



LOUISIANA

2012 NATIONAL LEADERSHIP ACADEMY
FOR THE PUBLIC'S HEALTH (NLAPH)

Team members:

Ken Alexander

Gerrelda Davis

Stacy Fontenot

Jayne Nussbaum

BACKGROUND

Louisiana NLAPH Team Members

- Team members represent four sectors in Louisiana that are key to aligning the various health sectors to assist the Office of Public Health in the success of the Community Transformation Grant
- Comprised of the following four seasoned health professionals with many years of experience in the health arena:
 - Ken Alexander – VP of Quality and Regulatory Activities – LHA
 - Gerrelda Davis – Director, Louisiana BPCRH – LA OPH
 - Stacy Fontenot – Executive Director – LRHA
 - Jayne Nussbaum – Director of Strategic Development – LPHI



BACKGROUND

Roles of the Team Members

- LA OPH leads and convenes the Community Transformation Grant partners and the statewide chronic disease coalition
- LRHA represents rural providers across the state and provides communication and dissemination regarding health promotion and chronic disease prevention
- LHA represents the hospitals systems throughout Louisiana. They provide technical assistance on quality issues, media and communications regarding health promotion and chronic disease prevention
- LPHI provides additional capacity for health promotion/chronic disease prevention and community health improvement efforts through program design/implementation, evaluation and research, media and communications and information services.



BACKGROUND

Population Focus

- In 2011, the Louisiana received a Community Transformation Grant (CTG) from CDC to conduct a statewide community health needs assessment
- All 64 parishes in Louisiana, which are organized into 9 public health regions, are considered “target communities” representing 4.5 million state residents



TEAM CHARTER

Increase collaboration to align and leverage Louisiana community health improvement efforts by engaging and maintaining communication among key partners at the state and community levels

LEADERSHIP

Team Leadership Goals & Achievements

- Establish regular NLAPH LA team and partner communication to keep abreast of community health improvement (CHI) activities
 - Team monthly conference calls
 - Periodic conference calls with staff from team organizations and other key stakeholders to share programmatic achievements
 - Effective communication among team members and within their organizations
- Engage additional key partners to join the team
 - Louisiana Primary Care Association ED now a core LA team member



LEADERSHIP

Team Leadership Goals & Achievements

- Reach out to constituents to encourage their engagement in CHI processes
 - Joint LHA LA OPH CHNA community benefit CHNA training
 - LHA newsletters/e-mails to members
 - LRHA annual conference presentations incorporate CHI
 - LPHI – Tobacco-Free Living regional managers engage in partner outreach at local level



LEADERSHIP

Individual Leadership Growth/Challenges

- Balancing competing priorities
 - Natural disasters
 - State of healthcare in LA
- Maintaining a strategic focus for the team in an unpredictable environment
 - Organization cultural differences create barriers to partner and team member engagement
 - Narrow down broad project scope
 - Develop a shared vision for the process and project goals that align with individual organization agendas
 - Develop realistic expectations about what can be accomplished

CTG COMMUNITY HEALTH ASSESSMENTS

Project Outcomes

- Collaboration with LPHI and LSUHSC
- Utilized the MAPP Process
 - Phased, strategic planning process to improve public health and implement a community-owned strategic plan
- Completed statewide assessment by region which included multi-sectoral participants
- Collected feedback from community leaders/members
- Identified community resources and assets that feed into our statewide efforts
- Identified new partners, earned community support and involvement
- Regional and statewide results to be reported early 2013



COMMUNITY HEALTH IMPROVEMENT PROJECT

Leadership Element

- Retreat, webinars, and coaching created an awareness that fostered consistent and open communication and which helped align team members expectations
- Reflection among team members opened a dialogue about the context and realities of the project



THE FUTURE

Project

- Continue hosting bi-monthly partner CHI conference calls to identify strategic partnerships and actions
- Identify key programmatic areas to focus on

Team

- Continue to expand leadership learning experiences and increase partnerships to promote a healthier Louisiana
- Re-evaluate and refine strategic focus
- Identify new strategic partnerships
- Determine next steps in expanding organizational collaborations



THE FUTURE

Individuals

- Identify what CHI activities have the most traction and concentrate on those
- Understand partner motivations and constraints at a deeper level to find areas of alignment
- Better use resources shared in this program (partners and coalition building, etc.)

