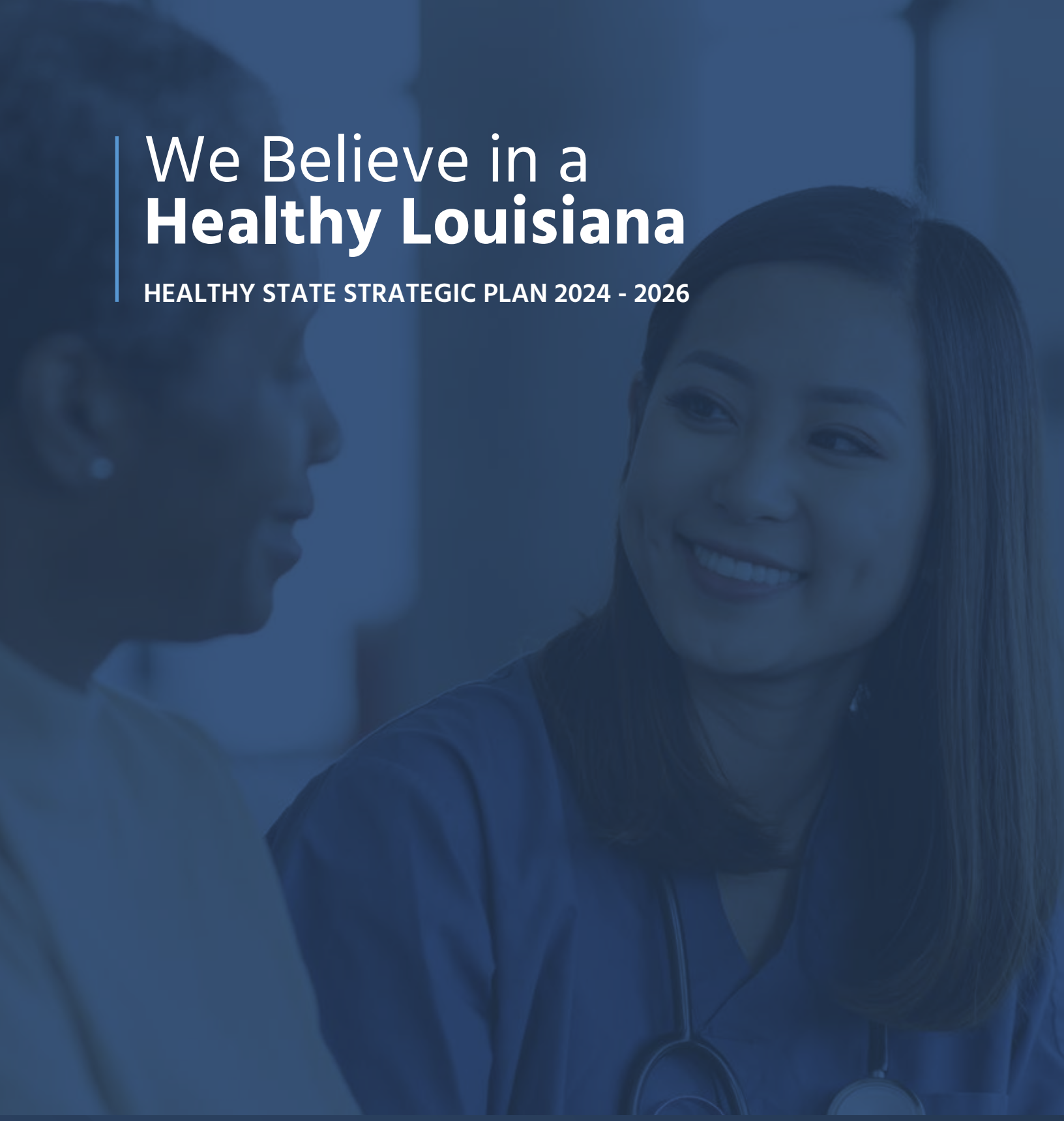

We Believe in a **Healthy Louisiana**

HEALTHY STATE STRATEGIC PLAN 2024 - 2026

Healthy State

Ochsner Health

WORKING TO IMPROVE THE HEALTH OF OUR COMMUNITIES

LiveHealthyState.org

“Health is a state of complete physical, mental, and social wellbeing.”

WORLD HEALTH ORGANIZATION

“Good health begins where we live, learn, work, and play. Stable housing, quality schools, access to good jobs, and neighborhood safety are all important influences on health.”

ROBERT WOOD JOHNSON FOUNDATION

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"Regardless of what organization we are in, we all benefit when our state is healthier and thriving economically, with a stronger workforce and improved education system. Healthy State is a great example of how we can work together for a common goal. We can't do this by ourselves."

PETE NOVEMBER, JD, CEO, OCHSNER HEALTH

Moving forward, together

In 2020, Ochsner Health teamed up with officials from state and local government and organizations throughout Louisiana to launch Healthy State, a bold plan to achieve better health for every Louisianan.

By engaging with healthcare, community, education and policy organizations from across the state, we are working together to tackle the leading causes of poor health.

This 3-year Strategic Plan provides an overview of Healthy State's initiatives to transform the health of our community, creating a thriving place for all to live, work, learn and play.

Healthy State

Ochsner Health

LiveHealthyState.org

What is Healthy State?

Serving as a powerful catalyst, Ochsner Health pledged the initial funding, resources, and expertise required to start Healthy State, a unified collaboration, with goals to take on the most persistent problems impacting our health and well-being.

We engaged our partners, Louisiana's healthcare heroes, business and nonprofit leaders, educators, and government officials. Comprised of leaders from 36 organizations, our Healthy State Founders represent over 100,000 employees, educates more than 200,000 students, and cares for the lives of 4.6 million community members.

We know a prosperous Louisiana requires economic mobility – including good education, good jobs, health awareness, and sustainable living. Though our backgrounds and perspectives vary, we are bound by the same unwavering conviction: We believe in a healthier Louisiana, where family members, neighbors and friends can thrive.

OUR LEADERSHIP

Deborah Grimes, RN, JD, MSHQS

Executive Champion, Healthy State; Senior Vice President, Chief Health Outcomes and Inclusion Officer, Ochsner Health

Eboni Price-Haywood, MD, MPH, MMM, FACP

System Medical Director, Healthy State; Associate Dean, Health Equity & Public Health, Xavier Ochsner College of Medicine; Professor, Ochsner Clinical School - University of Queensland

HEALTHY STATE TEAM

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With an eye on the future

MISSION

Healthy State inspires healthier lives and stronger communities through partnership.

VISION

We will build a healthier Louisiana by raising awareness of the social drivers of health, leveraging innovation and data-driven solutions, and fostering economic growth and workforce development.

Healthy State Founding Members

The Healthy State Advisory Board was formed in March of 2022 to transform Louisiana into the Healthy State we envision. We relied on collaborative partners to propel the vision forward—especially those with the expertise, experience, and resources to drive better health outcomes for our state.

Below, we proudly recognize our Founding Member Organizations—the original Healthy State Advisory Board. We are deeply grateful for their knowledge and leadership in bringing Healthy State to life.

Healthy State Alliance

By joining the Healthy State Alliance, organizations become part of a shared mission to improve key areas of health in Louisiana. By sharing their efforts, expertise, and network, Healthy State connects them with data, partners, and insights from other organizations across the state.

Through partnership, we believe we can achieve profound impact and drive meaningful change.

"The stakes are high in Louisiana. We have excellent initiatives and partners working together to create innovative solutions with our communities. Our motto is 'Collective action for collective impact.' We can't do this alone."

EBONI PRICE-HAYWOOD, MD, MPH, MMM, FACP

System Medical Director, Healthy State; Associate Dean, Health Equity & Public Health, Xavier Ochsner College of Medicine; Professor, Ochsner Clinical School - University of Queensland

Healthy State's Role

- Improve community health outcomes by integrating public health principles.
- Cultivate relationships. Drive change across the Healthy State priorities and initiatives.
- Assess community need. Using data, identify opportunities and promote strategic alignment among partners.
- Create sustainable change. Leverage cost-effective, impactful solutions with sustainable financing.
- Do what works. Use evidence-based programs with observable and measurable outcomes.
- Learn, adjust, and scale to reach our goals.

Investing in Community Health

Healthy State and its partners are committed to improving community health, reducing health disparities, advancing training for thriving workforce and championing opportunityfor all Louisianans.

01 Smoking Cessation

02 Food Security

03 Cancer and Chronic Conditions

04 Wellness and Obesity

05 Workforce and Education

06 Broadband

The Healthy State Priorities

Through Healthy State Team research and collaboration with the Healthy State Founders, these six initial priorities emerged.

These priorities will guide our future efforts and are closely linked to Louisiana's current position in America's Health Rankings, a well-known assessment of the nation's health produced by the United Health Foundation.

America's Health Rankings looks at various data related to health, the environment, and socioeconomic factors. Since Louisiana is low in multiple drivers, Healthy State is focusing efforts on the six priorities we believe will be most effective in improving health outcomes, longevity and quality of life for all Louisiana residents.

Since its launch, Healthy State has and will continue to convene and catalyze subject matter experts and leaders to champion policy and organizational change.

In the following pages, we present our initial priorities and provide a road map for Healthy State for the next three years. In this plan, each priority will include the following:

Goal: The main purpose of the priority.

Reason: Why the priority is important.

LA Ranking: Where Louisiana ranks vs. United States.

Action Steps: A breakdown of the goal into smaller, manageable tasks, which may be adapted over time.

Success Measures: Continuous monitoring and assessment of performance, with progress and results reported to stakeholders, including leadership, partners, and other relevant parties.

Resources: Informed estimates of the human and financial resources required to achieve the goal, subject to re-evaluation.

Partners Involved: A list of relevant partners engaged in each priority with whom we can work to support their initiatives and help achieve the goal.

01 Smoking Cessation

Cigarette smoking is the number one cause of preventable death in the United States. (CDC)

OUR PARTNERS:

LPHI Louisiana Public Health Institute

The Louisiana Campaign for Tobacco-Free Living

Louisiana Department of Health

ANRF American Nonsmokers' Rights Foundation

American Cancer Society

American Lung Association.

American Heart Association.

GOAL: End smoking by changing behavior, advancing policy and expanding access to comprehensive smoking cessation services.

REASON: Smoking is the number one cause of preventable death in Louisiana (CDC). As of 2022, almost 20% of adults in Louisiana and 14% in the United States continue to smoke. (AHR)

SMOKING

LOUISIANA'S 2023 RANKING:

43

IMPROVED FROM 48TH IN 2020

(AHR)

VAPING/E-CIGARETTES

LOUISIANA'S 2023 RANKING:

45

(AHR)

SUCCESS MEASURES:

- **214,000 fewer smokers by 2030**
- Reduce adult smoking prevalence 1% year-over-year
- 100% smokefree non-hospitality workplaces, restaurants, bars

Find out more at LiveHealthyState.org.

ACTION STEPS:

Optimize operations

- Increase access to smoking cessation services:
  - Optimize health plan coverage of comprehensive cessation services
  - Increase participation in and access to programs such as:
    - Tobacco Free Living Quitnow: Partnership between Well-Ahead Louisiana and Louisiana Public Health Institute
    - Healthcare provider-based cessation programs
    - Vaping education programs
- Build and share best practices for enhancing access to effective cessation interventions.

Affect policy

- Support Tobacco Free Living's municipal approach to smoke- free bars and casinos-priority areas: Jefferson Parish, St. Tammany, Acadiana, Shreveport, and Lake Charles
- Increase the tax on combustible cigarettes
- Increase insurance coverage for over-the-counter nicotine replacement therapy

Promote change

- Investigate and promote existing vaping education vehicles and campaigns, e.g., the CATCH My Breath program, which has been shown to significantly reduce the likelihood of e-cigarette use among students who complete the program
- Promote effective public service awareness campaigns on the dangers of smoking
- Increase participation in smoking cessation programs

RESOURCES: Remaining funds in the Tobacco Trust, required insurance coverage of cessation services, allocation of state funding to smoking cessation through law enforcement, Louisiana Department of Health, OBH, Tobacco Free Living/Louisiana Public Health Institute, CDC funding.

02 Food Security

In 2014, hunger-related expenses including lost productivity and education expenses totaled over $175 billion. Adults facing food insecurity had annual healthcare costs $1,834 higher compared to those who were food secure. (CDC)

OUR PARTNERS:

Department of Children & Family Services
Louisiana Anti-Hunger Coalition
Feeding Louisiana
Regents
The Baton Rouge Clinic AMC
Southern University System
Louisiana Foundation
Feeding America
City of Baton Rouge / Parish of East Baton Rouge
Baton Rouge Area Foundation

GOAL: Reduce food insecurity rates by connecting people to benefit programs and food support systems, providing education on healthy foods, strengthening existing initiatives, and establishing new partnerships.

REASON: Food insecurity has broad effects on health due to the mental and physical stress it places on the body and is associated with anemia, asthma, depression and anxiety, cognitive and behavioral problems and higher healthcare-related costs. The rate of food insecurity in Louisiana is 15% as opposed to 10% in the United States. (AHR)

ACTION STEPS:

Optimize operations

- Increase participation in food-related public benefits such as Supplemental Nutrition Assistance Program (SNAP) and Women, Infants and Children (WIC) program
- Reduce barriers to enrollment for existing public benefits with a focus on high-risk populations: Elderly,college-age students, and adolescents under 18 years of age
- Expansion of health insurance food plan and nutrition benefits

Affect policy

- Support the Louisiana Anti-Hunger Coalition, Feeding Louisiana, Board of Regents and Louisiana Department of Children and Family Services and LSUAg on legislative priorities
- Support expansion of health insurance food and nutrition benefits

Promote change

- Promote and endorse existing SNAP/WIC programs:
  - Educate 65+ population on ESAP
  - Educate women on WIC
- Automate enrollment with easier electronic sign up to all programs
- Pilot Innovative food access models: Home delivery, partnership opportunities
- Promote and endorse existing programs to expand dinner, summer and weekend meal support for students and adolescents under 18 years of age
- Promote existing health insurance food and nutrition benefits

RESOURCES: Louisiana Anti-Hunger Coalition, USDA, SNAP/WIC/ESAP programs, Feeding Louisiana, Louisiana Board of Regents, Louisiana Department of Children and Family Services, Louisiana Department of Education, Medicare Health Plans, individual health plans

FOOD SECURITY

LOUISIANA'S 2023 RANKING:

47

IMPROVED FROM 48TH IN 2020

(AHR)

SUCCESS MEASURES:

- **72,000 more food-secure households by 2030**
- Reduce the percentage of households unable to provide adequate food for one or more household members due to lack of resources by 1% year-over-year

Find out more at LiveHealthyState.org.

03 Cancer and Chronic Conditions

Multiple chronic conditions include three or more of the following diseases: arthritis, asthma, chronic kidney disease, chronic obstructive pulmonary disease, cardiovascular disease (heart disease, heart attack or stroke), cancer, depression or diabetes. (AHR)

OUR PARTNERS:

LPHI Louisiana Public Health Institute
louisiana healthcare connections
UnitedHealthcare Community Plan
The Baton Rouge Clinic AMC
Ochsner Health
Louisiana
LCMC Health
LPCA Louisiana Primary Care Association
LHA Louisiana Hospital Association
Louisiana Department of Health
aetna
Humana

GOAL: Save lives through access to lung, colorectal and breast cancer screenings; Expand detection and treatment of chronic conditions.

REASON: Nearly two-thirds of preventable premature death in Louisiana is due to cancer and uncontrolled chronic conditions. The rate of multiple chronic conditions in Louisiana is 13%. The US rate is 10% (AHR).

ACTION STEPS:

Optimize operations

- Collaborate with health insurance companies and healthcare providers on shared quality improvement plans
  - Accelerate access to lung, colorectal and breast cancer screenings
  - Expand detection and treatment of chronic conditions by coordinating health insurance companies, healthcare providers, and foundations
  - Enhance hypertension and diabetes management
- Expand digital health services/telemedicine

Affect policy

- Work with ConnectLA on policy to connect communities across the state to digital medicine providers through broadband access and affordable devices and services
- Collaborate with health insurance companies and healthcare providers to align payment models to incentivize better health outcomes

Promote change

- Identify, create and promote
  - Digital health services/telemedicine services
  - Existing chronic condition screenings
  - American Cancer Society's navigation services and resources

RESOURCES: American Cancer Society, American Lung Association, Taking Aim for Cancer in Louisiana, Louisiana Department of Health, Louisiana Public Health Institute, Louisiana Primary Care Association, Louisiana Hospital Association, Louisiana Cancer Research Center, Louisiana Health Science Center Cancer Action Program, Louisiana Healthcare Connections, United Healthcare, The Baton Rouge Clinic, Ochsner Health, Blue Cross Blue Shield of Louisiana LCMC Health, Humana, Aetna

MULTIPLE CHRONIC CONDITIONS

LOUISIANA'S 2023 RANKING:

45

(AHR)

SUCCESS MEASURES:

- **100,000 fewer people with chronic conditions by 2030**
- Reduce premature death from cancer and chronic conditions by 1% year-over-year
- Reduce cancer deaths under 75 years of age
- Increase % with hypertension control
- Decrease % with diabetes poor control
- Increase breast, colorectal and lung cancer screening rates

Find out more at LiveHealthyState.org.

04 Wellness and Obesity

Obesity and its health issues come with massive costs. In 2013, one study found that medical expenses related to obesity were over $340 billion. On top of that, reduced productivity due to obesity among American workers amounts to over $8.5 billion annually. (AHR)

LSU Ag

OUR PARTNERS:

Louisiana

Pennington Biomedical Research Center

LSU AgCenter Research & Extension

GOAL: Reduce obesity by increasing access to nutritious foods, providing education on healthy eating and expanding access to safe physical activity in underserved communities.

REASON: Adults who have obesity are more likely to have decreased quality of life and increased risk of developing serious health conditions.

ACTION STEPS:

Optimize operations

- Remove barriers to accessing obesity and nutrition services.

Affect policy

- Partner with Pennington Biomedical Research Center (PBRC) to identify areas of policy that address obesity disparities
- Align with US Department of Agriculture's (USDA) SNAP Ed nutrition policies

Promote change

- Promote physical activity and nutrition education
- Support and promote PBRC's community-based research which is aimed at improving public health through science and advocacy on nutrition, physical activity, and the environment as they relate to obesity, chronic disease, and related risk factors
- Support Louisiana State University AgCenter's research, outreach, and education programs
- Promote the USDA's SNAP Ed program for nutrition education
- Promote the advancement of new and effective obesity interventions

RESOURCES: Pennington Biomedical Research Center, Louisiana State University AgCenter, USDA SNAP Ed

OBESITY

LOUISIANA'S 2023 RANKING:

49

(AHR)

PHYSICAL INACTIVITY

LOUISIANA'S 2023 RANKING:

45

IMPROVED FROM 47TH IN 2020

(AHR)

SUCCESS MEASURES:

- **182,000 more physically active adults by 2030**
- Decrease the percentage of adults with obesity by 1% year-over-year

Find out more at LiveHealthyState.org.

05 Workforce and Education

The connection between education and health is well-documented. Higher educational attainment is associated with better jobs, higher earnings, increased health literacy, better self-reported health, and fewer chronic conditions. (AHR)

OUR PARTNERS:

LSU
Southern University System
Xavier University of Louisiana
LCTCS
University of Louisiana System
Regents
LABI
Louisiana Workforce Commission
City of New Orleans
Baton Rouge Area Chamber
United States Federal Reserve System
Delgado Community College
LED Louisiana Economic Development

GOAL: Reduce income inequality and economic hardship and improve high school graduation rates by advancing careers and career pathways into high wage, high demand jobs.

REASON: Those with lower incomes and less educational attainment have poorer health outcomes than those with higher educational attainment and higher incomes.

ACTION STEPS:

Optimize operations

- **Collaborate regionally**
  - Convene local stakeholders in each region to improve coordination among educators, employers, and workforce boards
- **Integrate workforce and education programs**
  - Collaborate with 9-12 partners and higher education institutions to develop policies and practices that better integrate work-based learning programming with career pathways education programs
- **Expand internships, apprenticeship and training opportunities**
  - Create more internship programs for college students to improve career outcomes, strengthen company recruiting performance, and increase college graduate retention in Louisiana

Affect policy

- Advocate for federal and state funding to support and expand apprenticeship and training opportunities
- Develop policies and practices to grow career pathways and work-based learning programs
- Advocate to reduce barriers such as licensing fees, unpaid clinical training time and required certifications not within degree programs that extend the cost and time required to reach high-wage, high-demand jobs

Promote change

- Promote the growth of education and workforce partnerships
- Promote Louisiana Association of Business and Industry's LA23 Plan and inform its health outcome objectives

RESOURCES: Baton Rouge Area Chamber, City of New Orleans, Community Foundation of Acadiana, Federal Reserve Bank of Atlanta – New Orleans, Laitram, Louisiana Association of Business and Industry, Louisiana Board of Regents, Louisiana Community and Technical College System, Louisiana Department of Education, Louisiana Economic Development, Louisiana Public Health Institute, Louisiana Workforce Commission, University of Louisiana at Lafayette, Xavier University, Ochsner Xavier Institute for Health Equity and Research

ECONOMIC HARDSHIP

LOUISIANA'S 2023 RANKING:

49

(AHR)

INCOME INEQUALITY

LOUISIANA'S 2023 RANKING:

49

(AHR)

HIGH SCHOOL COMPLETION

LOUISIANA'S 2023 RANKING:

48

(AHR)

SUCCESS MEASURES:

- **Increase average per-capita income by $4,838 by 2030**

Find out more at LiveHealthyState.org.

06 Broadband

High-speed internet is an important resource for work, education, and efficient communication. Moreover, having high-speed internet is vital for receiving healthcare via telehealth.

OUR PARTNERS:

ConnectLA FCC

GOAL: Increase households with high-speed internet access and utilization of digital and telehealth medicine programs.

REASON: Broadband is a "super social determinant of health" because connectivity is critical to accessing other support programs including digital health services/telehealth, virtual learning, benefit sign up and more. Louisiana (89% coverage) lags the nation (92% coverage) in the number of households with high-speed internet access with over 400,000 households still lacking access. (AHR)

HIGH SPEED INTERNET

LOUISIANA'S 2023 RANKING:

49

(AHR)

SUCCESS MEASURES:

- **86,000 more homes with high-speed internet by 2030**
- Increase the number of households by 1% year-over-year

Find out more at LiveHealthyState.org.

ACTION STEPS:

Optimize operations

- Develop additional strategic partnerships to address "the digital divide" by expanding access and literacy through community anchor organizations.

Affect policy

- Partner with ConnectLA to capture federal funding to increase access to affordable digital service and devices and to promote digital literacy.
- Increase access to digital health services/telemedicine programs.
- Support reauthorization of FCC's Affordable Connectivity Program

Promote change

- Support and promote Louisiana's moving to the implementation phase of the Broadband Equity, Access, and Deployment (BEAD) program, a national grant program with a goal of connecting everyone in America with affordable, reliable, high-speed Internet service
- Promote digital literacy, affordable service, and digital medicine programs

RESOURCES: ConnectLA, FCC, local community anchor institutions, local internet service providers

Communications Strategy

Through effective communication, Healthy State intends to heighten public awareness around our initiatives and the health improvement to which it drives.

PRIORITIES:

- Expand network of high-impact, committed partnerships with Healthy State alignment
- Broad-based awareness of Healthy State strategy and accomplishments

METHODS:

Strategic engagement

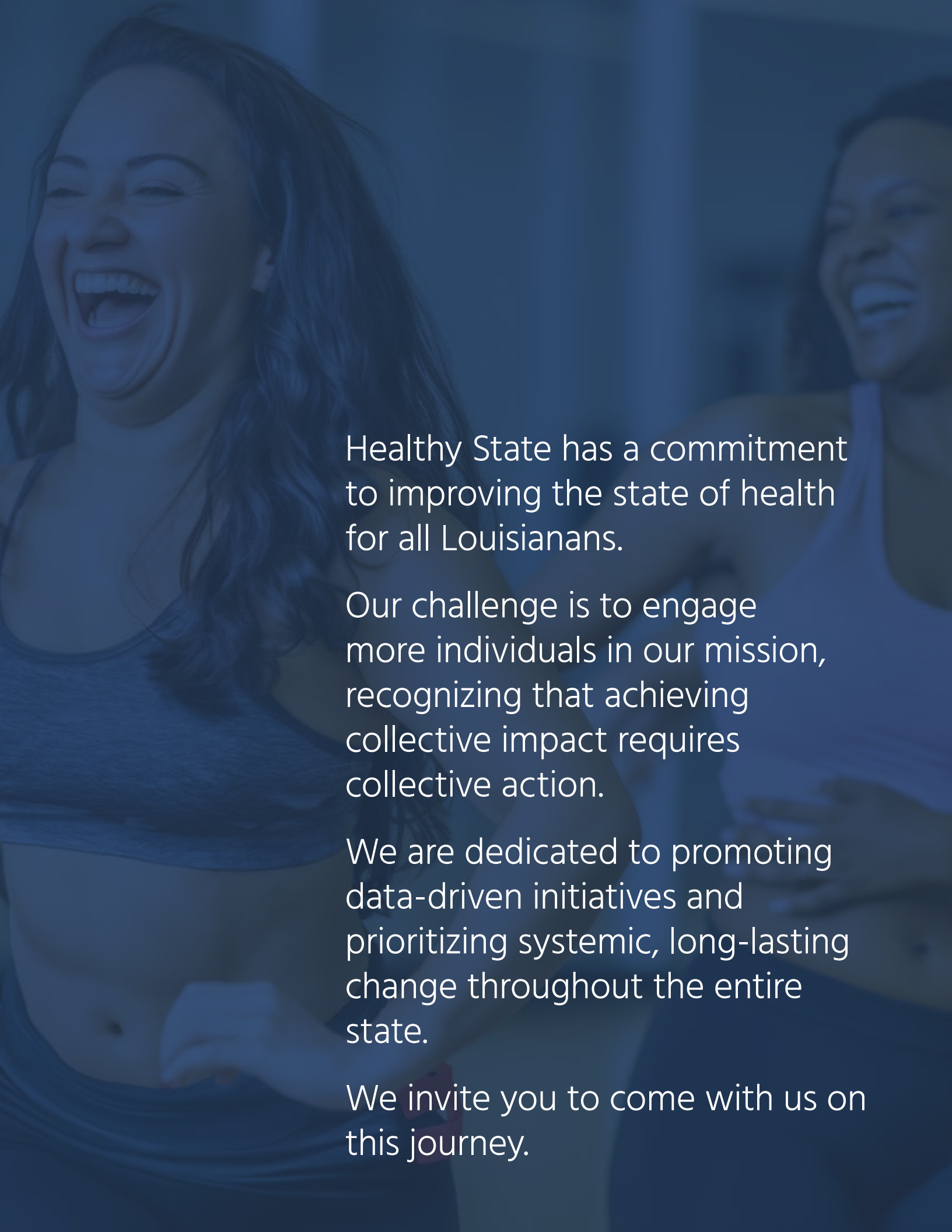
- Focus on leadership galvanized around identifying needs and solutions and expand engagement to include partner organizations: community groups, nonprofit organizations, industry parnters and goverrntment agencies

Focus

- Awareness about data and effective processes to reach community leaders, community-based organizations, new partners, and new networks

Approach

- Healthy State networking and educational events to build community, raise awareness of our agenda and aligned activities, and provide insights on community health innovations.
- LiveHealthyState.org searchable website including news and links from our Alliance members
- Healthy State newsletter to report on wins, updated rankings, news and innovations from Healthy State and our partners

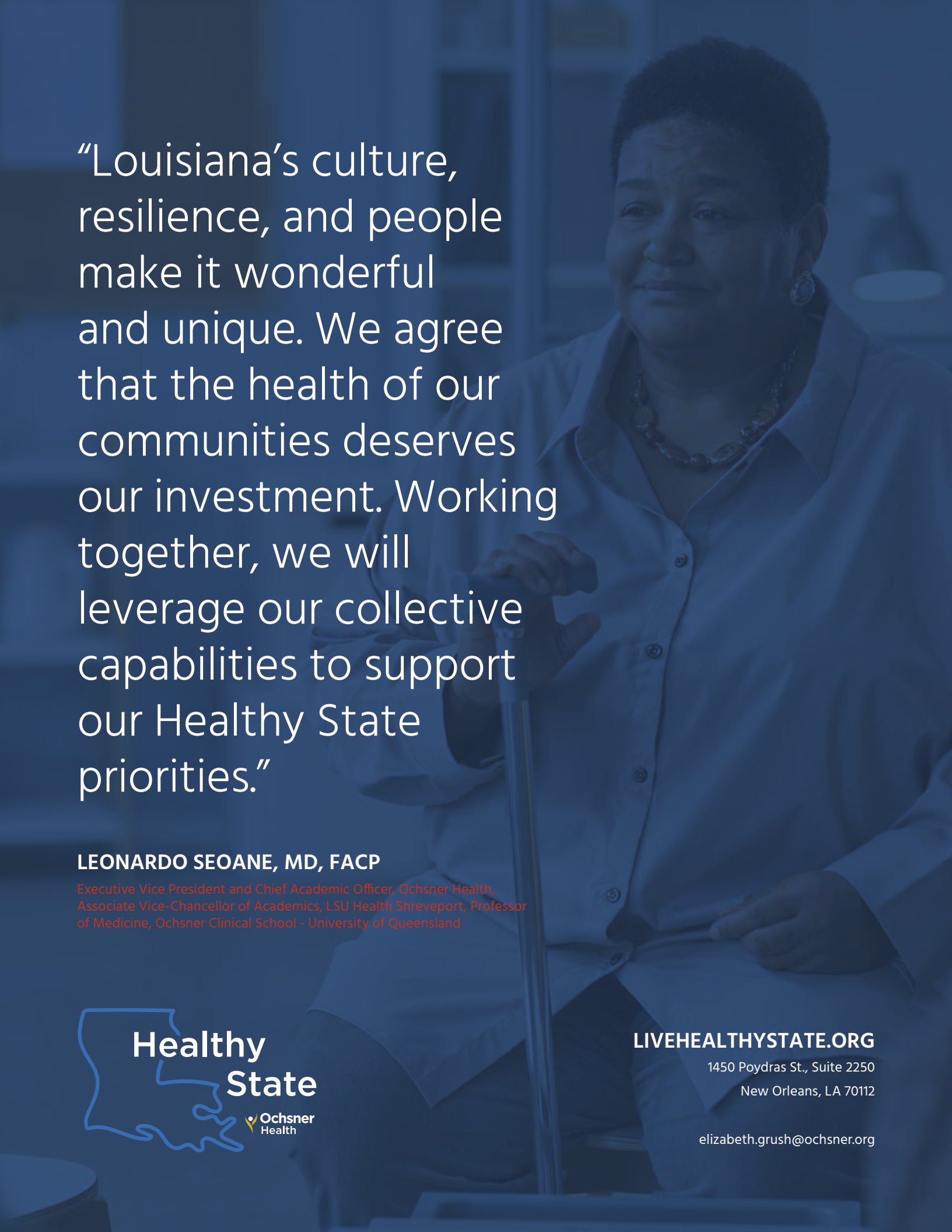


Healthy State has a commitment to improving the state of health for all Louisianans.

Our challenge is to engage more individuals in our mission, recognizing that achieving collective impact requires collective action.

We are dedicated to promoting data-driven initiatives and prioritizing systemic, long-lasting change throughout the entire state.

We invite you to come with us on this journey.



"Louisiana's culture, resilience, and people make it wonderful and unique. We agree that the health of our communities deserves our investment. Working together, we will leverage our collective capabilities to support our Healthy State priorities."

LEONARDO SEOANE, MD, FACP

Executive Vice President and Chief Academic Officer, Ochsner Health, Associate Vice-Chancellor of Academics, LSU Health Shreveport, Professor of Medicine, Ochsner Clinical School - University of Queensland

Healthy State

Ochsner Health

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