


We Believe in a **Healthy Louisiana**

HEALTHY STATE STRATEGIC PLAN 2024 - 2026



WORKING TO IMPROVE THE
HEALTH OF OUR COMMUNITIES


LiveHealthyState.org

A photograph of a woman with curly hair smiling warmly while holding a baby. The image is overlaid with a semi-transparent blue filter. The text is positioned on the left side of the image.

Health is a state of complete physical, mental, and social wellbeing (WHO). Improving Louisiana's health ranking through a lens of health equity will significantly impact communities who have not experienced the possibility of prosperity.

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A person with curly hair is performing a handstand in a gym. They are wearing a light-colored long-sleeved shirt and dark pants. The background shows a large window with a grid pattern and a white curtain. The entire image has a blue tint.

“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.



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, the Healthy State Advisory Board represents 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

Matthew Block

Executive Champion, Healthy State,
Executive Vice President, Chief
Administrative Officer, Ochsner Health

Leonardo Seoane, MD, FACP

Executive Champion, Healthy State,
Executive Vice President and Chief
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System Vice President, Healthy State,
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Steven Crimaldi, MTS, MSc

Strategy Program Manager

Sabira Ebaady, MPH

Strategy Program Manager

Ashley Seeman, MHA

Strategy Program Manager

With an eye on the future

MISSION

Healthy State inspires healthier lives and stronger communities through partnership.

VISION

We will build a more equitable and healthier Louisiana by bringing resources to underserved communities; raising awareness of the impact of health and social conditions; utilizing data, technology and innovation to improve outcomes; and investing in Louisiana's economic growth and workforce.



Healthy State Advisory Board

The Healthy State Advisory Board was formed in March of 2022. In partnership with our board members, we have focused our efforts on several key drivers of poor health. In bringing together organizations from across our state, we believe we can achieve profound impact.

Missy Andrade, Community Foundation of Acadiana

Matt Berger, JD, MBA, Humana

Ava Cates, Louisiana Workforce Commission

Gerrelda Davis, MBA, Louisiana Primary Care Association

Shelina Davis, MPH, MSW, Louisiana Public Health Institute

Toni Flowers, PhD, MBA, LCMC Health

Britney Green, JD, Caddo Parish District Attorney's Office

Steven Gremillion, MD, Franciscan Missionaries of Our Lady Health System

Kristi Gustavson, JD, Community Health Foundation of North Louisiana

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Pfizer

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Kim Hunter Reed, MPA, Louisiana Board of Regents

Michael Rolfsen, MD, Baton Rouge Clinic

Paul Salles, Louisiana Hospital Association

Tracey Schiro, MBA, Ochsner Health

James Schlottman, Louisiana Healthcare Connections

Leonardo Seoane, MD, Ochsner Health

Dennis Shields, JD, Southern University & A&M College

Nathalie Simon, JD, Laitram

Steve Skrivanos, Skrivanos Engineering

Victoria Smith, MD, Ochsner Health

John Spain, Baton Rouge Area Foundation

Steven Udvarhelyi, MD, Blue Cross Blue Shield of Louisiana

Reynold Verret, PhD, Xavier University of Louisiana



“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, System Medical Director, Ochsner Xavier Institute for Health Equity and Research, Professor of Medicine, Ochsner Clinical School - University of Queensland

The page features a decorative background on the left side with a blue-to-yellow gradient and a faint image of hands. The main content area is white with a light blue geometric pattern. The title 'Healthy State's Role' is positioned at the top right in a large, bold, dark blue font, preceded by a vertical blue line.

Healthy State's Role

- Champion and promote health equity especially the integration between public health and community 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 Health Equity

In order for us to affect change and truly move the needle, organizations across the state must engage community and align to affect policy, and promote and drive change through partnerships and communication.



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 Advisory Board, 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 so 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 Louisiana residents, all through a lens of health equity.

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.

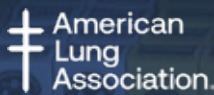
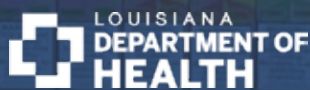
Resources: Informed estimates of the human and financial resources required to achieve the goal, subject to re-evaluation.

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:



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)

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
- Build and share best practices for enhancing access to effective cessation interventions.

Affect policy

- **Smoke-free Air:** Support Tobacco Free Living's municipal approach to smoke-free bars and casinos-priority areas: Jefferson Parish, St. Tammany, Acadiana, Shreveport, and Lake Charles
- **Tobacco tax 2025:** 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.

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

2023 HEALTHY STATE WINS:

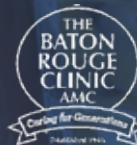
- The Louisiana legislature mandated comprehensive smoking cessation coverage including individual and group counseling and pharmacotherapy by all public and private health insurance companies
- The Louisiana legislature passed a new law that triples the tax rate for vape products with proceeds to pay for more law enforcement.
- The Louisiana legislature banned non FDA-approved vaping products in the state

Find out more on current statistics at LiveHealthyState.org.

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:



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

- Explore partnerships with the Louisiana Department of Children and Family Services and the Louisiana Department of Health to increase participation in food-related public benefits such as Supplemental Nutrition Assistance Program (SNAP) and Women, Infants and Children (WIC) program
- Assess programs and determine how to scale:
 - Reduce barriers to enrollment for existing public benefits with a focus on high-risk populations: Children, elderly and college-age students
 - Automate enrollment with easier electronic sign up to all programs
 - Innovative food access models: Home delivery, partnership opportunities
 - Health insurance food plan and nutrition benefits

Affect policy

- Support the Louisiana Anti-Hunger Coalition, Board of Regents and Louisiana Department of Children and Family Services on legislative priorities

Promote change

- Promote and endorse existing SNAP/WIC programs:
 - Educate 65+ population on ESAP
 - Educate women on WIC
- Promote and endorse existing programs funded by USDA and administered by the Louisiana Department of Education Division of Nutrition Support to expand dinner, summer and weekend meal support for students
- Endorse Louisiana Board of Regents Hunger-Free Campus plan

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

2023 HEALTHY STATE WINS:

- After the June 2023 Healthy State Advisory Board's meeting on Wellness, Obesity and Food Security, Task Force on Hunger formed as a sub group of Baton Rouge's Healthy BR
- 35 colleges & universities received the hunger-free designation to alleviate the burdens of students who experience food insecurity
- LA Act 305 expanded free and reduced meals for children

Find out more on current statistics 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:



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
 - Close the population health equity gap in 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

2023 HEALTHY STATE WINS:

- The White House announced an additional \$240 million investment to fight cancer, furthering the administration's "Cancer Moonshot"
- The legislature passed Act 358: Protecting the 340B affordable prescription program which helps safety-net providers serve vulnerable communities

Find out more on current statistics 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)

OUR PARTNERS:



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 on current statistics at [LiveHealthyState.org](https://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:



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

2023 HEALTHY STATE WINS:

- University of Louisiana drives Acadiana economic development through biomedical research
- LCMC Healthcare created the Professions Pipeline Program and the Minority Administrative Fellowship Program
- Ochsner Health leaders testified to the US Senate addressing workforce shortages and Ochsner's development of the next generation of healthcare providers and staff

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:



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)

ACTION STEPS:

Optimize operations

- Develop additional strategic partnerships to address “the digital divide” — unequal access to and understanding of digital technologies including devices, service, and reliable connectivity between communities

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.

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
- Partner with ConnectLA and Advisory Board members on public awareness campaigns
 - Promote digital literacy, affordable service, and digital medicine programs
 - Support and promote the FCC Affordability Connectivity Program which allows eligible residents to apply for assistance for internet costs

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

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

2023 HEALTHY STATE WIN:

- Healthy State’s collaboration with Gov. John Bel Edwards and other partners secured \$1.4 billion in federal funding to expand broadband access and eliminate the digital divide connecting communities to devices and services vital for social resources and telemedicine
- Louisiana becomes the first state authorized to request access to BEAD funds

Find out more on current statistics at LiveHealthyState.org.

Communications Strategy

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

PRIORITIES:

- Local, state, and federal government engagement around Healthy State agenda
- Expand network of longitudinal partnerships with Healthy State alignment
- Broad-based awareness of Healthy State journey and strategy

METHODS:

Strategic engagement

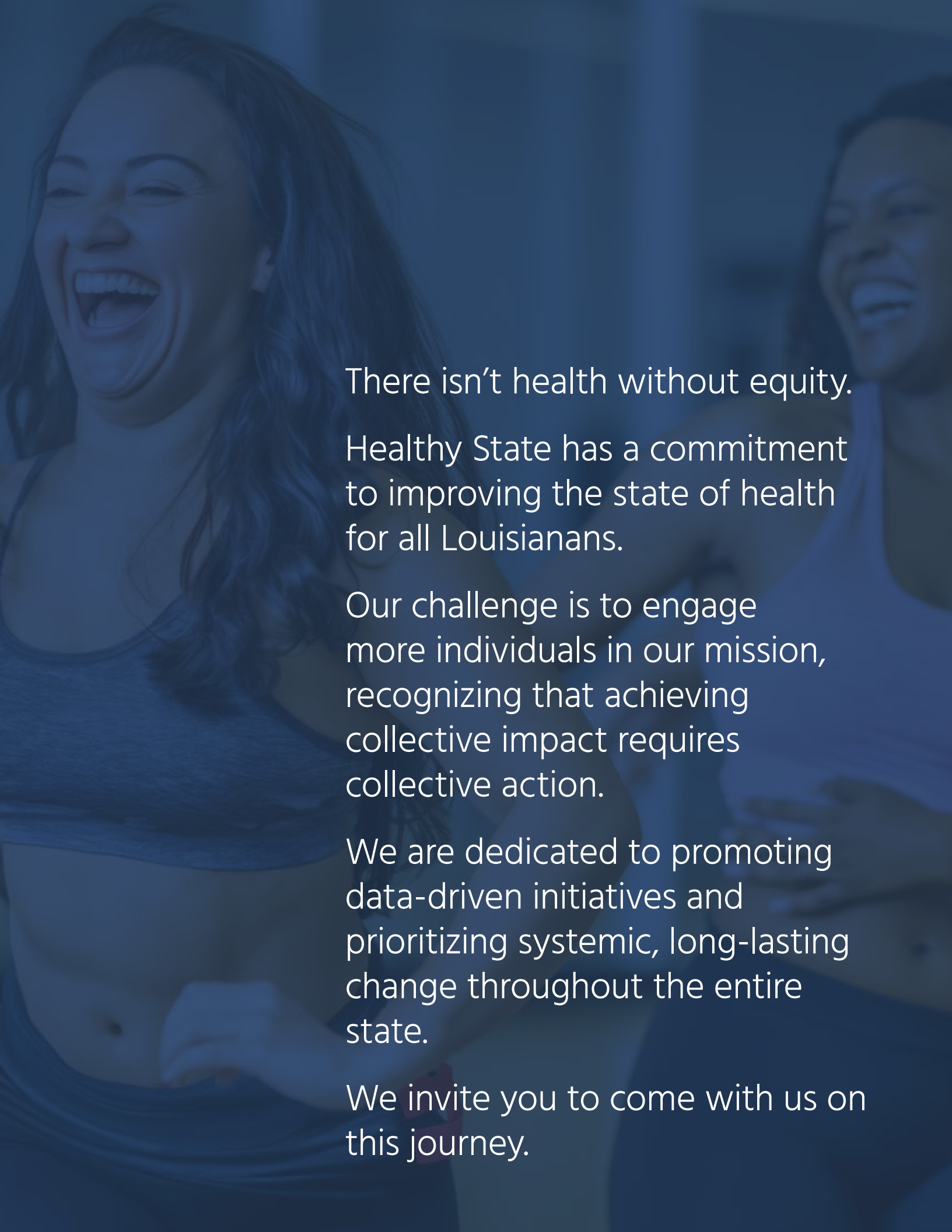
- Focus on leadership galvanized around identifying needs and solutions and expand engagement to include partner organizations aligned to Healthy State
- Healthy State Communications Action Team comprised of Advisory Board member and partners' marketing and communications teams

Uniform messaging

- Healthy State Leader Toolkit with slides and talking points
- Healthy State co-branded awareness campaigns with Advisory Board members and other partner entities reaching new networks
- LiveHealthyState.org website

Healthy State networking and educational events

- Healthy State annual event to promote awareness of our Healthy State agenda and aligned activity, offer expert perspectives on health equity and ways different organizations are trying to address gaps, further galvanize organizations already committed to supporting our underserved communities.
- Co-sponsored events with Healthy State and partners



There isn't health without equity. 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. Through the lens of health equity, 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



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