



TRANSFORMING DATA INTO ACTION

GULF COAST COMMUNITY EXCHANGE STEERING COMMITTEE MEETING ♦ OCTOBER 12, 2016





ABOUT LOUISIANA PUBLIC HEALTH INSTITUTE

- Louisiana Public Health Institute is a statewide, 501(c)(3) nonprofit organization that serves as a partner and convener to improve population-level health outcomes.
- Mission: to promote and improve the health and quality of life in Louisiana and the greater Gulf Coast region through public-private partnerships at the community, parish/county and state levels



ABOUT LPHI'S GULF COAST COMMUNITIES PROJECT

- Gulf Coast Community Design Studio is one of three partners tapped by LPHI and funded by the Baton Rouge Area Foundation to develop a community data and communications website
- Intent is that the website will serve as a tool for a larger purpose:
 - Support coalition building efforts for local and/or regional planning – not just limited to health or clinical issues
 - Provide communities with the tools and resources to take action and accelerate positive community change



IN THE BEGINNING...

- The precursor to this project, Healthy NOLA Neighborhoods, was a LPHI project funded by Kresge Foundation & based on 3 major premises:
 - Health is so much more than disease morbidity & mortality
 - Effective change is locally driven
 - Effective change cannot occur without accurate and accessible data
- This work led to a collaboration with East Baton Rouge Parish to assist in the development of [BR City Key](#)

INSPIRING COLLABORATIVES: PRIORITY SPOKANE

The Basics

- Led by representatives from government, academia, business and other nonprofits focusing on the vitality of the county
- Sought the input of residents on the community's most pressing issues—overwhelming response was education
- Report by local health department linking lack of education to poor health, lower income and poverty seen as a major catalyst to get everyone on board
- Approach is cradle-to-career: initiative also works with employers to help bridge students from a strong education to economic opportunities
- Approach is also data-driven, utilizing metrics from the [Community Indicators Initiative of Spokane](#) to track progress

What's the "Secret Sauce?"

- Educational attainment seen as key to breaking the intergenerational cycles of poverty and poor health
- Attained community input from very beginning (back in 2009)
- Several county schools have partnered with local energy company to provide STEM learning opportunities to students
- Civic engagement/ advocacy opportunities also provided to young people to organize for healthy changes in the community; successes include zoning limits on junk food advertising and preserving local public library hours
- H.S. graduation rate climbed from just below 60% to above 80% in 5 years

INSPIRING COLLABORATIVES: LIVE WELL SAN DIEGO

The Basics

- Started as comprehensive, long-term initiative on health but has evolved into an “initiative to improve the health, safety and quality of life of all County residents” involving all sectors (government, business, schools, faith-based orgs)
- Incorporated external funding--\$16 million Communities Putting Prevention to Work (CPPW) federal grant award in 2010 & a Community Transformation Grant in 2011—to get even more traction
- Comprised of smaller programs, such as [Healthy Works](#), which focuses on tobacco use, poor nutrition and physical inactivity

What’s the “Secret Sauce?”

- Strategic approaches are at the systems level—not so much about tackling a specific health or sector issue (e.g. building a better delivery system for county residents, pursuing policy and environmental changes, etc.)
- [Partner page](#) has links to best practices grouped by sector (government, business, schools, faith-based & community orgs) and clearly states benefits of participation
- Achieving mission “has required that the County go beyond what many would consider the typical scope of government. We have had to change the way we do our day-to-day work and redefine the role the entire County team plays as a steward of health, safety and wellness.”
- Recommendations to others include: building off of already existing campaigns to conduct community outreach at minimal cost & conducting monthly meetings to provide cohesion

LIVE WELL SAN DIEGO is...



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MEASURING PROGRESS

AREAS OF INFLUENCE



HEALTH

Enjoying good health and expecting to live a full life



KNOWLEDGE

Learning throughout the lifespan



STANDARD OF LIVING

Having enough resources for a quality life



COMMUNITY

Living in a clean and safe neighborhood



SOCIAL

Helping each other to live well

TOP 10 LIVE WELL SAN DIEGO INDICATORS



LIFE EXPECTANCY

Measures of length of life expected at birth and describes the overall health status of a population.



QUALITY OF LIFE

Percent of population that is sufficiently healthy to be able to live independently.



EDUCATION

Percent of the population with a High School diploma or equivalent. Education has a positive influence on a variety of economic, social and psychological factors which impact the health and well-being of a population.



UNEMPLOYMENT RATE

Percent of the total labor force ages 16 and over that is unemployed and actively seeking employment. Unemployment has a strong negative influence on the financial health and overall well-being of the population. Unemployment is also linked to an increased risk of poor health outcomes, including higher mortality rates.



INCOME

Percent of the population spending less than 1/3 of their household income on housing. Sufficient income to cover basic living costs has a positive influence on the overall financial health and well-being of the community.



SECURITY

Measured as the rate of property and violent crimes per 100,000 people. Crime can have a significant impact on the well-being of the population and contributes to premature death and disability, poor mental health and lost productivity.



PHYSICAL ENVIRONMENT

Percent of days that air quality is rated as unhealthy. The quality of the community's physical environment greatly impacts the health and well-being of the population.



BUILT ENVIRONMENT

Percent of the population living within a half mile of a park. Access to parks can influence choices to engage in physical activity and community involvement which has been shown to have positive impacts on well-being.



VULNERABLE POPULATIONS

Percent of the population who have experienced food insecurity. The inability to afford enough food on a regular basis, including access to healthier foods essential for good nutrition, impacts the health and well-being of the population.



COMMUNITY INVOLVEMENT

Percent of residents who volunteer. Volunteering can benefit the physical and mental health of the population, as well as creating a more interconnected community.

To learn more, visit LiveWellSD.org/make-an-impact

CDC Health Impact Pyramid

Factors that Affect Health



Smallest Impact

Largest Impact

Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Fluoridation, trans fat, smoke-free laws, tobacco tax

Poverty, education, housing, inequality

Check the Tarrant County Public Health Web site to learn more.
<http://health.tarrantcounty.com>





MAKING IT YOUR OWN: EXAMPLES FROM OTHER HCI PLATFORM CLIENTS

- Coastal Georgia Indicators Coalition
- Impact DuPage (DuPage County, IL)
- LiveHealthy Fairfax (Fairfax County, VA)

MEASURING COLLABORATIVE SUCCESS


Activity	Short-term Outcomes (Illustrative)	Intermediate Outcomes (Illustrative)
1. Guide vision and strategy	Partners share a common understanding of the need and desired result	Partners' individual work is increasingly aligned with the initiative's common agenda
2. Support aligned activities	Partners increasingly communicate and coordinate their activities toward common goals	Partners collaboratively develop new approaches to advance the initiative
3. Establish shared measurement practices	Partners understand the value of sharing data	Partners increasingly use data to adapt and refine their strategies
4. Build public will	Community members are increasingly aware of the issue(s)	More community members feel empowered to take action on the issue(s)
5. Advance policy	Policymakers are more aware and supportive of the initiative's policy agenda	Policy changes increasingly occur in line with initiative goals
6. Mobilize funding	Funding is secured to support initiative activities	Philanthropic and public funds are increasingly aligned with initiative goals

Source: Turner, S., Merchant, K., Kania, J. & Martin, E. (2012, July 18). Understanding the Value of Backbone Organizations in Collective Impact: Part 2. [Stanford Social Innovation Review web log]. Retrieved from https://ssir.org/articles/entry/understanding_the_value_of_backbone_organizations_in_collective_impact_2



COMPLETING THE STATEMENT:

- If not for the Gulf Coast Community ExCHANGE, _____ would not have happened in our community.



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