy by 10 schools and 10 after-school programs 2) All New Orleans schools meet physical activity requirements 3) Expand the number of NORDC programming options by 10%</p>	<p>School sector developed an assessment to evaluate physical activity and nutritional capacity of Orleans parish schools. 18 schools completed the assessment for the 2014-2015 school year. Fit NOLA Parks programming available at 6 parks. Seeking opportunities for additional expansion. 5 Play Streets events held in neighborhoods across New Orleans, reaching 1,000 children and families.</p>
<p>6. Improve access to affordable, nutritious food</p>	<p>Increase the number of New Orleanians with access to healthy food by 3-5%</p>	<p>Farmers markets per million increased from 6.7 to 17.1 from 2012 to 2015.¹ Creation of the Fresh Food Retailer Initiative Program (FFRI) to</p>

STRATEGY	OBJECTIVE(S)	PROGRESS AS OF SEPTEMBER 2015
		<p>provide direct financial assistance to supermarkets and other fresh food retailers.</p> <p>Population with limited access to healthy foods decreased from 21% in 2012 to 12% in 2015².</p> <p>Health Impact Assessment completed to promote increased access to fresh fruits and vegetables in Central City.</p>
<p>7. Expand training opportunities to improve the availability of quality physical activity opportunities</p>	<p>Conduct at least 2 training workshops</p>	<p>Fit NOLA Parks instructors received professional training and delivered quality exercise opportunities to the community.</p> <p>Partner organizations hold regular training workshops to increase the quality and availability of local fitness instructors.</p>
<p>8. Create an infrastructure capable of sustaining the Fit NOLA partnership</p>	<p>Obtain adequate funding to staff the Partnership with a full-time director and develop a formal evaluation and communications plan</p>	<p>City funding allocated for Fit NOLA Program Lead; CDC provides Public Health Associate.</p> <p>Continued efforts to raise funds and acquire additional staff.</p>
SETTING STANDARDS		
<p>9. Develop a set of Fit NOLA standards to identify successful programs and policies</p>	<p>1) Develop standards, an application process and outreach strategy, verification mechanism and recognition plan for the Fit NOLA initiative</p> <p>2) Customize these standards in order to recognize Fit Schools, Health Care organizations, Child Care centers, Government organizations, Community organizations and Businesses</p>	<p>Fit NOLA Business designation established; 25 Fit NOLA businesses designated; partnership with LA Well-ahead established for businesses to pursue dual designation at State and City level.</p> <p>Fit NOLA Schools designation developed; 18 schools completed the assessment for the 2014-2015 school year.</p>

STRATEGY	OBJECTIVE(S)	PROGRESS AS OF SEPTEMBER 2015
		<p>Child care designation being considered.</p> <p>Breastfeeding informational sheet for New Orleans area mothers developed and disseminated via partner organizations.</p>
<p>10. Create employee wellness programs that include healthy procurement policies</p>	<p>1) Design a model wellness guide and form a coalition to help businesses implement wellness policies that increase physical activity and improve nutrition</p> <p>2) A total of up to 10,000 employees in New Orleans are employed by organizations that actively use formal wellness policies</p>	<p>Fit NOLA Business Toolkit and sample policy guide developed.</p> <p>Over 31,000 people currently employed by Fit NOLA businesses.</p> <p>City established Healthy Vending policy for providing healthier food and beverage choices at City Hall and other City-owned parks and facilities.</p>
<p>11. Advocate for universal assessment and reporting of patient weight and linkage to nutritional and physical fitness programs by health care professionals</p>	<p>1) Adopt a standard of care and implement the ability of Electronic Medical Records to identify patients who are not at a healthy weight</p> <p>2) Four physician groups and three hospitals adopt this policy and promote it during chapter meetings and grand rounds</p>	<p>To be addressed during the next phase of Fit NOLA.</p>
<p>12. Support policies and environments that provide healthy nutrition and active lifestyles for children and families</p>	<p>10 Child Care centers in Orleans Parish achieve the Let's Move! Child Care designation</p>	<p>Silver designated bicycle-friendly city by The League of American Bicyclists.³</p> <p>Over 6,400 residents participated in Fit NOLA Parks classes.</p> <p>885 individuals and families provided with fruit and vegetable prescriptions.</p> <p>Fit NOLA Partners supported passage of Smoke-free Ordinance.</p>

FIT NOLA BUSINESS DESIGNATION HONORS

PLATINUM



GOLD



SILVER



BRONZE



PARTNERSHIP INITIATIVES



HEALTHY HERO

In June 2015, Fit NOLA partnered with Whole Foods Market® to launch Healthy Hero, a program to celebrate community members leading healthy efforts across New Orleans. Healthy Hero gives New Orleans residents an opportunity to receive recognition for their work in creating a culture of health within the metro area.

Each month, Orleans Parish residents are invited to submit a Healthy Hero nomination for a chance to be selected as the monthly winner. Nomination questions allow the applicant to explain how they are creating a healthier environment for themselves and others. Healthy Heroes receive recognition from the Fit NOLA partnership, a Whole Foods Market® gift

FIT NOLA PARKS HAS GROWN TO OFFER

23

CLASSES PER WEEK AT



6

LOCATIONS ACROSS ORLEANS PARISH

card paired with a healthy-eating tour of Whole Foods Market's Broad Street location, and a complimentary entry into the Humana Rock 'n' Roll New Orleans marathon, half marathon or 10k race.

The Healthy Hero program highlights the exceptional work of individuals inspiring the community, while linking leaders to resources that allow them to continue their work in creating a healthier New Orleans.

FIT NOLA PARKS AND PRESCRIPTION PROGRAM

The Fit NOLA Parks initiative, a partnership between the New Orleans Recreation Development Commission (NORDC), the Louisiana Public Health Institute (LPHI) and the City of New Orleans Health Department, offers free fitness classes at NORDC parks and recreation centers. Since its beginning in the Fall of 2013, Fit NOLA Parks has grown to offer twenty-three (23) classes per week at six (6) locations across Orleans Parish: Norwood Thompson, Taylor, St. Roch, Behrman, Conrad and Stallings Gentilly Parks.

Fitness class options provided through Fit NOLA Parks include: community bike rides, boot camp, dance fit, hula hooping, kickboxing, line dancing, yoga, and Zumba. Over the course of 20 months, approximately 6400 residents participated in the free classes offered at the NORDC parks. In addition to recreational activities, the initiative supports booster clubs in

selling healthy food options at park concession stands and contracts police officers to provide increased security at the parks during activity times to encourage greater use.

The Fit NOLA Prescriptions program run by Market Umbrella utilized fruit and vegetable prescriptions distributed at community clinics to break down barriers to accessing healthy foods. Clinic patients who were diabetic, pregnant, and/or obese were eligible to receive monthly prescriptions redeemable at farmers markets for local fresh fruits and vegetables. These prescriptions were accompanied by an educational component at the markets that allowed participants to learn about the markets and how to prepare new foods. Eight hundred eighty-five (885) individuals and families were provided with fruit and vegetable prescriptions over the course of the funding period, with a redemption rate of 75%.

Fit NOLA Parks and Prescription Program partners include: the New Orleans Recreation Development Foundation, Market Umbrella, Tulane Prevention Research Center, Daughters of Charity Services of New Orleans, Ruth Fertel Community Health Center, Whole Foods, Norwood Thompson Booster Club, Taylor Booster Club, St. Roch Booster Club, and New Orleans Police Department. Funding for the initiative was provided by Blue Cross and Blue Shield of Louisiana Foundation and matching funds from Chevron.



#LIVEFITNOLA TWITTER CHAT

In March of 2015, Fit NOLA and the Prevention Research Center at Tulane University collaborated to launch #LiveFitNOLA Twitter Chats to engage and educate New Orleanians in an open discussion about the culture of health in our City. #LiveFitNOLA chats have featured a variety of local guest hosts, such as: Louisiana’s Health & Fitness Magazine, Crescent City Farmers Market, Ochsner Health System, Eat Fit NOLA, New Orleans Eat Local Challenge, and New Orleans Track Club. Each month’s chat carries a new theme that allows the guest host to lend their lens of insight to a live conversation with local individuals and organizations.

The #LiveFitNOLA chats have been a great platform to engage the New Orleans community via social media and allow our partners to highlight the health assets they are creating throughout the city. Each chat engages between 40-60 participants, consisting of both individuals and organizations, the most engaged of whom are rewarded for their participation with incentives from guest hosts and local

partners. At least 600 total tweets and 1 million impressions on twitter are generated per chat.

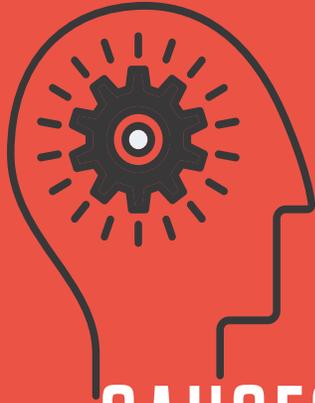
FIT NOLA SMART PHONE APPLICATION

Launched on September 30th, the Fit NOLA App, free on iPhone and Android, will provide community members with a database of local health resources and personalized nutrition guidance. Users can search for recipes, grocery items, farmers markets, and restaurant dishes at locations across the city, including over 100 local restaurants that have joined the Eat Fit NOLA initiative. All Eat Fit NOLA restaurants offer dishes that meet the “Ochsner Approved” criteria for good nutrition, helping diners enjoy their meals without compromising health or taste.

Based on user created profiles, which include chronic health conditions and special dietary restrictions, the Fit NOLA App matches dietary guidelines from major health associations and analyzes how food items compare to the user’s personal nutritional needs, reporting this information to the user in real-time.

The app is also home to a database of health resources and events, populated with information from Fit NOLA’s community partners. This portion of the app will serve as a valuable asset linking New Orleans residents to health programs, resources, and events across the city.

WHY IS
FIT NOLA
NEEDED?



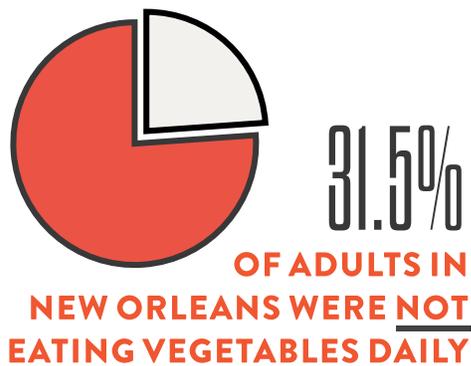
CAUSES OF OBESITY AND FACTORS AFFECTING FITNESS

Obesity is a complex health issue, resulting from a combination of causes and contributing factors, including individual behaviors and environmental influences.

Behaviors can include dietary patterns, physical activity, inactivity, genetics, and other lifestyle choices. Additional contributing factors in our society include the food and physical activity environment, socioeconomic status, cultural landscape, and community design.

Understanding the many causes and consequences of unhealthy weight and poor fitness, specifically those unique to New Orleans, is essential to creating a fit city.

Everyone has a role as we seek to build a culture and environment where people make good choices and those good choices are made easier through good policies.



INDIVIDUAL BEHAVIORS

Physical Inactivity⁴: Staying active can help individuals maintain a healthy weight or lose weight. It can also lower the risk of heart disease, diabetes, stroke, high blood pressure, and other chronic diseases; as well as reduce stress and boost mood. Inactive (sedentary) lifestyles do just the opposite. In New Orleans, 27% of the population is physically inactive and only 13.7% of the adult population meets CDC guidelines for physical activity.

Diet⁵: Overeating foods that are high in calories and nutritionally poor, such as sugar-sweetened beverages, refined carbohydrates, and foods containing saturated or trans fats, is a major contributor to obesity. Eating recommended amounts of fruits and vegetables, as part of a balanced diet is critical to providing nutrients that protect against disease and obesity, while also fueling the body for physical activity. According to 2011 data, 42.7% of adults in New Orleans were not eating fruit daily and 31.5% of adults in New Orleans were not eating vegetables daily.

Family & Genetics⁶: Babies who are breastfed are better protected from developing childhood obesity and diabetes. Poor maternal health and prenatal nutrition negatively affect a child's ability to achieve and maintain a healthy weight. Genes may also affect obesity, but because families also share food and physical activity habits, a link exists between genes and the environment. Children adopt the habits of their parents. A child who has overweight parents who eat high-calorie foods and are inactive will likely become overweight too. However, if the family adopts healthy food and physical activity habits, the child's chance of being overweight or obese is reduced.

Sleep⁷: Inadequate amount of sleep results in lower energy levels and is a potential contributing factor to higher obesity levels.

SOCIAL AND ENVIRONMENTAL FACTORS

Poverty⁸: The negative effects of poverty on health are well researched and documented. Poverty is associated with risk factors such as food insecurity and increased sedentarism, as well as stress, mental health issues, and poor overall health status; all of which contribute to increased incidence of chronic diseases, including obesity. Those living in poverty often lack basic preventative health care,

practice poor nutritional habits, are more susceptible to disease, and have overall shorter lifespans than those who are wealthier. Healthy lifestyles may also be perceived as requiring significant financial investment, and therefore unattainable. Approximately 27.9% of New Orleans residents are living below the federal poverty level, compared to the national average of 14.5%. Child poverty is at 39%, compared to the national average of 22%.

Economic, Racial, and Place-based Disparities⁹: Research surrounding healthy disparities tends to focus on racial and ethnic factors, which are particularly relevant in New Orleans. In New Orleans, poverty is not equally distributed across racial and ethnic groups. According to American Community Survey (ACS) data, 76.23% of Orleans Parish residents living in poverty are African American. Of children living in poverty, 94.77% are African American, and 5.2% are white.

Mortality and chronic disease rates are significantly higher among African Americans, when compared to whites in New Orleans. Approximately 41% of African Americans in the city are obese compared to 30% of whites and 27% of Latinos. African Americans in New Orleans are significantly more likely than whites to have any chronic condition and more likely than whites to die from that condition; they are 33% more likely to die of heart disease and three times as likely to die of diabetes.

.....
**OF CHILDREN LIVING
IN POVERTY,
94.77%
ARE AFRICAN
AMERICAN
AND
5.2% ARE WHITE**
.....

There are many factors driving these disparities. One’s neighborhood, income, and race are interrelated in New Orleans and directly affect one’s health. An examination of life expectancy by zip code revealed differences in life expectancy of as much as 25 years between the highest (majority high income white) and lowest life expectancies (majority low income black) in the city. Food deserts, places where people have limited access to healthy foods, are more common in areas with lower income and those with a higher proportion of African American residents. While personal choice drives some of the statistics, one’s social and physical environment has an immense impact on one’s ability to make and follow through on healthy choices. The Fit NOLA partnership is committed to ensuring social and environmental equity that enables all New Orleanians to achieve a healthy lifestyle and optimal health outcomes.

Organizational and Public Policies¹⁰: Policies and environments created by governments and other organizations shape people’s decisions. Legislation and public services can help all citizens make healthy choices by making these choices available and accessible. Providing affordable recreation options to all community members and incentivizing the creation of supermarkets in underserved areas are examples of using public policy as a tool to create a more fit community.

Food Access & Literacy¹¹: Proximity to fresh food is strongly associated with



**SINCE 2010, THE
CITY HAS REDUCED
THE ESTIMATED
40,000
BLIGHTED
PROPERTIES IN
THE CITY BY
15,000**

.....

increased levels of fruit and vegetable consumption. Residents living in underserved areas are more likely to be overweight/obese. Multiple studies have shown that the presence of supermarkets in communities corresponds with lower rates of obesity, overweight, diabetes, and other negative diet-related health outcomes.

In New Orleans, there is 1 supermarket for every 11,800 residents, compared to the national ratio of 1 supermarket for every 8,440 residents. Additionally, it can be estimated that 14.77% of the population in New Orleans live in food deserts. Affordable, unhealthy food is easy accessible throughout the city. Local researchers at Tulane University suggest the term “food swamp” to describe the



NEW ORLEANS IS ALSO DESIGNATED
AS A
SILVER-LEVEL
BICYCLE FRIENDLY COMMUNITY
BY
THE AMERICAN LEAGUE OF BICYCLISTS

New Orleans food environment, referring to areas where the large amount of unhealthy food available drowns out healthier food. Furthermore, there is a general lack of education and awareness regarding what constitutes a healthy diet and where healthy foods are available in the city.

Safety¹²: Violent crime and the perceptions of violence negatively impact the ability of residents to use outdoor play and exercise spaces, and walk or bike to destinations. Enhanced community policing and crime prevention through environmental design can increase physical activity by making parks and playgrounds safer and more accessible.

While the murder rate in New Orleans has decreased by nearly half since its peak in 2006, New Orleans still has a murder rate that is almost four times the average for a city its size. Survey data from 2015 indicates that 30% of New Orleans residents fear they will be a victim of a violent crime, and 29% feel unsafe in their neighborhood.

Along with violent crime, blighted properties contribute to problems associated with safety, but they do present the opportunity to transform these spaces into well-maintained green spaces that will encourage physical activity. Since 2010, the City has reduced the estimated 40,000 blighted properties in the city by 15,000—the most aggressive blight reduction in the country.

Built Environment¹³: Structures and physical places can make the environment more conducive to healthy choices. Access to well-equipped and safe parks and playgrounds is associated with lower obesity rates and higher physical activity levels. The existence of trails, sidewalks and bike lanes encourages the use of active transportation.

According to the County Health Rankings, 96% of adults in New Orleans have access to physical activity opportunities. The Trust for Public Land ranked New Orleans 31 out of the 75 largest cities in meeting the need for parks. New Orleans Parks and Parkways maintains over 2,000 acres of public green space.

In 2011, New Orleans had the 9th highest percentage of workers bicycling to work among cities with populations greater than 250,000 and the 2nd highest in South Region cities. Among the same cities, New Orleans ranked 13th in percentage of people who walk to work and had the 3rd highest walking rate in South Region Cities. Since 2000, the amount of bicycle commuters has increased by 208.7%. New Orleans is also designated as a silver-level Bicycle Friendly Community by The American League of Bicyclists.

Community Design and Zoning¹⁴: Sprawl and unappealing landscapes deter the use of the environment for active lifestyles. Using community design to make healthy choices easy by connecting streets and making recreational facilities accessible is an effective tool to promote fitness and reduce obesity. Significant improvements need to be made to roads and sidewalks throughout the City, and the prevalence of construction detracts from healthy community design and deters active commuters.

Social Networks & Environment¹⁵: Levels of trust and social support between citizens correlate with greater usage of public recreation facilities. Coordinated exercise groups and programming support physical activity choices and can build skill-related fitness. Isolation and division

in neighborhoods act as negative factors discouraging public use of parks and playgrounds.

Lifestyle choices made by friends and family members influence the nutrition and physical activity decisions made by other friends and relatives. Interviews conducted in three New Orleans neighborhoods revealed that people who have friends, family and doctors that specifically encourage them to be active and exercise tend to meet recommended physical activity levels.

Socio-cultural Factors: Rich in history, culture, ethnic diversity, and natural resources, New Orleans has many assets to be leveraged in creating healthy environments for all who live, learn, work and play in our city. Acknowledging that socio-cultural factors are difficult to quantify, public health professionals and community members alike note that our culture of celebration is often associated with unhealthy behaviors, such as poor nutrition and inactivity. We aim to preserve the values and traditions of New Orleans and recognize that our city's passion for life will be enhanced by continually pursuing a culture of health.

HOW WILL
FIT NOLA
GET THERE?

FRAMEWORK FOR ACTION

SOCIAL-ECOLOGICAL APPROACH TO PARTNERSHIP



FIT NOLA PARTNERSHIP MODEL

Adaptation of the Institute of Medicine Model⁸

As a partnership, Fit NOLA aims to create a healthier culture via policy, environment, and behavioral change by focusing on a set of priority action strategies that inform sector projects and initiatives. Using definitions developed by the Centers for Disease Control and Prevention, environmental change refers to changes in the physical, social or economic environments that affect people’s choices and behaviors; policy refers to legislative or organizational laws, regulations and procedures that affect behavior. Recognizing that obesity exists as a consequence of the relationship between the environment and the individual, the partnership operates as an integrated top-down and bottom-up approach¹⁶, leveraging both individual investment and systems-level change and using the socio-ecologic approach to partnership detailed above as our framework.

PRIORITY FIT NOLA ACTION STRATEGIES

The Partnership continues to align its efforts with **12 priority action strategies** aimed at increasing awareness, building capacity, and setting standards. The development and execution of these strategies is a shared responsibility. However, each sector establishes objectives and targets in accordance with the priority action strategies. Through the combined efforts of individuals and organizations, we can successfully achieve our targets. The Partnership will oversee and assist these efforts by facilitating opportunities for organizations to work together on these projects.

Increasing Awareness

1. Implement a Fit NOLA communications campaign to spread awareness.
2. Link families and community members to local nutrition and fitness resources.
3. Empower youth to successfully advocate for policies encouraging fitness and health.
4. Develop smartphone technology to connect individuals to community resources.

Building capacity

5. Create safe environments for everyone in New Orleans to be physically active.
6. Increase program opportunities for children and families to be physically active.
7. Improve access to affordable, nutritious food.
8. Expand training opportunities to improve the availability of quality physical activity opportunities.
9. Create an infrastructure capable of sustaining the Fit NOLA Partnership.

Setting Standards

10. Develop a set of Fit NOLA standards to identify successful programs and policies.
11. Create employee wellness programs that include healthy procurement policies.
12. Support policies and environments that provide healthy nutrition and active lifestyles for children and families.

FIT NOLA SECTORS



BUSINESS SECTOR

2015 Chair: *TBD*

GOAL: To inform, educate & support businesses to become health conscious workplaces.

In 2013, the Business Sector developed the Fit NOLA Business Toolkit to help companies assess their current state of workplace wellness. Comprised of representatives from Fortune 500 companies and local non-profits and universities, the Business Sector created the assessment to celebrate businesses with exceptional workplace wellness programs and identify areas in which businesses could improve wellness efforts.

Based on national worksite wellness models, the business certification program helps businesses move toward physical and nutritional fitness and celebrates businesses in the Greater New Orleans region that meet certain standards for worksite wellness, such as: being physically active, eating fresh fruit and vegetables, providing lactation rooms in the office and having a tobacco-free workplace. Busi-

nesses that meet or surpass these standards receive recognition as a Fit NOLA Business.

Currently, there are 27 certified Fit NOLA Businesses, creating healthy workplace environments for over 31,000 employees across the New Orleans metro area. Moving forward, the Business Sector will focus on recruiting new businesses and sustaining the engagement of current Fit NOLA Businesses.

COMMUNITY SECTOR

2015 Chairs: *Keelia O'Malley, Tulane Prevention Research Center & Danielle Burrell, Treux North Wellness*

GOAL: Increase awareness and opportunities for physical & nutritional activities and resources in the Greater New Orleans Area.

Community Engagement

The community sector's work revolves around connecting individual community members with fitness assets and resources. In addition to targeted outreach to neigh-

borhood associations, faith-based communities, youth, and seniors, the sector supports the following Fit NOLA community engagement initiatives:

- Healthy Hero
- Fit NOLA Smart Phone Application
- #LiveFitNOLA Twitter Chat
- Fit NOLA Web-based Communications

EARLY CHILDHOOD SECTOR

2015 Chairs: Lauren Dunaway, Mary Amelia Women's Center; Mary Alexander, Healthy Start New Orleans and Kristen Kirksey, Healthy Start New Orleans.

GOAL: Implement early childhood obesity prevention strategies by developing new and supporting existing initiatives designed to: increase physical activity, promote healthy eating, and encourage and support breastfeeding for children in New Orleans.

The Early Childhood Sector is currently organizing a breastfeeding campaign to promote male support of breastfeeding mothers. Beyond this campaign, the sector will also focus their efforts on helping parents advocate on their children's behalf for physical activity and nutrition standards at child care centers.

HEALTHCARE SECTOR

2015 Chair: Dr. Eric Griggs

GOAL: To provide health practitioners with tools to service the community, with a focus on fitness and nutrition.

The Healthcare sector will focus on using Fit NOLA's newly launched smart phone application as a tool for health care providers. The sector will reach out to providers, educating them on how they can use the app to connect their patients to physical activity and nutrition resources throughout the New Orleans metro area. Health Care professionals will find many useful tools within the app to help guide their patients towards a healthy lifestyle, from personalized nutrition advice to health events and screenings in their area.

HEALTHY COMMUNITY DESIGN SECTOR

2015 Chairs: Adrienne Mundorf, Tulane Prevention Research Center and Jennifer Ruley, Pedestrian and Bicycle Engineer, Louisiana Public Health Institute

GOAL: To facilitate access to nutritional and physical activity by way of community design and the environment.

The Healthy Community Design sector will continue to focus on linking all of Fit NOLA's sectors together in creating healthy environments for all who live, learn, work and play in New Orleans. This sector will also use the Fit NOLA app as a platform to host geographic data that represents all the healthy assets in an individual's immediate vicinity, such as: farmers markets, free fitness classes, bike lanes, and health events.

The sector will also incorporate the Food Policy Advisory Committee, which supports public policy strategies through research, education and advocacy to ensure equitable access to fresh, healthy food in New Orleans.

SCHOOL AND OUT-OF-SCHOOL SECTOR

2015 Chairs: *Anneke Dunbar-Gronke, Institute of Women and Ethnic Studies; Rosamar Torres, Sankofa Community*

Development Corporation; Kimberly Walsh, ReNew Schaumburg Elementary and Luella Williams, Up2Us

GOAL: Increase access to physical activity and healthy eating opportunities for youth in New Orleans.

In 2015, the School and Out-of-School sector developed the Fit NOLA School Based Recreation and Nutrition Survey to assess the current physical activity and nutrition resources present in Orleans Parish schools. Over 20 schools completed the assessment in 2015, and the sector is currently working to develop designation criteria based on the baseline data collected from the first round of applicants. Once the criteria are determined, schools will be designated and connected with local resources to enhance their current recreation and nutrition programming. The sector is also working to procure incentives for schools that complete the survey.

HOW DO WE
KNOW WHEN
WE'VE REACHED
THE GOAL?

EVALUATING OUR SUCCESS

PROCESS MEASURES

PERFORMANCE INDICATOR	2014 STATUS	2015	2016	2017
The number of community organizations registered on the Fit NOLA Smart Phone Application (cumulative).	50	100	150	200
Number of downloads of the Fit NOLA Smart Phone application (cumulative).	N/A	TBD	TBD	TBD
Number of Social Media subscribers spread across the Facebook, Instagram & Twitter platforms (cumulative).	2,700	5,700	7,000	9,000
The number of Fit NOLA initiative creations. With the support of 1 or more Fit NOLA partners (e.g., Healthy Heroes, #LiveFitNOLA Twitter Chat, Smartphone App) (cumulative).	4	6	8	10
Number of Businesses that adopt Fit NOLA standards (cumulative).	16	25	40	55
Number of individuals employed by Fit NOLA Businesses	27,000	[MS] ⁱ	[MS]	[MS]
Number of elementary, middle or high school institutional that adopt Fit NOLA standards (cumulative).	N/A	25	30	40
Number of students attending Fit NOLA Schools.	N/A	[MS]	[MS]	[MS]
Number of parks, schools, places of faith and or community centers with Fit NOLA driven fitness programing (annual).	6	9	12	15

i- MS=Management statistic, meaning that this indicator is tracked but targets are not set.

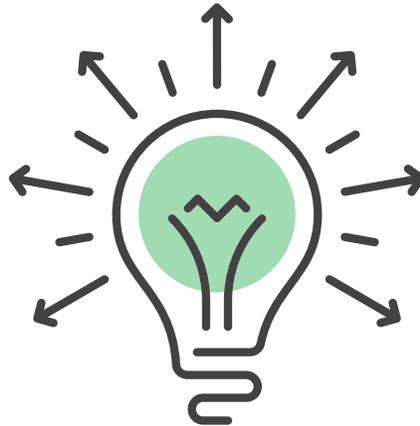
OUTCOME MEASURES



ORLEANS PARISH

HEALTH STATUS		
	Obesity	31% ¹⁷
	Overweight	35.9% ¹⁸
	Diabetes	12% ¹⁷
BEHAVIORS		
	Consume vegetables less than 1/day	31.5% ¹⁹
	Consume fruits less than 1/day	42.7% ¹⁹
	Meet CDC Aerobic and Strength Training Guidelines	13.7% ¹⁹
	Physical inactivity	27% ¹⁷
	Smoking	20% ¹⁷
ENVIRONMENT		
	Access to physical activity	96% ¹⁷
	Food insecurity	22% ¹⁷
	Limited access to healthy foods	12% ¹⁷
	Farmers markets per million people	17.1 ¹
	Population living in a food desert	14.8% ²⁰
	Children eligible for free lunch	78% ¹⁷
	Child poverty	39% ¹⁷

WHAT'S
NEXT?



The Fit NOLA partnership uses this document to reignite the efforts and strategies to achieve the ultimate partnership goal of a healthier New Orleans. We hope to continue identifying opportunities for cross-sector work between public and private organizations for the betterment of the communities we serve.

As a collaborative, Fit NOLA has grown from summit discussions around childhood obesity to a partnership working to promote healthy lifestyles for individuals of all ages. As a result, sectors are in need of financial support to continue connecting New Orleanians to health resources. The partnership aims to create avenues for funding support in order to further the capacity and reach of our on-going efforts.

Fit NOLA continues to thank the Robert Wood Johnson Foundation, the Kellogg Foundation, the Blue Cross and Blue Shield of Louisiana Foundation,

Chevron, and the Centers for Disease Control and Prevention for their past funding contributions to Fit NOLA efforts.

Fit NOLA commends the organizations that have devoted time and have volunteered to create a partnership structure aimed at improving entire city. The City of New Orleans Health Department is honored to provide support for this initiative and celebrate future success as we navigate the path to being recognized as one of the fittest cities in the country.

WHO HELPED YOU
GET TO WHERE
YOU'RE AT?



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504HealthNet

Advocate New Orleans

Agenda for Children

Alliance for a Healthier Generation

American Cancer Society

American Diabetes Association

American Heart Association

Amerigroup

A's and Aces

Baptist Community Ministries

Bike Easy

Blue Cross and Blue Shield of Louisiana

Catholic Charities Archdiocese of New Orleans

Children's Hospital of New Orleans

Coca-Cola

Downtown Development District

Early Childhood and Family Learning Foundation

East Jefferson General Hospital

Eat Fit NOLA

Edible Schoolyard NOLA

Emeril Lagasse Foundation

Entergy

Feed the Children

First Line Schools

Fit-Lot

Friends of Lafitte Corridor

GE Capital

Girls On The Run

Greater New Orleans Foundation

Greater New Orleans Pediatric Society

Greater New Orleans Sports Foundation
 Greenlight New Orleans
 Grow Dat Youth Farm
 Hardrock Café
 Healthcare Journal of New Orleans
 HealthCorps
 Healthy Lifestyle Choices
 Healthy Start New Orleans
 Healthy Summer
 Hey Now Hooping
 Hollygrove Farmers Market
 Institute of Women and Ethnic Studies
 Jefferson Parish Public School System
 Junior League of New Orleans
 Kids Rethink New Orleans Schools
 Kingsley House
 Liberty's Kitchen
 LifeCity
 Louisiana Children's Museum
 Louisiana Department of Health and Hospitals
 Louisiana Department of Transportation and Development
 Louisiana Public Health Institute
 Louisiana Restaurant Association
 Louisiana Safe Routes to School
 Louisiana State Medical Society
 LSU Ag Center
 LSU Health Sciences Center
 LSU School of Public Health
 Market Umbrella
 Martin Mental Health
 Mary Amelia Center
 Neighborhood Partnership Network
 New Orleans Ballet Association
 New Orleans City Park
 New Orleans Department of Public Works
 New Orleans Health Department
 New Orleans Kids Partnership
 New Orleans Outreach
 New Orleans Pelicans
 New Orleans Public Library
 New Orleans Recreation Development Commission
 New Orleans Recreation Development Foundation
 New Orleans Regional Planning Commission
 New Orleans Saints
 New Orleans Track Club
 Ochsner Health System
 Office of Mayor Mitchell J. Landrieu
 Orleans Parish School Board
 Parks and Parkways
 Partnership for Youth Development
 Pennington Biomedical Research Center
 Play NOLA
 Playworks New Orleans
 Propeller
 Recovery School District
 Refresh Project
 ReNew Schools
 Revolution Foods
 Robert Wood Johnson Foundation Center to Prevent
 Childhood Obesity
 Sankofa Community Development Corporation
 Second Harvest Food Bank of Greater New Orleans and
 Acadiana
 Share Our Strength
 Shell Exploration and Production
 Teach for America
 Tulane University
 Tulane University Medical Center
 Tulane University Prevention Research Center
 Tulane University School of Medicine
 Tulane University School of Public Health
 United Healthcare
 United Healthcare Community Plan
 United States Department of Agriculture Food and Nutrition
 Service
 United States Department of Housing and Urban
 Development
 United States National Park Service
 University of New Orleans Transportation Institute
 Up2Us
 Urban Strategies
 Vietnamese American Young Leaders Association
 Vietnamese Initiative in Economic Training
 Volunteers of America
 Walmart
 Whole Foods Market
 YMCA of Greater New Orleans
 Youth Run NOLA

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