

HEALTHYBR

Community Health
Implementation Plan
2021-2023



BEHAVIORAL HEALTH



Behavioral Health Goal

Increase education and awareness of behavioral health resources in East Baton Rouge Parish while also addressing stigma and trauma in the clinical setting and community.

Intermediate Goal

Increase the number of clinics that provide integrated behavioral health in the primary care setting.

Our Response

- Survey healthcare providers and administrators about their current practices and knowledge about integrated behavioral health in the primary care setting
 - [See survey findings here](#)

Next Steps

- Identify ways to support organizations in learning from peers and best practices for integrating behavioral health in primary care.

Intermediate Goal

Develop a tool for healthcare professionals and community members to identify what behavioral health resources exist in East Baton Rouge Parish.

Our Response

- Survey behavioral health service providers to understand what services they provide and other pertinent information for community members and providers
 - Received responses from over 100 organizations
- Develop a dynamic tool for people to access the information and can be updated on a quarterly every quarter was launched in April 2022.

Next Steps

- Continue to recruit organizations to add their services to the directory.
- Develop a more community-friendly version of the resource directory.
- Continue to promote the resource directory to increase usage.

Intermediate Goal

Increase awareness regarding trauma and address stigma around behavioral health through a coordinated campaign via social media.

Our Response

- Identified topics and developed social media graphics and tool kits based on topics
 - October 2021 – Self Care
 - December 2021 – Treatment

- May 2022 – Healthy Relationships

Next Steps

- Finalize the following tool kits
 - July 2022 – Minority Health
 - September 2022 – Suicide Prevention
 - November 2022 – Effects of mental health and substance misuse on the Homeless population

Intermediate Goal

Engage a diverse group of stakeholders in addressing overdose in East Baton Rouge Parish (EBRP).

Our Response

- Host meetings with diverse agencies and organizations to coordinate efforts and provide education and information.
 - [When you are ready](#), have hosted ____ meetings with ____ different organizations to coordinate outreach to individuals at risk of overdosing.
 - Conduct Sober Saturday events in Hot Spots where overdoses occur, according to the data.
 -
- [When you are Ready](#) provides resources and information to non-profits, first responders, law enforcement, and Faith-Based Organizations and offers direct support for people at risk of overdosing.
 - Developed a 5 minute “How To” training video on how to use resource cards for agencies such as non-profits, first responders, law enforcement, and Faith-Based Organizations who come in contact with individuals and their families who struggle with addiction
 - Provide push cards, Flyers, and Door hangers for First Responders, Law enforcement, and other organizations with local community resources to hand out when they encounter someone who is at risk of overdosing
 - ____ number of outreach materials has been distributed to ____ number of organizations
 - Ride or die program. Uber and Lyft those who find a bed in a detox or treatment program a ride to treatment. Make the call, secure a bed, and call us for a ride straight to detox or treatment.
 - Conduct Sober Saturday events in Hot Spots where overdoses occur, according to the data.

Next Steps

- Continue to host meetings and coordinate efforts.

Behavioral Health	2020	2021	2022	2023
Mental Health Providers***	240:1	220:1		
Accidental OD Statistics for EBRP**	242	311	78*	
Order of Protective Custody Issues**	1,213	1,350	451*	
Coroner Emergency Certificate issued**	7,650	8,433	2,047*	

*As of 4/30/2022

**Source: East Baton Rouge Coroner Annual Report 2020

*** County Health Rankings

MATERNAL AND INFANT HEALTH



Maternal and Infant Health Goal

Increase education and awareness of maternal and infant health resources in East Baton Rouge Parish while also addressing maternal fatalities through a community campaign.

Intermediate Goal

Develop and launch a community campaign in partnership with the [Centers for Disease Control and Prevention](#) (CDC) and local organizations call Hear Her.

Our Response

- Work with diverse community stakeholders to develop a localized campaign addressing pregnancy-related complications.

Next Steps

- Develop materials and recruit organizations to help amplify the campaign.

Intermediate Goal

Develop a tool for community members to identify what resources exist in East Baton Rouge Parish for people who are pregnant or have young children.

Our Response

- Develop a dynamic tool for people to access information that can be updated every quarter. www.healthybr.com/resource
 - Worked with a diverse group of stakeholders to identify classes/training, supplies, and direct services organizations provide in East Baton Rouge Parish.
 - Performed outreach to over 60 organizations to list their services on the resource directory.

Next Steps

- Continue to recruit organizations to add their services to the directory.
- Develop a more community-friendly version of the resource directory.
- Continue to promote the resource directory to increase usage.

Maternal and Infant Health	2020	2021	2022	2023
Low Birthweight*	240:1	220:1		
Preterm births**	12.2			

* County Health Rankings

** March of Dimes Report

STI AND HIV



Sexually Transmitted Infections / HIV / Hep C Goal

Engage providers and the community around ending the HIV epidemic through a community campaign while continuing to expand STI/HIV/HEP C testing and connecting people living with HIV to resources

Intermediate Goal

Promote the Baton Rouge Ending the HIV Epidemic campaign

Our Response

- Support the ongoing effort to increase awareness through the Baton Rouge Ending the HIV Epidemic Campaign.

Intermediate Goal

Develop a tool for community members to identify what resources exist in East Baton Rouge Parish for people who are pregnant or have young children.

Our Response

- Develop a dynamic tool for people to access information that can be updated every quarter. www.healthybr.com/resource
 - Worked with a diverse group of stakeholders to identify prevention services, Ryan White funded services, and non-Ryan White funded services.
 - Performed outreach to over 70 organizations to list their services on the resource directory.

Next Steps

- Continue to recruit organizations to add their services to the directory.
- Develop a more community-friendly version of the resource directory.
- Continue to promote the resource directory to increase usage.

Intermediate Goal

Increase testing in EBRP

Our Response

- Engage stakeholders in increasing testing, including Emergency Departments, health outreach workers, and community-based organizations. community

HIV/STI	2020	2021	2022	2023
East Baton Rouge Parish Data				
Primary and Secondary Syphilis Rate per 100,000	19			

Chlamydia Rate per 100,000	988			
Gonorrhea Rate per 100,000	466			
Reported HIV Case Rate per 100,000	26			
Baton Rouge MSA Data				
Reported Stage 3 AIDS Case Rate per 100,000	10.4			
Acute HBV Diagnoses	9			
% of states Acute HBV Diagnoses	24%			
Acute HCV Diagnoses *	93			
% of states Acute HCV Diagnoses	22%			

Source: Update Report-LDH,OPH, STD/HIV/Hepatitis Program

The sharp increase in Acute HCV cases is because negative testing went into effect in May 2019. Before that, we could only identify cases via the clinical case definition. Still, with negative reporting and an increase in testing at-risk populations, we can now identify people who go from antibody-negative to antibody-positive within 12 months.

HEALTHY LIVING



Healthy Living Goal

Promote a culture of health by promoting nutrition, physical fitness, and community wellness through policy, programs, and outreach

Intermediate Goal

Promote healthy eating and nutrition education in Baton Rouge Public Schools

Our Response

- Research policies and practices that improve nutritious school lunches in Baton Rouge Schools
- Increase nutritional cooking demos in schools
 - Work with home economic teachers in EBRP schools to promote and perform nutritious cooking demos in schools

Intermediate Goal

Increase and promote free and low-cost programs, events, and initiatives for people to live healthy lifestyles in East Baton Rouge Parish

Our Response

- Promote a fitness app that will engage residents to increase the amount of time they perform physical fitness activities
 - ____ of minutes were logged on the app in spring 2022
- Host events that promote physical fitness
 - Fitness Rocks
 - Move with the Mayor

Intermediate Goal

Develop and perform free wellness programs in East Baton Rouge Parish.

Our Response

- Engage students in EBRP schools in the We're Well program which promotes holistic wellness=
- Engage community members in a community wellness program through a partnership with Community-Based Organizations (CBO)

Geaux Get Healthy Goal

To make fresh food affordable and accessible by developing sustainable programs to reduce food insecurity in high-needs zip codes.

Intermediate Goal

Evaluate the feasibility of a food hub model to build a local food culture infrastructure and align/activate existing resources

Our Response

- Engage with community members and project stakeholders to identify gaps in access to local fresh food.

Next Steps

- Produce Gap Analysis Report
- Leverage existing partner resources to activate a pilot project

Intermediate Goal

Improve access to locally grown fresh food in high needs zip codes through GGH partners

Our Response

- Support the coordination and collaboration between Geaux Get Healthy partners to produce and distribute fresh food

Intermediate Goal

Create a centralized, city-wide community gardening program to ensure the sustainability of existing and new community garden assets

Our Response

- Engage community and partner organizations in planning, curriculum development, and program implementation

Next Steps

- Launch virtual Community Garden Volunteer Certification program

Healthy Living	2020	2021	2022	2023
Food Environment Index	7.0			
Food Insecurity	14%			
Physical Inactivity	27%			
Access to Exercise opportunities	98%			
Adults 20+ who are Obese*	34%			
Diabetes Prevalence	12%			

**Source: County Health Rankings*

HEALTHY EQUITY AND RACIAL DISAPRITIES



Coming Soon