



A Community of
Caring



**2012
Community
Health Needs
Assessment**



Baton Rouge General
A Community of Caring





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A Community of
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Overview

Assessing community health needs and developing the appropriate plans to address these needs is essential to improving and sustaining the health of our communities. To do so, we must understand our community, the needs identified, and the process for moving forward to improve the health of Baton Rouge. Both a primary and shared focus among health care organizations is responding to the health needs of our communities. More recently, we are encouraged to develop initiatives that incorporate multiple healthcare organizations and collaborate with available and upcoming resources to offer effective and positive impacts on the community. And more specifically, the concept of a Community Health Needs Assessment is now reinforced by the Patient Protection and Affordable Care Act, which contains new requirements for tax-exempt hospitals to conduct community health needs assessments and to adopt implementation strategies to meet the health needs identified through the assessments.

Baton Rouge General Medical Center

About Us

Baton Rouge General Medical Center is a full-service community hospital with 544 licensed beds between two campuses. As the first hospital in Baton Rouge, opening its doors in 1900, Baton Rouge General has a long history of groundbreaking milestones, as well as providing the Greater Baton Rouge community with high quality healthcare for generations.

- Performed the first open heart surgery in the city
- Created the first diabetes program
- Established the first regional burn center in southern Louisiana
- Opened the first chemical dependency unit in the state

Our legacy is one of compassion and caring, innovation and leadership. Each of our 3,000 employees is personally committed to making a difference to those they serve. It is the attention to our patients' needs that sets Baton Rouge General apart from other hospitals.

Baton Rouge General continues to identify ways in which the health of our community can be improved through education, prevention and timely access to quality care. Because of the high incidence of heart disease, cancer and stroke, we've become one of Louisiana's leading hospitals for the successful treatment of these conditions. Our comprehensive cancer care and heart programs feature specialists, programs and services, and state-of-the-art technology and treatments all under one roof. Another identified community need was for a specialized burn care unit. As one of the few burn treatment centers in the South, Baton Rouge General continues to see patients from cities and states all over the South and offers support groups and other activities like Camp "I'm Still Me," a burn camp for children. The staff is also actively involved in a number of community education and workplace safety programs aimed at burn prevention.

Because every hospital deserves a great medical staff, we're training current and future healthcare professionals in the latest technology and practices through our School of Nursing and our Residency programs. Baton Rouge General is affiliated with and also serves as a satellite campus of Tulane University School of Medicine. In addition to serving as a satellite campus for Tulane medical students in the LEAD (Leadership, Education, Advocacy and Discovery) Academy program, Baton Rouge General also offers a Family Medicine Residency Program, Internal Medicine Residency Program, Sports Medicine Fellowship Program, School of Nursing and School of Radiologic Technology. Baton Rouge General, an accredited teaching hospital since 1991, is committed to exceptional medical education and serves a diverse population that is representative of the types of patients, injuries, illnesses and healthcare needs most frequently seen by physicians in private practice.

Not only is our hospital dedicated to meeting the needs of our patients, physicians and staff, Baton Rouge General is committed to taking care of the communities that surround us. In 1991, Baton Rouge

General founded Mid City Redevelopment Alliance (MCRA), a non-profit organization, which serves as a catalyst, facilitator, and coordinator to encourage the growth and renewal of the Mid City region of Baton Rouge by attracting new and retaining current residents and businesses. At the heart of its mission is the belief that the future of the Baton Rouge community is dependent upon the health and vitality of its urban center. MCRA exists to recognize tangible assets in the region that need to be supported. By matching residents with resources, advocating for aggressive reinvestment in the region, working with public and private agencies to advance the mission of the organization, as well as advocating and implementing policy changes that improve all urban areas, the organization is making a difference in Baton Rouge's city center. Recently launched to its financial independence from General Health System (parent company of Baton Rouge General), MCRA has been nationally recognized for its work in our community... and Baton Rouge General continues to support and share in fulfilling the mission for the good of our Mid City community.

In addition to services provided by Baton Rouge General, the Baton Rouge community and surrounding areas are also served by numerous hospitals and health care providers.

Other large area hospitals include:

- Our Lady of the Lake Regional Medical Center
- Woman's Hospital
- Earl K. Long Medical Center
- Ochsner Medical Center
- Lane Regional Medical Center
- St. Elizabeth Hospital

The area is also served by nursing homes, public health centers, nonprofit health organizations, specialists, private physician groups and rehabilitation centers.

The percentage of Baton Rouge General's discharges by parish for fiscal years 2009-2011 were used to determine the hospital's primary and secondary service areas. Our primary service area is East Baton Rouge Parish, Livingston Parish and Ascension Parish. Secondary markets include the following parishes: West Baton Rouge, Iberville, Point Coupee, East Feliciana, West Feliciana, Tangipahoa, Assumption and St. Helena.

Who Was Involved In The Assessment

In May of 2008, Baton Rouge Mayor-President Melvin L. "Kip" Holden commissioned the Mayor's Healthy City Initiative to encourage Baton Rouge residents to adopt a healthier and more active lifestyle. The Mayor envisioned a program that would promote and identify resources available in the community for residents to fight chronic diseases and childhood obesity.

In Louisiana, almost half of our children are considered overweight or obese, putting them at a much greater risk for obesity-related health problems like diabetes, heart disease, stroke, cancer and asthma. Nationwide, the number of children who are considered overweight or obese has nearly tripled over the past 30 years.

To tackle this problem, the Mayor subdivided the initiative into 3 separate but compatible parts:

- **HealthyBR** – a focus on healthier eating and a more active lifestyle
- **MedBR** – a focus on access to care and health outcomes
- **Innovation Center** – a focus on community efforts to address childhood obesity

Each subgroup engages a variety of partner organizations in a cooperative effort between local and state governments, area hospitals, and local health organizations.

Communicate, Collaborate, And Coordinate

The organizations listed below represent the Mayor’s Healthy City Initiative - Board of Directors, HealthyBR, and MedBR. Each organization participated in completing the community assessment tools identified in this report. These partners reviewed all processes involved with conducting the Community Health Needs Assessment and approved the information described throughout the report.

Mayor’s Healthy City Initiative Board of Directors	HealthyBR	MedBR
Mayor-President of Baton Rouge Recreation and Park Commission of EBR, BREC Our Lady of the Lake RMC Blue Cross Blue Shield of Louisiana Woman’s Hospital Baton Rouge General LA Department of Health and Hospitals Baton Rouge Area Foundation Baton Rouge Area Chamber EBR Public School System Pennington Biomedical Research Center	City Parish Recreation and Park Commission of EBR, BREC Baton Rouge General Louisiana Council on Obesity Prevention & Management American Heart Association/Provident Resources Group, Inc. Pennington Biomedical Research Center Our Lady of the Lake RMC YMCA of the Capital Area The Baton Rouge Area Foundation (BRAAF) LSU and Southern AgCenters Center for Planning Excellence (CPEX) Big River Economic and Agricultural Development Alliance (BREADA) Baton Rouge Advocates for Safe Streets (BRASS) Capital Area United Way Baton Rouge Community College LINKS Better BR Together BR	City Parish East Baton Rouge Parish School System Baton Rouge General Ochsner Medical Center LSU Health Sciences Our Lady of the Lake RMC Lane Regional Medical Center Blue Cross Blue Shield of Louisiana Woman’s Hospital Earl K Long/LSU Health Health Centers in Schools Louisiana Primary Care Association Office of Mary Landrieu Capital Area Human Services District Interfaith Federation Baton Rouge Virtual Community Clinics Office of Public Health, LA DHH LA Public Health Institute EMS EBR Prison Health Services American Cancer Society Capitol City Family Health Just Kids Dental Amedisys

The Structure

HealthyBR and MedBR partners follow a similar meeting and agenda structure. Each group meets bi-monthly for a one-hour session, which is open to visiting and/or interested organizations. Both HealthyBR and MedBR groups nominate a leader that is responsible for reporting to the Board of Directors any progress, updates, and barriers that may exist. Although priority items and topics for discussion may vary between groups and over time, both adhere to a key requirement - ‘organizational asset mapping.’

Through organizational asset mapping, community partners share available resources, programs, initiatives, as well as any upcoming events in which collaboration is encouraged. This allows for connectivity and most importantly, reduces duplication of efforts. Organizational asset mapping speaks to the action planning conducted by both HealthyBR and MedBR. Each group develops three-year action plans with specific initiatives for each year. Three-year action plans are reviewed by the Board of Directors and consistently referred to when discussing future endeavors.

Our Community Needs And Demographic Analysis

As of 2011, East Baton Rouge Parish is Louisiana's largest parish with a population of 434,633 and accounts for nearly 10% of Louisiana's total population. The parish's ethnic composition is comprised of 51% Whites, 44% African-Americans, 3% Hispanics, and 2% Asians. Over the last 10 years, there was a 121% increase in the Hispanic population.

Primary Market

Total Population – 669,874	
East Baton Rouge	434,633
Livingston	128,026
Ascension	107,215

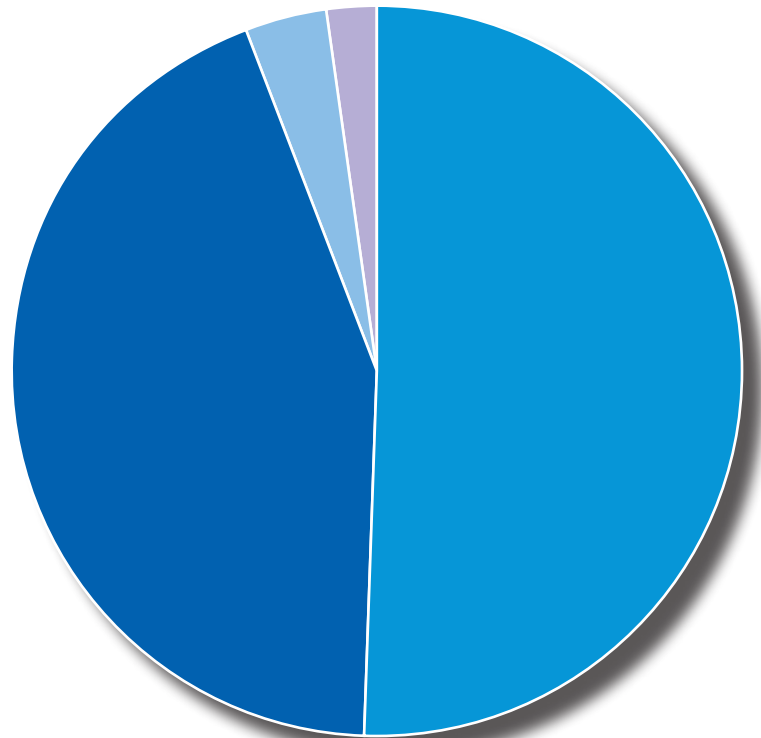
Secondary Market

Total Population - 669,874	
Tangipahoa	121,097
Iberville	33,387
West Baton Rouge	23,788
Assumption	23,421
Pointe Coupee	22,802
East Feliciana	20,267
West Feliciana	15,625
St. Helena	11,203

East Baton Rouge Demographics

Total Population – 434,633

- Whites
- African Americans
- Hispanics
- Asians



The median household income for East Baton Rouge Parish is \$46,563 despite a 6.2% unemployment rate and a 30% high school graduation rate. As it relates to the Community Health Needs Assessment, we are defining our community by zip code level.

In East Baton Rouge Parish, only 60% of the high school population is graduating. With 25% of children living in poverty and 45% in single parent households, East Baton Rouge Parish more than doubles the national benchmarks in these two categories. The unemployment rate is 6.2% and the homicide rate is 16 times the national average. These socioeconomic factors contribute to the parish's low health literacy - both in adolescents and adults, a large number of uninsured individuals and an increase in individuals with mental and behavioral health issues. Consequently, low health literacy can lead to unhealthy behavior and low health outcomes.

East Baton Rouge Parish has a low infant birth weight rate double that of the national benchmark. Evidence finds that maternal nutrition, smoking and excessive alcohol intake are also risk factors that contribute to low birth weight. Of the adult population in East Baton Rouge Parish, 20% use tobacco products, 30% are obese, and 16% drink alcohol in excess. Tobacco use is also linked to low infant birth rates and is also directly related to various forms of cancer. Low birth weights have been linked to a higher risk of potential developmental and growth problems, cardiovascular disease, and respiratory conditions. Also, the parish has 6 times more sexually transmitted diseases than the national benchmark and Baton Rouge, the city that makes up the majority of the parish, is ranked 2nd in the nation for new HIV/AIDS cases.

Assessment Tools

The Mayor's Healthy City Initiative, HealthyBR, and MedBR programs conduct a variety of community assessments in preparation for three-year action planning. In order to best identify areas in need, gaps in services, and duplicative efforts, these assessments speak directly to action planning. The following assessments were conducted during 2010 - 2011: Community Needs Index, NLC Healthy Southern Cities Technical Assistance, Community Healthy Living Index, County Health Rankings, BRAF City Stats, and finally, the Identification of Health Issues: Baton Rouge's 10 Priorities.

The data from the assessments drills down to the core risk factors and outliers that determine the top health issues that are affecting our community. These factors include infants born with low birth weights, a low high-school graduation rate, a large uninsured population, high unemployment rates, and a high crime rate. Many of these factors are inter-related to one another and contribute both directly and indirectly to our community's health issues.

One identified barrier to our data used for the CHNA is the use of multiple assessment tools to evaluate policy, disease burden and overall health. Therefore, the time periods in which the data was captured varies among the different tools that were used.

Community Needs Index

With a community best defined by zip code, this tool demonstrates a clear need in specific areas of our city. Utilizing data sources provided by Thompson Reuters, the CNI identifies the severity of health disparity for every zip code in the United States and demonstrates the link between community need, access to care, and preventable hospitalizations. The ability to pinpoint neighborhoods with significant barriers to health care access is an important advancement for public health advocates and care providers.

Based on an array of demographic and economic statistics, the CNI provides a score for every populated zip code in the United States on a scale of 1.0 to 5.0. A score of 1.0 indicates a zip code with the least need, while a score of 5.0 represents a zip code with the highest, most immediate needs. The CNI score is an average of five barrier scores that measure socioeconomic indicators of each community: income, cultural, education, insurance, and housing barriers.

Although the community as a whole is best defined by zip code level, Baton Rouge General refers to its populations served by parish level. Below is a snapshot of our primary markets: Ascension Parish, East Baton Rouge Parish and Livingston Parish. Those zip codes highlighted in blue in the given Parish are facing barriers related to income, education, and insurance which have a negative effect on the overall health of the population.

Ascension Parish

Zip	CNT Score	Poverty 65+	Poverty Children	Poverty Single w/kids	No High School Diploma	Minority	Unemployed	Uninsured	2010 Population
70769	1.8	14%	5%	27%	9%	12%	3%	7%	35756
70734	2.8	6%	14%	32%	20%	36%	5%	11%	6697
70774	2.8	16%	12%	35%	17%	4%	2%	14%	10207
70778	3.4	21%	10%	31%	22%	27%	6%	21%	2022
70737	3.4	19%	13%	39%	15%	31%	5%	14%	39379
70339	3.4	26%	17%	61%	31%	5%	5%	17%	6099
70725	3.6	18%	13%	36%	19%	65%	9%	18%	1381
70372	4.2	22%	25%	67%	33%	34%	4%	21%	2846
70341	4.4	34%	27%	34%	28%	54%	8%	25%	3916
70390	4.6	18%	32%	37%	31%	53%	7%	25%	7329
70346	5.0	25%	36%	64%	24%	77%	10%	27%	11363

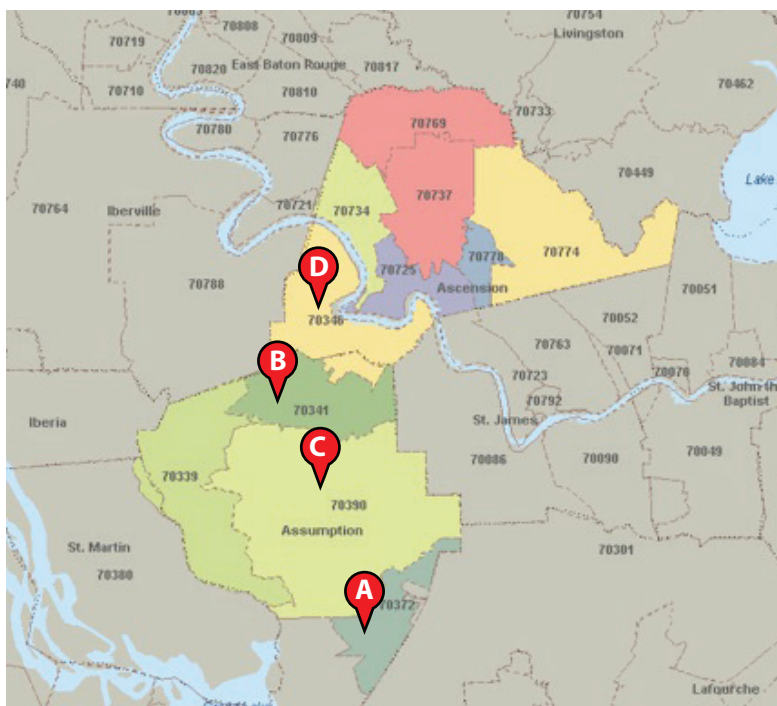
Ascension Parish – Communities most in need

A – 70372

B – 70341

C – 70390

D – 70346

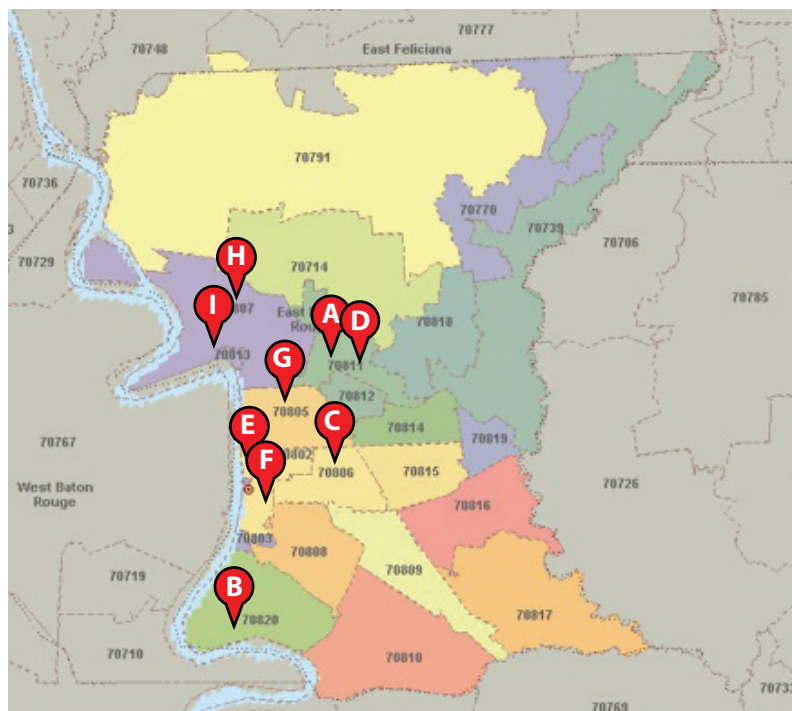


East Baton Rouge Parish

Zip	CNT Score	Poverty 65+	Poverty Children	Poverty Single w/kids	No High School Diploma	Minority	Unemployed	Uninsured	2010 Population
70817	1.6	0%	3%	15%	3%	15%	3%	5%	31446
70739	1.8	9%	5%	23%	9%	10%	3%	8%	11815
70770	2.0	13%	5%	22%	10%	12%	3%	10%	3699
70818	2.0	7%	6%	21%	10%	9%	3%	12%	10039
70809	3.0	5%	7%	15%	4%	26%	3%	14%	22753
70814	3.0	6%	10%	20%	11%	80%	4%	16%	14393
70819	3.0	11%	7%	11%	15%	39%	5%	10%	4797
70803	3.2	0%	0%	0%	2%	30%	21%	52%	3456
70808	3.2	5%	5%	21%	5%	27%	4%	20%	29802
70810	3.2	10%	9%	28%	5%	51%	4%	12%	37683
70816	3.2	4%	8%	24%	6%	39%	4%	13%	39324
70791	3.4	13%	13%	40%	13%	41%	4%	16%	25284
70714	3.6	11%	15%	35%	15%	63%	4%	20%	20623
70815	3.8	4%	18%	37%	10%	47%	4%	17%	27864
70811	4.2	17%	25%	42%	17%	82%	5%	27%	13297
70820	4.2	21%	18%	38%	9%	45%	6%	38%	17059
70806	4.6	16%	29%	51%	15%	58%	7%	31%	27047
70812	4.6	30%	36%	59%	22%	95%	9%	33%	11892
70801	5.0	0%	100%	100%	23%	68%	11%	44%	57
70802	5.0	36%	45%	58%	29%	85%	14%	44%	26323
70805	5.0	27%	39%	55%	30%	94%	12%	40%	29383
70807	5.0	26%	46%	61%	33%	97%	14%	41%	17715
70813	5.0	0%	51%	70%	39%	100%	39%	52%	1859

East Baton Rouge Parish – Communities most in need

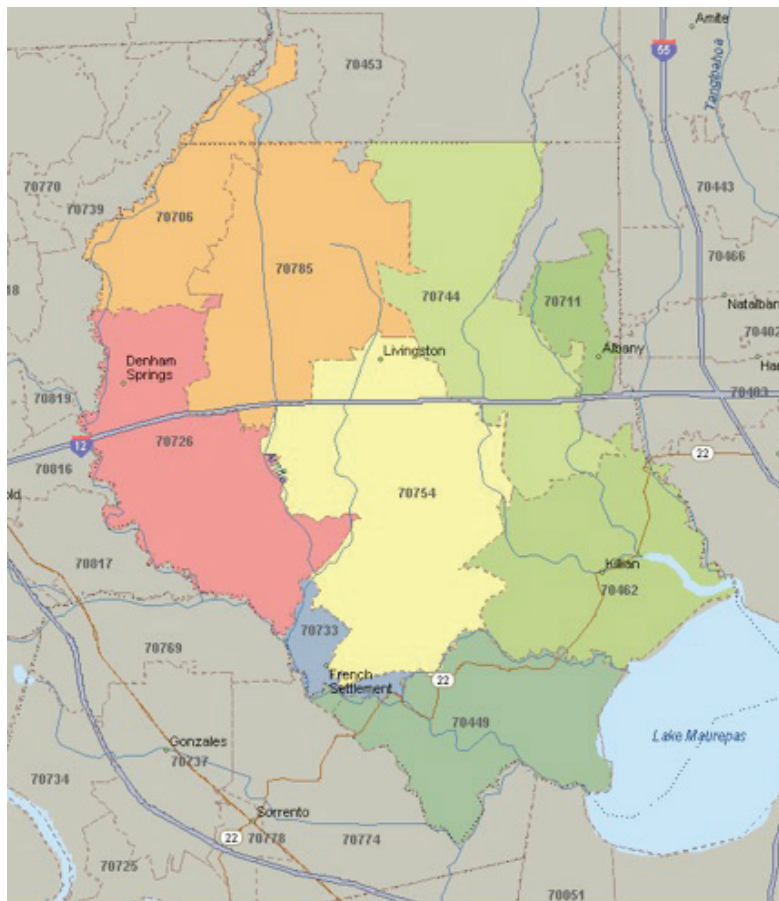
- A – 70811**
- B – 70820**
- C – 70806**
- D – 70812**
- E – 70801**
- F – 70802**
- G – 70805**
- H – 70807**
- I – 70813**



Livingston Parish

Zip	CNT Score	Poverty +65	Poverty children	Poverty single w/kids	No High School Diploma	Minority	Unemployed	Uninsured	2010 Population
70706	2.2	17%	8%	24%	14%	7%	2%	10%	18511
70733	2.4	6%	9%	30%	22%	4%	5%	8%	1844
70726	2.8	17%	10%	30%	16%	10%	3%	12%	49532
70754	2.8	18%	8%	28%	22%	6%	4%	14%	9749
70785	2.8	21%	9%	20%	17%	9%	3%	11%	21772
70449	3.2	29%	19%	23%	23%	12%	4%	16%	3677
70462	3.6	25%	18%	45%	21%	21%	3%	18%	5802
70711	3.8	18%	22%	65%	21%	16%	5%	18%	4461
70744	3.8	21%	14%	37%	23%	11%	4%	18%	6301

Livingston Parish – Communities most in need



National League Of Cities: Healthy Southern Cities Technical Assistance

National League of Cities Institute for Youth, Education, and Families (YEF Institute) selected three cities to participate in the first phase of its recently announced Municipal Leadership for Healthy Southern Cities technical assistance project. The three cities are Little Rock, Ark., Baton Rouge, La., and Tupelo, Miss. As part of the 18-month project, each city receives customized technical assistance from the YEF Institute and other national experts. The goal of the project is to advance local efforts to combat childhood obesity through the development and implementation of community wellness plans. These plans will include policies to expand access to fresh, healthy foods and opportunities for recreation.

Our initial assignment – complete the Community Healthy Living Index (CHLI) assessment. The information below provides details on the information gathered from the CHLI assessment, portraying gaps that may exist within our community.

Community Healthy Living Index (CHLI)

HealthyBR partners, specifically those familiar with the categories presented, were asked to review and complete the assessment. Content matter experts from the following organizations participated in the original assessment.

CHLI's Health-Related Categories	Organization Completing Assessment
General Practices in Healthy Living	Mayor's Office
Community Design in Practice of Healthy Living	Centers for Planning Excellence (CPEX)
Physical Environment related to Physical Activity	Recreation and Park Commission of EBR, BREC YMCA
Physical Environment related to Food/Nutrition	Louisiana Council on Obesity Prevention & Management Big River Economic and Agricultural Development Alliance (BREADA) LSU and Southern AgCenters
Primary Health Care Providers	Department of Health and Hospitals Baton Rouge General with MedBR
Public Transportation in Support of Healthy Living	Mayor's Office
Safety	Mayor's Office

Considered a best practice, the CHLI assessment was developed in partnership with experts from Stanford, Harvard, and St. Louis Universities with support from the Centers for Disease Control (CDC) and Robert Wood Johnson Foundation (RWJF). YMCA of the USA created CHLI in response to our nation's rising chronic disease rates. CHLI identifies gaps in community resources and helps identify opportunities for building strong partnerships aimed at improving the health of the community.

NLC Recommendations: Based Upon Community Health Living Index

Based on answers “In development, no, rarely, and some,” in the CHLI assessment, the National League of Cities’ recommendations are listed below. These will guide implementation plans to address gaps that may exist within our community.

Transportation Measures

- Community audit to assess the current environment for walking, biking and public transportation.
- Traffic calming measures (e.g., road barring, central islands, roundabouts, speed bumps, etc.).
- The community has a public transportation system (e.g. buses, rail system) that provides access to major employers, medical facilities, schools, physical activity/recreation facilities, and retail areas, including stores/resources for healthy food.

City Hall

- Ensuring that healthy food and beverages are the predominant options served and vended at government sites, parks and recreation; for meetings events, and conferences.
- If vending/concessions are available at community parks, predominantly healthy food and beverage options are provided.
- Support to agricultural programs for healthy eating (farmers markets, community gardens, Farm to School Programs).
- Campaigns promoting healthy eating and nutrition.

Schools

- School sites have walking and biking infrastructure so the majority of students can walk and/or bike to school.
- Safe Routes to Schools (SRTS) and/or walking school-bus programs exist so that children can safely walk or bike to school free from traffic hazards or concerns about personal safety.
- Low-cost or free vegetable and fruit snack programs in schools and before and after school settings.

Healthcare

- Primary health care providers in the community define and treat obesity as a disease and include appropriate counseling in medical care, including referrals for nutrition services and exercise physiologist as needed.
- Primary health care providers maintain a comprehensive, continuous, and reliable system for monitoring patients’ body mass index, lifestyle related chronic diseases, nutrition and physical activity behaviors.
- Primary health care providers work with insurance companies to offer coverage for preventive services, including nutrition counseling and physical activity programming.

Businesses

- Restaurants in the community promote healthy eating by providing nutrition information on the menu, identifying healthy menu options, serving moderate portions, and/or highlighting healthy foods.
- In addition to local food stores and supermarkets, vegetables and fruits are available from alternative sources in the community, such as farmers markets, roadside vegetable and fruit stands, farm stands and community gardens.
- Vegetables and fruits from alternative sources are available at comparable prices.
- Encouraging restaurants to provide nutrition labeling and moderate proportions.

County Health Rankings

“We measure two types of health outcomes to represent how healthy each county is: how long people live (mortality) and how healthy people feel (morbidity). These outcomes are the result of a collection of health factors and are influenced by programs and policies at the local, state, and federal levels.” The Robert Wood Johnson Foundation is collaborating with the University of Wisconsin Population Health Institute to develop these Rankings for each state’s counties.

<http://www.countyhealthrankings.org/>

EBR ranks 19 out of 64 parishes, with Louisiana ranking 49th in the nation. According to the County Healthy Rankings, East Baton Rouge is double the national benchmark in rates of low birth weight and double the uninsured population rate. While East Baton Rouge Parish ranks 19th out of the 64 Counties overall in Louisiana in the County Health Rankings, the southern part of our Parish hides the higher disparities found in the North. Out of the 24 zip codes that comprise East Baton Rouge, 6 zip code areas do not have adequate access to healthy food markets. These same zip codes are the ones suffering from lower performing schools, lower access to health care and higher rates of crime. Below displays data for Baton Rouge General's largest primary market, East Baton Rouge Parish.

	East Baton Rouge	Error Margin	National Benchmark*	Louisiana	Rank (of 64)
Health Outcomes					19
Mortality					26
Premature death	10,364	10,012-10,715	5,564	10,654	
Morbidity					18
Poor or fair health	15%	13-16%	10%	19%	
Poor physical health days	3.1	2.8-3.4	2.6	3.7	
Poor mental health days	2.7	2.4-3.0	2.3	3.1	
Low birthweight	11.9%	11.6-12.2%	6.0%	10.9%	
Health factors					6
Health behaviors					2
Adult smoking	20%	18-22%	15%	23%	
Adult obesity	30%	27-32%	25%	32%	
Excessive drinking	16%	14-18%	8%	16%	
Motor vehicle crash death rate	19	17-20	12	23	
Sexually transmitted infections	537		83	528	
Teen birth rate	41	40-42	22	55	
Clinical care					3
Uninsured adults	25%	22-29%	13%	26%	
Primary care physicians	683:1		631:1	863:1	
Preventable hospital stays	58	56-60	52	98	
Diabetic screening	78%	74-83%	89%	77%	
Mammography screening	67%	62-72%	74%	60%	
Social & economic factors				22	
High school graduation	60%		92%	61%	
Some college	65%		68%	51%	
Unemployment	6.2%		5.3%	6.8%	
Children in poverty	25%	21-28%	11%	25%	
Inadequate social support	24%	21-26%	14%	23%	
Children in single-parent households	45%		20%	41%	
Homicide rate	16	14-17	1	13	
Physical environment					55
Air pollution-particulate matter days	5		0	4	
Air pollution-ozone days	20		0	7	
Access to healthy foods	75%		92%	62%	
Access to recreational facilities	14		17	9	

East Baton Rouge Parish Health Rankings (continued)

	East Baton Rouge	Louisiana
Health Outcomes		
% diabetic	11%	11%
HIV prevalence rate	791	
Health Behaviors		
Binge drinking	15%	14%
Physical inactivity	26%	30%
Health Care		
Mental health providers	2,661:1	4,381:1
Social & Economic Factors		
Median household income	\$46,563	\$43,635
% with high housing costs	35%	30%
% of children eligible for free lunch	67%	63%
% illiterate	13.4%	16.0%
Physical Environment		
Liquor store density	3.0	4.0
% of labor force that drives alone to work	82%	81%

<http://www.countyhealthrankings.org/louisiana/east-baton-rouge>

Baton Rouge Area Foundation – City Stats

Baton Rouge City Stats uses more than 70 indicators to track the quality of life for EBR. A survey is conducted in an effort to assist with decision making on grant opportunities and civic leadership initiatives.

Key findings include:

- EBR's cancer death rate has been rising in the past few years with ~1.793 per 1,000 reported in 2008.
- Although the diabetes death rate decreased from 2004 to 2007, it began an upward trend in 2007.
- Baton Rouge continues to have among the highest HIV rates in the country.

<http://www.braf.org/braf/Portals/15/docs/CityStats/CityStats2011finalweb.pdf>

Focus Groups And Qualitative Data

Identification of Health Issues Determined by Hospitals in the Area: Baton Rouge's 10 Priorities

Representatives from Woman's Hospital, Our Lady of the Lake Regional Medical Center, Baton Rouge General Medical Center, Lane Regional Medical Center, and LSU Health/Earl K. Long Medical Center met during the spring of 2011 to discuss an assessment of community health. Upon completing the net analysis of data collected from the NLC Healthy Southern Cities Technical Assistance, Community Healthy Living Index, County Health Rankings, BRAF City Stats, and the Community Health Index, this group of health care leaders discovered common themes. To better validate the gathered information, each hospital representative surveyed clinical staff by conducting one-on-one interviews that included both managers and community health care providers, concerning health issues seen within his or her organization. Each hospital's representative conducted roundtable discussions with clinical staff in an effort to best define the needs of the community. An aggregated list resulted in Baton Rouge's 10 Health Priorities.

Seeking high-level input and thorough assessment, the MedBR leader presented Baton Rouge's 10 Priorities to MedBR and HealthyBR, as well as the Board of Directors for the Mayor's Healthy City Initiative. All MHCI partners reviewed and approved the given list after comparing data with the three-year action plans and aligning efforts with the defined mission statements. A total of forty diverse organizations representing the voice of our community at large reviewed and approved the priorities identified below.

Conclusion

Analysis from multiple data sources and surveys helped to prioritize the health and disease burden for our community. These issues were then vetted with healthcare professionals and the hospital community to verify and agree on their priority order. Using input from health care professionals with the hospital community and based upon common threads in data sources identified above, Baton Rouge General prioritizes the top ten health risks in our community.

The Greater Baton Rouge Community Health Needs Assessment identifies ten health priorities that require a continuum of services including awareness, education and prevention methods for the following:

1. Adolescent Health (risky behaviors, abuse, and culture of violence);
2. Barriers (low health literacy, transportation, compliance, access to physicians, public policy)
3. Cancer
4. Child Health (injury prevention, immunizations, abuse, vision, asthma, prenatal)
5. Depression/Mental Health/Substance Abuse
6. Diabetes
7. Heart Disease/High Blood Pressure/Stroke
8. HIV/STD's
9. Lifestyle Issues (tobacco use, substance abuse, diet and exercise)
10. Obesity

Top four priorities for 2012 identified by MedBR and adopted by Baton Rouge General are obesity, HIV/AIDS, over utilization of the Emergency Department, and mental/behavioral health. The hospitals will implement a collective collaborative plan for addressing these issues in our community.

Jimmy Guidry, MD, State Health Officer of Louisiana and Department of Health and Hospital's Medical Director, confirmed that the needs identified for East Baton Rouge Parish are in fact the same needs of both Ascension and Livingston parishes.

Addressing Identified Needs

Baton Rouge General Medical Center currently offers programs and services to address the identified needs of our community. As they relate to the top ten priorities listed by hospital facilities, services are described below.

1. Adolescent Health

Safe Place

When kids and teens find themselves in crisis or need a place to stay, they should know how and where to get help. Our nation's young people deserve safety and shelter. Many youth feel that, even at home, they don't have that. Baton Rouge General is proud to be a part of the National Safe Place program. This outreach program provides access to immediate help and safety for all youth in crisis.



Tar Wars

Baton Rouge General staff members go to local schools and talk about tobacco use and its ramifications. We can also offer support for those adolescents who want to quit smoking through our five-week Smoking Cessation Program.

Sports Physicals

All schools require that adolescents have a physical prior to being able to play team sports. Baton Rouge General's Dr. Vincent Shaw and our Sports Medicine group complete sports physicals at local high schools and identify any risks or barriers to the athletes being able to be part of the team.

Smoking Prevention For Schools

As part of the new Smoking Cessation Program, Baton Rouge General will be developing a youth initiative during 2013. This initiative will include an educational "toolkit" that lists health risks associated with smoking/tobacco use, tips for avoiding behavior, and websites for youth/resources and support.

2. Barriers

Nurse Navigator Program

Baton Rouge General offers Nurse Navigators through many of our service lines, including cancer, heart, behavioral health, etc. These navigators help to identify transportation needs, information needs, help with resources for medicine, etc.

Employee Assistance Hotline

Baton Rouge General offers its employees an assistance and crisis hotline. Employees can call this line any time for resources that might be available to them.

Language Line

Baton Rouge General offers all patients the use of the language line. This line is designed for patients who may speak another language. They speak into the phone and the information is translated into English for the nurse or doctor and vice versa. This helps to ensure that patients are able to understand all of the recommendations and treatment of their condition.

Mayor's Healthy City Initiative

Baton Rouge General has participated with the MHCI and sits with other area hospitals and community partners to discuss collaborative efforts that serve the Baton Rouge population. As a key partner, Baton Rouge General has committed to help achieve the following goals:

- To raise awareness within the community of the problem and the services available
- To motivate community members to make healthy choices and to join the movement to make Baton Rouge a healthier community
- To increase media outreach through community events and HealthyBR.com
- To increase awareness of HealthyBR.com and the partnering organizations
- To increase utilization of available resources to promote healthy eating and active living in Baton Rouge

3. Cancer

Pennington Cancer Center

Baton Rouge General's Pennington Cancer Center is the region's first accredited and only comprehensive cancer program. Our vast network of physicians specialize in diagnostic imaging, surgical oncology, reconstructive surgery, genetic screening, medical oncology, radiation therapy and a host of other specialties.

Cancer Navigator Program

Our comprehensive care team consists of a registered dietician, social worker and patient navigator. Our patient navigator is dedicated to:

- Providing support and guidance prior to diagnosis, during treatment, and after treatment
- Education, understanding treatment options, managing potential side effects and symptom management
- Assistance with community resources such as
 - Arranging transportation to and from appointments when needed
 - Accommodations for out-of-town guests at conveniently located hotels at discounted rates
 - Financial questions and resources
 - Communication with children and other family members

Our cancer navigator is also available to anyone in the community through our Ask the Navigator function. Questions can be referred to our navigator through a free phone line or through email.

Skin Cancer Screenings

Baton Rouge General offers yearly free skin cancer screenings. When detected early, skin cancer has a 95% cure rate. That's good news since skin cancer is the most common of all cancers, and it affects both males and females of all ages. We also provide information and education on skin cancer and what to look for.

Semi-Annual Prostate Cancer Screenings

Baton Rouge General offers free prostate cancer screenings for men over 50 and for those at high risk, including African-American men and younger men with a family history of cancer. These screenings are conducted by trained clinicians and are open to the community free of charge.

Educational Materials

Baton Rouge General offers free educational materials to members of our community related to breast cancer screenings, self-exams, skin cancer and many more topics.

Smoking Cessation Program

Baton Rouge General can provide you with the tools and support you need to be successful in quitting tobacco with our Smoking Cessation Program. The five-week Smoking Cessation Program is a combination of American Cancer Society's FreshStart Program and Baton Rouge General's FIT initiatives. Group sessions will address real life issues surrounding the lifestyle of a smoker including: weight control, stress management, fighting the urge to smoke and staying smoke-free. Topics include: Deciding to Quit, Planning to Quit, Your Quit Day, Staying Quit and Healthy Tips to Support Your Quit. Baton Rouge General also offers its employees this service free of charge along with free quit smoking medications.

Freshstart®
*Staying Quit and
Enjoying It Forever*



Cancer Support Groups

Learning you have cancer brings about an array of emotions. Baton Rouge General's Pennington Cancer Center's trained social workers offer support to patients and their families throughout treatment and recovery. We also offer a variety of support groups including:

- Man to Man – a program designed to help men cope with prostate cancer
- Lymphedema Support Group – a support group for anyone diagnosed with primary or secondary lymphedema
- Ostomy Support Group – a program designed to help patients and their families cope with colostomies, ileostomies, urostomies and continent diversions
- Smoking Cessation – a 5-week course to help you reach your goal to stop smoking
- Healthy Steps – a free exercise program for all cancer patients
- Look Good... Feel Better – a program that encourages female cancer patients to feel beautiful by teaching them special beauty techniques to help restore their appearance and self-image during chemotherapy and radiation treatment
- Sisters Network[®], Inc. – a program committed to increasing local and national attention to the devastating impact that breast cancer has in the African-American community



4. Child Health

Grandparents Day

Baton Rouge General invited grandparents and their grandchildren to a special free event that was filled with art activities, games, prizes, cooking demonstrations, refreshments, health information and more. Children also received fingerprint I.D. cards.

Childbirth Education

Pregnancy can create anxiety for some new parents, but it's also one of the most rewarding times of your life. Through intimate, hands-on workshops, Baton Rouge General's certified Birth Center staff shares tools, tips and techniques you need to care for little ones and enjoy this very special time. Class topics include:

- Childbirth Preparation
- Breastfeeding Basics
- Tour for Two (or more!)
- Baby Care Basics
- CPR for Family and Friends

Healthy Heartbeats

With today's physically inactive and fast food-driven lifestyle, teaching healthy eating and fitness at a young age is more important than ever. We know how difficult it is to keep everyone in your family eating right and exercising, but with a few simple lifestyle changes, healthy living can become a reality. Baton Rouge General offers a 10-week program for families with children ages 5 to 12 years old. In this class, families will learn how to lead fit and wholesome lives through exercise, nutrition and body self-image.



It Takes Two To Talk

It Takes Two to Talk is a program for parents of children with delayed language. Parents play a tremendous role in their child's early language skills. This makes it even more important that they help their children as early as possible when it comes to speech skills. It Takes Two To Talk was developed by The Hanen Centre in Canada and is recognized around the world for its research on how parents communicate with their children and how to improve a child's communication skills. This program is led by Baton Rouge General's Hanen Certified Speech & Language Pathologist. Among the many things parents will learn:

- How your child communicates and the next steps to take
- What motivates your child to communicate
- How to turn everyday activities into opportunities for your child to learn language
- How to respond to your child in ways that improve language learning
- How to talk so that your child can understand and learn new words and ideas

Language!

LANGUAGE! is one of the many programs taught by our speech therapists to help overcome reading difficulties. Used by the East Baton Rouge Parish School District, LANGUAGE! is a comprehensive literacy program that aims to increase the performance of students who are reading two or more years below grade level. This encompasses struggling learners, English language learners and students in special education.

Spellography

Another program offered at Baton Rouge General is Spellography. Spellography is designed for students who may need extra practice with spelling, reading and vocabulary. The program incorporates games, activities and instruction to reinforce decoding skills, develop reading fluency, teach vocabulary and strengthen spelling retention.

5. Depression/Mental Health/Substance Abuse

Behavioral Health Services

Baton Rouge General's Behavior Health Services can help with mental health problems, substance abuse, eating disorders or other behavioral health issues. Specializing in geriatric and medical psychiatric, our staff is focused on our patients' individual needs and is equipped to handle a variety of cases in the family-like atmosphere you've come to expect. Some of the most common conditions we treat are:

- Geriatric mood disorders
- Post-traumatic stress disorder
- Anxiety disorders
- Anxiety, due to dementia
- Panic Disorder
- Depression, due to life changes
- Depression, due to chronic or serious illness
- Obsessive compulsive disorder
- Chronic and persistent mental illness
 - Schizophrenia
 - Bipolar disorder
- Frustration and acting out due to an undiagnosed or misdiagnosed medical illness

6. Diabetes

Limbs For Life Initiative

With the number of Americans living with diabetes, vascular disease and other obesity-related diseases are on the rise, and subsequently, so are lower-extremity amputations. However, there are things you can do to prevent limb loss and be proactive about your diabetes and vascular health. Baton Rouge General's Limbs for Life Initiative is in place to help people in our community find out what their risks are, and then properly manage those risks before it's too late. Our comprehensive program is led by our Patient Navigator and a team of multidisciplinary experts who can help guide you through diagnostic testing, treatment, education and follow-up care. Some of the many services we offer include:

- Diagnostic testing and consultations
- Patient navigator services, providing care information, education and support
- Board Certified physicians representing multiple fields of medicine
- Comprehensive treatment options, including:
 - Medically managed wound and diabetes care
 - Hyperbarics
 - Surgical options, including minimally invasive procedures, ongoing follow-up care, with support from Baton Rouge General's inpatient and outpatient therapy/rehabilitation, social services, nutritional care and patient education programs

Employee Programs

Baton Rouge General offers many programs to employees to help prevent diabetes and /or manage it if it is diagnosed.

Employees can participate in:

- Free nutrition, fitness and stress management education
- Diabetes education
- Certified diabetes clinic and Metabolic Spectrum Center
- Free nutrition consults by a certified dietician

- Free nurse navigation program for employees with high blood pressure, heart disease and diabetes
- Pharmacy vouchers for employees with high risk diseases for use in the employee pharmacy

White Coat Day

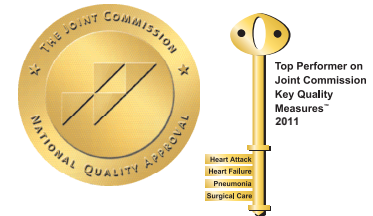
Screenings for cholesterol and blood sugar checks are provided as well as educational materials and physician referrals to patients who may need them.

7. Heart Disease/High Blood Pressure/Stroke

Heart And Vascular Services

Baton Rouge General and its new heart and vascular tower bring together comprehensive cardiac and vascular services all under one roof. Nationally recognized for excellence in heart and vascular care as Baton Rouge’s only Joint Commission “Top-Performer” Hospital for Heart Attack and Heart Failure – Baton Rouge General’s expert teams offer leading edge treatment, technology and services:

- Full spectrum of multidisciplinary diabetes, lipid, cardiac, vascular and cardio thoracic experts and specialists
- State-of-the-art diagnostic imaging technology
 - Cardiovascular ultrasound
 - Vascular ultrasound
 - Stress testing and nuclear medicine
- Advanced heart catheterization labs
- Dedicated heart operating rooms
- Expanded surgical space, including hybrid operating suite for minimally invasive interventions
- 24-Hour emergency room with specialized training for senior care
- Comprehensive stroke services
- Fully monitored intensive care and telemetry units
- Cardiovascular recovery area
- Inpatient & outpatient cardiac rehabilitation programs
- Limbs for life program
- Screenings and early detection
- Baton Rouge General Fit! wellness pilot
- Prevention programs, including Smoking Cessation courses



Go Red

Baton Rouge General is a proud sponsor of American Heart Association’s Baton Rouge Goes Red program. Go Red for Women is the American Heart Association’s nationwide movement that celebrates the energy, passion, and power of women to band together and wipe out heart disease. Heart disease claims the lives of 1 in 3 women every year and affects an estimated 43 million women in the United States. Baton Rouge General and Go Red for Women are taking action together to empower women to be proactive with their own heart health.



Screenings And Early Detection

At Baton Rouge General, we believe that being proactive about your heart health means getting regular check-ups and tests for heart disease indicators. We offer yearly vascular screenings to help identify your risk for cardiovascular disease. We also offer free blood pressure checks through many of our community outreach opportunities.

Healthy Heart Club

Baton Rouge General’s Healthy Heart Club is a medically supervised program to help you recover after a heart attack, heart surgery or heart disease. Our highly trained medical staff, who supervise and customize your therapy, will guide you through a comprehensive program focused on helping you regain your strength and reduce your risk of future heart complications.



Louisiana Emergency Response Network (LERN)

Baton Rouge General is a member of the Louisiana Emergency Response Network (LERN) and has a Region 2 Commission member appointed by the Louisiana Hospital Association to represent hospitals with more than 100 beds. Our appointed member has also worked to develop statewide EMS protocols to standardize pre-hospital stroke care and develop a statewide plan for routing stroke patients.

Educational Opportunities

Baton Rouge General continues to offer nurses and other staff educational opportunities to learn more about stroke and heart disease. Some of our educational speakers have included: Director of Stroke for Tulane Medical Center, and the EMS Stroke Medical Director. Employees are also continuously updated through internal media and newsletters.

Transition Coach

Baton Rouge General has implemented the use of a transition coach for all heart failure patients. This transition coach establishes patient centered goals and follows up with the patient after discharge to help manage his or her disease. Baton Rouge General is working towards becoming a Joint Commission Primary Stroke Center and assembling a Heart Failure Support Group.

8. HIV/STDs

Outpatient Management

Testing for STDs is done for all Behavioral Health Unit admissions. HIV tests are performed if an at-risk behavior is identified. Social workers work with those identified to help with resources and referrals and provide emotional support.

9. Lifestyle Issues

Piece Of Cake

Each year on your birthday, Baton Rouge General will send you an email with suggested questions and topics to discuss with your primary care physician based on your age and gender. This tool can help reduce many health risks and improve long-term health and wellness. It will also help build a relationship with your physician and prompt you to receive regular screenings as part of your health care. This tool is promoted at all of our outreach events and through our physician's offices.



Physician Referral Line

Baton Rouge General has a physician referral line for potential patients who are looking for a care provider in their area. Through this service, they can be referred to primary care, pediatricians, surgeons and other specialists affiliated with Baton Rouge General.

Seniors ER

As the baby boomer population in our community continues to age, Baton Rouge General has embraced the pressing need to synergize emergency and geriatric medicine. Our Seniors ER at Mid City -- the first of its kind in the area -- is the culmination of many people working together to provide specialized care to our older patients. We have worked passionately to enhance our medical care and designed physical spaces to create a more relaxed, comfortable environment for seniors, their families and caregivers.

- Hand rails that line walls
- Color-coded directions for ease of navigation
- Caregiver seating
- Softer room lighting, muted colors and assistive tools for easier reading of any medical paperwork
- Anti-slip flooring
- Heated blanket on every bed
- Comfortable mattresses

The Seniors ER is staffed with a highly skilled team of medical professionals specializing in geriatric care and trained in administering screenings and assessments to identify patients who may need additional assistance or resources outside of the hospital. Our team includes physicians specializing in geriatrics, emergency medicine, and palliative care; nurses trained in geriatric emergency care; and therapists, pharmacists and social workers who have received sensitivity training, allowing us to become a *Nurses Improving Care for Healthsystem Elders (NICHE)* designated hospital in 2012-2013.



Seniors Programs

- Sunday Dinners – Baton Rouge General’s Mid-City location hosts Sunday Dinners once a month followed by a health screening event later in the week. These dinners are a social outing and a place for seniors, families and caregivers to gather for a nice meal and acquire information about senior wellness, including upcoming health screening events.
- Health Screenings and Seminars – To address senior-related health and wellness, Baton Rouge General has scheduled a number of screening events and seminars at our Mid City location.
- Ask Our Experts For Seniors – Baton Rouge General’s geriatricians on staff or our Senior Care Consultant, who specialize in care for patients 65 and older, are available to answer questions about health or wellness.



Smoking Cessation

Baton Rouge General can provide you with the tools and support you need to be successful in quitting tobacco with our Smoking Cessation program. The five-week Smoking Cessation program is a combination of American Cancer Society’s FreshStart program and Baton Rouge General’s FIT initiatives. Group sessions will address real life issues surrounding the lifestyle of a smoker, including weight control, stress management, fighting the urge to smoke and staying smoke-free. Topics include: Deciding to Quit, Planning to Quit, Your Quit Day, Staying Quit and Healthy Tips to Support Your Quit. Baton Rouge General also offers its employees this service free of charge along with free quit smoking medications.

Alzheimer’s Association Annual Education Conference

Baton Rouge General holds an annual luncheon in partnership with the Alzheimer’s Association. At this luncheon, participants are provided with information on the brain and tips for heart-healthy eating.

10. Obesity

Weight Loss Surgery At Baton Rouge General

Sometimes the journey of dieting and exercise requires extra help. Baton Rouge General offers the following types of bariatric surgery Gastric Bypass, Adjustable Gastric Banding and Sleeve Gastrectomy.

Weight Loss Surgery Support Group

Baton Rouge General recognizes the changing needs of our weight loss surgery patients. Our weight loss surgery program offers a monthly support group, covering a variety of topics such as lifestyle changes, dietary changes and body image. The support group provides members of the community who have undergone weight loss surgery or are considering weight loss surgery, the opportunity to discuss their situation with people who understand and support their goals.

Employee Programs

Baton Rouge General offers its employees a variety of options to help them lose weight and get on the right track to a healthy lifestyle. Some of these include:

- Free employee biometric screening
- Free nutrition, fitness and stress management education
- Free nutrition consults by a certified dietitian
- Weight management classes
- Free access to a walking trail
- Free access to an employee gym



Next Steps

Baton Rouge General will develop an implementation plan based on this Community Health Needs Assessment for addressing the prioritized needs identified in this population. With a common platform to improve the overall health of Greater Baton Rouge, health care organizations can effectively plan to move forward with programs, initiatives and outreach, and can do so in collaboration with one another. We learned that in order to make an impact, to move numbers in the right direction, we must communicate, collaborate and coordinate.

Appendix

A. Name, Title and Organization of EBR CHNA Participants

MHCI Board of Directors

Coletta Barrett

Board Chair, Mayor's Healthy City Initiative, Our Lady of the Lake Regional Medical Center

Teri Fontenot

CEO, Woman's Hospital

Jimmy Guidry, MD

LA State Health Office, Department of Health and Hospitals

Steven Heymselfield, MD

Executive Director, Pennington Biomedical Research Center

Gerri Hobdy

Director, Partnership Relations, Baton Rouge Area Foundation

Melvin 'Kip' Holden

Mayor-President of Baton Rouge City Parish

William Holman

CEO, Baton Rouge General

Adam Knapp

CEO, Baton Rouge Area Chamber

Carolyn McKnight

Superintendent, Recreation and Park Commission for EBR Parish

Mike Reitz

CEO, Blue Cross Blue Shield of Louisiana

Dr. Bernard Taylor

Superintendent, East Baton Rouge Parish School System

Scott Wester

CEO, Our Lady of the Lake Regional Medical Center

B. Consultants to the Community Health Needs Assessment

HealthyBR Advisory Board

Copper Alvarez and Darlene Rowland

Directors, Big River Economic and Agricultural Development Alliance

Dale Auzene

Assistant Superintendent, Recreation and Park Commission for EBR Parish

Marcelle Boudreaux

Project Manager, Economic Development, Redevelopment Authority

Sharman Charles

Extension Agent, LSU and Southern AgCenters

Jamie Clesi

Manager, Community Advocacy, Our Lady of the Lake Regional Medical Center

Paula Dawson

Regional Vice President, American Heart Association

Diane Eysink

Director, Corporate Communications, Blue Cross Blue Shield of Louisiana

Mary Fontenot

Director, Office of Neighborhoods, City Parish

Jeanne George, PhD

HealthyBR Advisory Panel, Together BR

Yolanda Hill

HealthyBR Advisory Panel, LINKS

Gerri Hobdy

Director, Partnership Relations, Baton Rouge Area Foundation

Kristen Hogan

Director of Marketing, YMCA

Bob Jacobs

CEO, YMCA

Rev. Raymond Jetson

Pastor, Star Hill, Better BR

Debra Lockwood

Executive Vice President/CFO, Provident Resources Group

Mark Martin

HealthyBR Advisory Panel, Baton Rouge Advocates for Safe Streets

Susan Nelson

Community Relations, Baton Rouge Community College

Ami Parks

HealthyBR Advisory Panel, Pennington Biomedical Research Center

Pam Romero

Public Health Nutrition Consultant Coordinator, Department of Health and Hospitals

Amanda Schram
Grants Coordinator, Mayor's Office

Alma Stewart
President, Louisiana Center for Health Equity

Kara Still
Director, Program Investments, Capital Area United Way

Kandace Walls
Development Director, The Sunshine Foundation

MedBR Advisory Board

Pat Alford
Executive Director, Greater Baton Rouge Community Clinic

Sylvia Andrews, MPA
Assistant Director, DHDS, City Ryan White Program

Eric Baumgartner, MD
Director, Policy Development, Louisiana Public Health Institute

Marcia Blanchard
Service Line Development & Education Director, Health Care Quality Forum

Sue Catchings
CEO, Health Centers in Schools

Angela Ferguson
Registered Nurse Manager, Earl K Long / LSU Health

Jeanne George, PhD
MedBR Advisory Panel, Together Baton Rouge

Sonya Gordon
Public Information Officer, East Baton Rouge School System

Chad Guillot
Assistant Administrator, EMS

Jamie Haeuser
COO, Woman's Hospital

Vonnie Hawkins
Program Officer, Pennington Family Foundation

Gerri Hobdy
Director, Partnership Relations, Baton Rouge Area Foundation

Denise Hursey
Health Information Analyst, Louisiana Hospital Association

Nicole Kleinpeter
Director, Marketing and Communications, Baton Rouge General

Rhonda Litt
Executive Director, Capital City Family Health Clinic (FQHC)

Julie McLin
Director, Marketing and Community Relations, Lane Regional Medical Center

Robin McCullough-Bade
Executive Director, Interfaith Federation

Terri McNorton
Assistant Vice President, Marketing, Ochsner Medical Center

Andrew Muhl
MedBR Advisory Panel, American Cancer Society

Linda Ottesen
Health Care Manager, EBR Parish Prison System

Emily Patrick
Community Outreach Coordinator, Mayor's Office

Christie Pierce
Service Line Administrator, Our Lady of the Lake Regional Medical Center

Representative
MedBR Advisory Panel, Office of Mary Landrieu

Marilyn M. Reynaud, MD, MPH
Regional Administrator/Medical Director, Department of Health and Hospitals

Jamie Rocques
Nurse Care Manager, Capital Area Human Services District

Brian Smith
MedBR Advisory Panel, LSU Health Sciences

Clayton Williams
MedBR Advisory Panel, Department of Health and Hospitals

Alice Womble
Community Wellness Administrator, Blue Cross Blue Shield of Louisiana

At Baton Rouge General, we care about the lives we strengthen and the compassionate moments we share.

For us, it's about giving hope and healing so that people can live each day to the fullest. We are a community of families, hope, miracles, and compassion. We are a *Community of Caring*.



Baton Rouge General
A Community of Caring

BRGeneral.org