

# CREATING HEALTHY NEW ORLEANS NEIGHBORHOODS:

RESOURCES TO BUILD COMMUNITY AWARENESS,  
ENGAGEMENT AND ACTION FOR HEALTHIER  
ENVIRONMENT

Smart Growth Summit

August 18, 2011

# What Creates Health?

- Only about 10% of community health driven by health care alone
- Estimated that around 60% of community health is directly influenced by a person's healthy/unhealthy interaction with their environment

# What Creates Health?<sup>2</sup>

- ❑ Environment is not just air, water, ground, buildings, but the social environment, including socially just educational opportunities, employment for meaningful wages; public safety; housing; neighborhood infrastructure and reasonable prospects for personal independence and fulfillment of life goals
- ❑ Its about the natural env; the built env.; social/culture; policies; available products and services (healthy and unhealthy)
- ❑ Therefore, health may be improved by changes in personal behavior and changes in the environment

# Leadership for Healthy Neighborhoods

- ❑ Residents, working together, define the community
- ❑ “A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.” Margaret Mead
- ❑ Post-Katrina NOLA has had a renaissance of civic engagement at the neighborhood level – need to nurture this strength of the community for deep and lasting positive change

# Healthy Communities Approach

- Community partnerships/Collaborative leadership/Multi-sector approach
- Profound resident leadership
- Population health basis
- Interventions for “structural” change
  - ▣ Policy change
  - ▣ Environmental change
  - ▣ Social marketing and cultural norming
  - ▣ Community capacity for accessible, acceptable services

# History of Healthy NO Neighborhoods

- Informal outgrowth of master planning
- Funding by The Kresge Foundation and now CDC REACH-CORE coop agreement for Type 2 D.M.
- Initial efforts of NPN, Concordia, LLC and the Louisiana Public Health Institute

# Healthy New Orleans Neighborhoods

- Vision
- Community self-identity
- Way of life
- Reciprocal expectations and accountability
- Set of complimentary resources for information-sharing, assessment, planning, implementation and tracking

# Full HNON Vision

- Runs on healthy community approach
- Web-based information and resources
- Multi-disciplinary technical assistance to neighborhoods
- Mini-grants for neighborhood assessment, planning and interventions
- Social marketing for healthy culture/social norming
- Policy development
- Community assets alignment in a variety of ways
- Evaluation

# Full HNON Vision: Governance

- Owned by entire community – not program of one entity or government or sector – across sectors
- Formal charter and structure – possible 501c3, ex. Healthy Baton Rouge
- Significant resident leader representation
- Relevant, responsive, robust, respectful and resourced
- Become part of self-identity of residents, government, non-profits and marketplace
- Become part of national identity

# Web Resource Guiding Principles

- Residents should have the best available information within access in way that is useful to them, within limits of information quality and resources
- The content, functions, language and feel of the resource center must be acceptable to residents
- It is important that residents are not only more aware, but that they also have the additional resources to prompt informed action (the resources need to evolve and grow to better meet that goal)

# Resource Development for Healthy NO Neighborhoods

- ❑ Web-based resource center for all to use freely, when completed
- ❑ Intended scope of resource include:
  - ❑ Neighborhood health and social information with over 120 elements with neighborhood mapping
  - ❑ Over 1600 community leadership stories and lessons learned
  - ❑ Dozens of tools and guides for planning and taking action across a host of neighborhood issues
  - ❑ Listing of over 200 local and national organizations who may be available to partner with you neighborhood for planning and action
  - ❑ For neighborhood groups, the option to set up healthy neighborhood webpage that can hold selected and newly added neighborhood information, conduct chats, calendar, simple project management tool
  - ❑ Updated national news stories about health topics
  - ❑ Track changes in measures over time

# Next Steps – Web-based Resource

- Currently in beta launch
  - Growing number of resident leaders and local non-profits, government agencies and foundations driving and providing valuable feedback to password protected version
  - Developing further tools, such as checklist and collaboration tools
  - Website development and content support under license by the Healthy Communities Institute ([www.healthycommunitiesinstitute.com](http://www.healthycommunitiesinstitute.com))
- Plan for full launch of v. 1.0 in October
  - Full launch driven by neighborhood leaders
  - In proximity to expected NOLA neighborhood summit

# Next Steps - HNON

- Kresge funding supports a Neighborhood Health Liaison at NPN to provide outreach, coaching, TA
- Already received new grant to implement other elements of full vision
  - ▣ CDC REACH-CORE 2 NO neighborhoods
  - ▣ conduct deep collective assessment and planning for systemic changes in neighborhood natural and built environment re: Type 2 diabetes = nutrition and physical activity
  - ▣ Supports an additional Neighborhood Health Liaison to work primarily with 2 neighborhoods

# Next Steps – HNON

- As part of overall HNON, will also provide TA to 6-8 additional neighborhoods
- With at least group of 8 neighborhoods actively engaged in healthy neighborhoods work and using and adding to the website
  - ▣ we will assuredly vet and continuously improve web resources
  - ▣ Demonstrate the relevance and importance for governance and ongoing resourcing

# Next Steps - HNON



- Parallel track for community governance development such as in Healthy Baton Rouge
- Establish in late 2011 and 2012 more permanent roles and resources as achieved by governance

# Consider...

- We can join the growing list of communities such as Baltimore, San Francisco, Boston who want to know how they are doing and what is driving their status
- Civic engagement is powerful driver – we need to support as much as possible
- Why shouldn't LA communities be the most aware and engaged in the nation

# Demonstration Sites

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- [www.Healthynola.org](http://www.Healthynola.org)
- [www.healthycommunitiesinstitute.com](http://www.healthycommunitiesinstitute.com)
- [www.healthycity.org](http://www.healthycity.org)
- [www.thehdm.org](http://www.thehdm.org)

# Thank You

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