



State of Louisiana Governor's Council on Physical Fitness and Sports

Dear Reader:

It is our pleasure to present the State Fiscal Year 2016/17 Governor's Council on Physical Fitness and Sports (GCPFS) Annual Report, which provides insight into Louisiana's premier fitness and sports programs and its multiple activities throughout the year across Louisiana.

The Governor's Council on Physical Fitness and Sports continues to be one of the largest fitness councils in the country with 252,851 participants, 37 Olympic-style sporting events covering thirty parishes with thirty-two cities as partners, and more than two hundred schools involved in various fitness events sponsored and cosponsored by the Fitness Council. During the State Fiscal Year 2016/17, GCPFS directed much of its efforts to expand existing physical activities and sports in parishes that did not have them, along with identifying kids and their parents in underserved populations. Another strategy that was utilized to influence policy was through the Governor's Games, which promotes physical fitness and health while educating thousands through its competitive sporting events about the dangers of tobacco and tobacco-related products.

Some of the notable initiatives are the Louisiana Governor's Games, Tour de Fitness, Own Your Own Health, which is an obesity initiative for communities of color, and the statewide Elementary Fitness competitions. We have already seen improvements in physical activities among adults and children; however, we look forward to expanding these initiatives and identify the impact it will have on our population's health outcomes in the coming years.

A handwritten signature in cursive script, reading "Rudy Macklin".

Rudy Macklin, Director
Governor's Council on Physical Fitness and Sports

Governor's Council on Physical Fitness and Sports Legislation

RS 40:2451

CHAPTER 19. GOVERNOR'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

§2451. Creation; membership; term of office

A. An agency of the state to be known as the Governor's Council on Physical Fitness and Sports is hereby created and established in the Department of Health and Hospitals, hereinafter in this Chapter referred to as the department. The council shall exercise the powers and duties hereinafter set forth or otherwise provided by law.

B. The council shall consist of fifteen members who shall be appointed by the governor and shall be representative of physicians, pediatricians, coaches, physical therapists, athletic trainers, athletes, educators and such other persons or professions interested in the physical fitness of the citizens of Louisiana. In making his appointments, the governor shall also take into consideration the various geographic areas of the state with a view to giving all sections of the state representation on the council.

C. The terms of office of members of the council shall be for three years expiring on September first in the appropriate year. Of the initial members appointed to the board, four members shall be appointed for terms of one year, five members shall be appointed for terms of two years, and six members shall be appointed for terms of three years, as determined by the governor.

The governor may reappoint any person who has served or is serving as a member of the council. A vacancy shall be filled by appointment only for the remainder of the unexpired term. Each appointment by the governor shall be submitted to the Senate for confirmation.

D. The council shall meet and organize immediately after appointment of the members and shall elect from its membership a chairman and a vice chairman. The council shall adopt rules for the transaction of its business and shall keep a record of its resolutions, transactions, findings, and determinations. Eight members shall constitute a quorum.

E. The council shall meet at least once in each quarter of the fiscal year, and as often thereafter as shall be deemed necessary by the chairman.

F. By a two-thirds vote of the council, a member may be dismissed from membership for such reasons as the council may establish which reasons shall include lack of interest in council duties or repeated absences from council meetings.

G. Members of the council shall receive no salary for their services, but shall be reimbursed for actual travel and other expenses incurred while in the performance of their duties in accordance with travel regulations of the division of administration.

Added by Acts 1980, No. 751, §2; Acts 2003, No. 774, §11.

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Board members for the Governor's Council on Physical Fitness and Sports assist the program director and oversee the creation of activities to promote healthy living and physical fitness for Louisiana residents. Board members also help organize the Louisiana Governor's Games, an annual event in which sports enthusiasts from around the state participate in a variety of athletic competitions.

What We Do

The Governor's Council on Physical Fitness and Sports (GCPFS) plays a vital role in the promotion of physical activity and wellness throughout the state of Louisiana. In 1992, GCPFS started with no money, staff or equipment. With the appointment of new hard-working board members and an aggressive executive director, GCPFS is now one of the top Fitness Councils in the country.

From 1993 to the present day, GCPFS is the only state that has a statewide Fitness competition for elementary schools called, the Elementary Fitness Meet that involves thousands of kids across the state. GCPFS has one of the largest State Games in the country called, the Governor's Games with more than 200,000 participants statewide and 39 Olympic-style events in urban and rural populations across Louisiana. The Governor's Games produce amateur Olympic-style sporting events to promote physical fitness and health through participation in competitive sports, workshops and conferences. One of The Council's most popular programs, Own Your Own Health, which was established in conjunction with the Bureau of Minority Health Access allows Louisianans to track their fitness and nutrition levels online by forming teams of two or more people for adults and 10-30 members for youth.

This state-of-the-art fitness tracking system was the first of its kind in the United States given to GCPFS by Core Health Technologies from Ontario, Canada. Since 2004, more than 100,000 Louisianans has participated in the program, and the number of pounds lost is more than one million and miles accumulated better than twelve million.

The Fitness Council cosponsors a weightlifting Development Center with LSU-Shreveport, and formed a partnership with the U.S. Olympic Committee that designated the Center as an official U.S. Olympic Weightlifting Training site coordinated by one of the GCPFS board members. Scholarships from the Olympic Committee through GCPFS will be given to disadvantaged youth in the community to train at the Center. Olympian, Kendrick Farris of Shreveport trained at the Center and competed in the 2008, 2012 and soon the 2016 Olympics in Rio.

GCPFS sponsors the Tour deFitness workshops throughout the state that is designed to provide training, teaching strategies, authentic assessment and best practice information to K-12 teachers in the areas of health and physical education.

Our Mission

- Develop, foster, and coordinate services and programs of physical fitness and sports for the people of Louisiana;
- Sponsor physical fitness and sports workshops, clinics, conferences, and other similar activities;
- Give recognition to outstanding developments and achievements in, and contributions to, physical fitness and sports;
- Stimulate physical fitness research;
- Collect and disseminate physical fitness and sports information and initiate advertising campaigns promoting physical fitness and sports;
- Assist the Department of Education in helping schools in developing health and health and physical fitness programs for students;
- Encourage local governments and communities to develop local physical fitness programs and amateur athletic competitions;
- Develop programs to promote personal health and physical fitness in cooperation with medical, dental, and other similar professional societies;
- Enlist the support of individuals, civic groups, amateur and professional sports associations, and other organizations to promote and improve physical fitness and sports programs.



Highlights of State Fiscal Year 2016/17

During this State Fiscal Year (SFY) 2016/17, the Louisiana Governor's Council on Physical Fitness and Sports and Bureau of Minority Health Access strengthened its efforts in maximizing new initiatives that increased physical activities in underserved populations, and improved quality and sustainable access to health care for racial and ethnic populations. Notably, during this SFY, the Governor's Fitness Council implemented new initiatives such as Inner City soccer for at-risk youth, and the *Choctaw Community of Ebarb Project* that is designed to assist this Native American tribe with establishing their own community emergency preparedness plan in the event of a natural disaster or pan flu outbreak.

Community Preparedness Response Network (CPRN)

The Bureau of Minority Health Access partners with the Chahta Native American tribe annually to expand an emergency preparedness program called, Community Preparedness Response Network (CPRN) through Region 9 and to coastal Mississippi that is designed to assist low-income communities with establishing their own community emergency preparedness plan in the event of a natural disaster or pandemic flu outbreak. The Choctaw Community of Ebarb tribe participated in the pan flu trainings also. The Bureau worked in Zwolle, LA with the Choctaw Native American leaders, tribal members and Sabine parish sheriff's office to provide emergency preparedness trainings. These trainings included- though not necessarily limited to – Emergency Preparedness procedures, Pandemic Flu and Ebola outbreak.

By partnering and establishing a CPRN Resource Center in Mississippi, Louisiana's CPRN members have an additional evacuation point in our neighboring state along with Arkansas and state-run shelters. This partnership will give Louisianan and Mississippi members of the CPRN another shelter location that will be closer to their homes, hotels, service stations, grocery and hardware stores and shopping centers in the event of a natural disaster. This Pearl River Shelter will be part of FEMA's diversity program to ensure that low-income populations will receive assistance in a timely manner during and after a natural disaster.

Men's Health Conference

The Governor's Fitness Council on Fitness and Sports and the Bureau of Minority Health Access works closely with the Louisiana Men's Health Organization (LMHO) as it strives to change men's attitudes about their health and well-being, by heightening the awareness of preventable health problems, encouraging early detection and treatment, as well as educating the public on health risks specific to men of different ages and races.

To accomplish this, the LMHO organizes an annual Men's Health Conference to provide a venue where men can seek guidance on their health and wellness. The conference also allows health care providers, public policy makers, the media, and individuals an opportunity to encourage men to seek regular medical advice and early treatment for disease and injury. This year's keynote speaker was Rudy Macklin, director of the Governor's Fitness Council and the Bureau of Minority Health Access.

Louisiana Governor's Games

The Governor's Games (LGG) is Louisiana's premier amateur sporting event, where sports enthusiasts from around the state participate in a variety of athletic competitions. With 39 sporting events statewide, LGG provides an opportunity for competition and fitness for all ages, skill levels and economic demographics. Held in cities across the state, events include basketball, volleyball, gymnastics, boxing, tennis, track and field, girls' softball, youth baseball and much more.

This seven-month statewide set of sporting events involve every recreation department in the state. Experienced sports commissioners were chosen to run the events professionally and ensure that they have an Olympic-style atmosphere. Louisianans are encouraged to sign up through local recreation departments, sports leagues, or advertisements and public service announcements run via media partners. In addition, children can sign up through local schools and physical education teachers. Registration began in January, and the events took place through June. Results were tracked and posted on the Louisiana Governor's Games Web site for the remainder of the year. Six of the forty-nine events were televised through Cox Cable channels in 14 Acadiana parishes with 500,000 viewers and twelve northern Louisiana parishes on Comcast Cable channels.

Tour deFitness

Provides training, teaching strategies, authentic assessment and best practice information to K-12 teachers in the areas of health and physical education. The primary purpose of this project is to in-service and equip teachers with developmentally appropriate information regarding smoking cessation, the dangers of tobacco (smokeless and smoking), techniques to make their physical education lessons more physically active, and assessment opportunities

to measure physical fitness. This project allows clinicians to conduct a series of workshops

Throughout the state. While annual LAHPERD convention provides health and physical education teachers with numerous programs to improve the health status and physical education programs in school and recreational settings, many teachers are unable to attend this annual function. Taking the message to teachers where travel, money and release time is not an issue, will impact the entire state.

The Workshops were conducted in various areas of the state and participants did not have to worry about barriers that normally prevent them from participating in a professional workshop. Each workshop contained breakout sessions that addressed the prevention of tobacco use, an orientation to the sponsored website lagovernorgames.org that promotes physical activity information regarding parish and state physical fitness meets, lessons that address the state mandated physical education and health standards and assessment information appropriate for measuring the health related components of physical fitness, including BMI information.

The opportunity to train 500 teachers in these areas has the potential to impact thousands of students. The long term benefit of teaching children how to take ownership for their health behaviors and enjoy physical activity in a school setting impacts what they do in their leisure time. The more physical activity they experience during the day the less they tend to be overweight, have lower blood pressure, reduce the incidence of diabetes and cardiovascular disease.

Elementary Fitness Meet

The Governor's Council on Physical Fitness and Sports has seen a significant increase in the physical fitness levels of elementary school children in the last three years from the 25 parishes that participate in the Fitness Meet program. More than 200,000 Students train for the event at the beginning of each school year and preliminary meets start in the spring. The top two boys and girls from each parish must survive their initial competition from their schools and compete against other kids in their parish before they reach the championship.

Strategy: Students perform the identical fitness tests acquired from the President's Challenge. Tests consisted of: the 50-yard Dash, Sit and Reach, Pull-ups, the Shuttle Run, Curl-ups (sit-ups), Standing Long Jump, and the 600-Yard Run. Instructions on how to execute each test properly are included in the Elementary Fitness Meet Guidelines packet that is distributed to each parish annually. The top scores from two boys and girls qualified them for the Elementary Championship Fitness Meet held in Baton Rouge at LSU's Carl Maddox Field House. Elementary school children competed against other parishes from around the state. The Governor's Fitness Council sponsors this Olympic-style event in the spring of each year at LSU in Baton Rouge.

Weightlifting Development Center

The Governor's Council on Fitness along with LSU-Shreveport and the city of Shreveport successfully operates the state's first weightlifting development center that trains future Olympians. Dr. Kyle Pierce manages the day-to-day operations. The Center produced its first Olympian, Kendrick Farris out of Shreveport.



Own Your Own Health

Own Your Own Health Louisiana (OYOH) is comprehensive health program designed to empower Louisianans to become active participants in their own health and health care through healthy eating and activity, as well as, an overall healthy lifestyle. This program has been separated into three-month challenges such as weight loss and steps (physical activity). Each participant will be asked to form teams of two to ten people and begin achieving weight loss from a healthy, appropriate diet as well as accumulated activity in the form of a variety of tasks ranging from light exercise (e.g. gardening and walking) to heavy exercise such as running. OYOH has numerous partners featuring a wide range of programs specially designed to improve your health.

Adults can have teams of 2-10 members, and kids can have 10-30 on the each team. Team and individual competitions will recognize achievement in two areas:

- Weight loss due to healthy, appropriate diet and physical activity
- Accumulated activity in the form of miles.

Governor's Games Strategic Plan FY 2015-2016 through FY 2019-2020

VISION: The Governor's Council on Physical Fitness and Sports will produce one of the finest series of amateur sporting events in the South and one of the best State Games in the country.

MISSION: The mission of the Governor's Council on Physical Fitness Sports is to promote physical fitness and health through participation in competitive sports, workshops and conferences.

PHILOSOPHY: An effective way to encourage Louisiana's residents to be physically fit is by getting them involved in competitive activities that require physical fitness. Through the production of high quality amateur sporting events and recreational activities, people in Louisiana will improve their health so they are able to participate in the Governor's Games.

GOALS:

- I. Promote health and physical fitness for Louisiana's residents.
- II. Encourage participation in amateur and recreational sports by all ages and levels of athletic ability.
- III. Create a positive economic impact for communities in Louisiana by encouraging athletes to travel to the Governor's Games events.
- IV. Showcase the achievements of Louisiana's athletes and the premier sports and recreational facilities throughout the State.
- V. Offer a "Championship" setting that will prepare Louisiana's athletes for national and international competition.

OBJECTIVE I.1. Produce events that will educate approximately 100,000 elementary age school children about the importance of physical fitness and work with non-profit health oriented

STRATEGY I.1.1 Work with local school boards and physical education teachers to help grow the parish and statewide Elementary Fitness Meets, expanding the event to include every parish in Louisiana.

STRATEGY I.1.2 Stage health fairs in conjunction with the Governor's Games sporting events, by cooperating with organizations such as the American Heart Association, American Lung Association, MADD, and the Department of Health & Hospitals.

STRATEGY I.1.3 In cooperation with the Department of Health and Hospitals' Tobacco Control Program, create public address announcements for television and radio that will promote the importance of physical fitness and a healthy lifestyle.

STRATEGY I.1.4 Sponsor physical fitness and sports workshops, clinics, conferences and other similar activities. An example would be the Athlete Leadership Summit, which is designed to give young kids in Louisiana an opportunity to listen to former and current professional athletes talk about the importance of education, values, leadership, team work and other items.

Governor's Games Strategic Plan FY 2015-2016 through FY 2019-2020

OBJECTIVE II.1 Create over thirty sporting events that will provide an opportunity for competition and physical activity for all ages, skill levels and economic demographics and will increase the number of participants in the Governor's Games by 25% each year.

STRATEGY II.1.1 Produce high quality sporting events in an Olympic-style atmosphere that will make sporting events and recreational activities attractive to potential competitors.

STRATEGY II.1.4 Support the efforts of the Special Olympics and Senior Games.

STRATEGY II.1.5 Create statewide competition that will involve every recreation department in the state.

STRATEGY II.1.6 Solicit corporate sponsors who will invest money in the Governor's Games competitions, which will help finance the expansion of the event and promote commerce in Louisiana.

OBJECTIVE III.1 Produce sporting events that will attract approximately 20% or more of their participation from athletes outside of a 60 mile radius from where the competition is being staged.

STRATEGY III.1.1 Create racing series for running, mountain biking, triathlons, cycling, roller blading and adventure racing that will incorporate events in major city and culminate in a final competition, which will encourage athletes to travel to cities around Louisiana.

STRATEGY III.1.2 Group multiple events into the "Spring Games" for north Louisiana and "Summer Games" for south Louisiana, to garner more exposure and create a big event atmosphere for the individual competitions.

STRATEGY III.1.3 Promote the event through a statewide advertising campaign that will create name recognition for the Governor's Games.

STRATEGY IV.1.4 Provide a 100% cotton event T-shirt to every athlete in the Governor's Games for competing in the event, which will promote the event and investing sponsors.

STRATEGY IV.1.5 Award Gold, Silver and Bronze medals to the first, second and third place participants in each Governor's Games competition.

STRATEGY IV.1.6 Stage events at Louisiana State Parks, municipal parks, university campuses, recreation departments and others that will draw attention in the media to the resources available at those venues.

STRATEGY III.1.4 Purchase regional mailing lists from each sport's National Governing Body, develop database contacts through the internet yellow pages and send entry forms on the Governor's Games to these individuals and teams.

STRATEGY III.1.5 Promote events that encourage summer time automobile travel in Louisiana.

Governor's Games Strategic Plan FY 2015-2016 through FY 2019-2020

OBJECTIVE IV.1 Promote the achievements of Governor's Games athletes and Louisiana's premier sporting & recreational facilities through over 10,000 hits on the Governor's Fitness Council web site, articles in every major daily newspaper in Louisiana and a state wide advertising campaign.

STRATEGY IV.1.1 Manage a web site where anyone can see the results from Governor's Games competitions and where Louisiana's premier athletes and venues can be featured.

STRATEGY IV.1.2 Educate the print media on the Governor's Games and encourage them to print results and feature Governor's Games athletes with articles in their publications.

STRATEGY IV.1.3 Solicit a corporate contributor who can sponsor an "Athlete of the Year" for the top male and female competitor in the state in youth, adult and masters category.



OBJECTIVE V.1 Produce over fifty sporting events in Louisiana's premier athletic and recreational facilities that will create a championship environment through quality and quantity of competition, along with the association of the event with the name "Governor's Games".

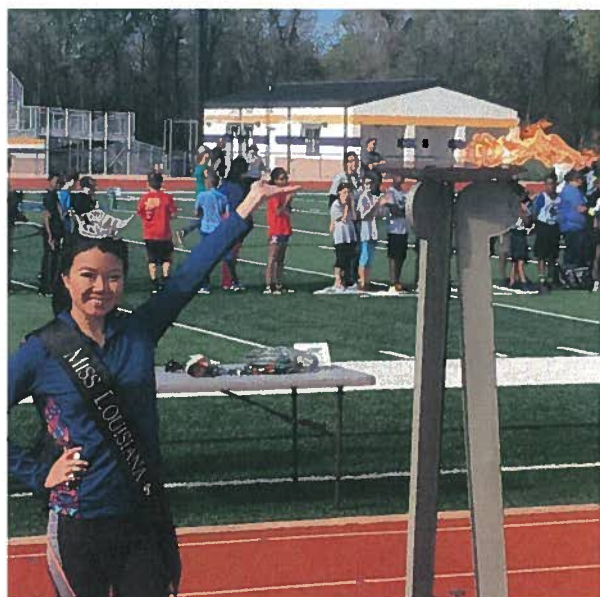
STRATEGY V.1.1 Stage sporting events in Louisiana premier athletic venues and recreational facilities.

STRATEGY V.1.2 Contract experienced sports commissioners so that events will be produced in a professional manner and participants will know that it will be a high quality competition.

STRATEGY V.1.3 Develop a reputation for the name Governor's Games as a major sporting event in Louisiana through a state wide marketing campaign.

STRATEGY V.1.4 Contract a high level of officials, medical personnel and event managers to insure quality competitions.

STRATEGY V.1.5 Build relationship and reputation as premier state games among the National Congress of State Games, which is sanctioned by the United States Olympic Committee.



Governor's Games Strategic Plan FY 2015-2016 through FY 2019-2020

Input:

- Resource allocation.
- Number of participants in the 2015- 2016 Governor's Games
- Number of sporting events produced in the 2015-2016 Governor's Games

Output:

- Number of participants in a Governor's Games competition during a given year.
- Number of sporting events produced during a given year.
- Number of Louisiana's residents impacted by a Governor's Games program.
- Additional private funding

Outcome:

- Percentage of increase in participation each year.
- Percentage of increase in the number of sports each year.
- Percentage of increase in participants from outside the 60 mile radius of a competition.
- Exposure of the Governor's Games through the media and Internet.

Efficiency:

- Cost per competitor
- Cost per sporting event
- Cost per Louisiana resident impacted by the Governor's Games.
- Cost per exposure for promoting health and fitness through the Governor's Games.

Quality:

- Membership in the National Congress of State Games, which is sanctioned by the United States Olympic Committee.
- Number of participants in the Governor's Games, as compared to the other member states of the National Congress of State Games.



Arklatex-NBC6, Fit For Life Weight Loss Challenge

Arklatex-NBC6, Fit For Life Biggest Loser Weight Loss Challenge



Join Challenge





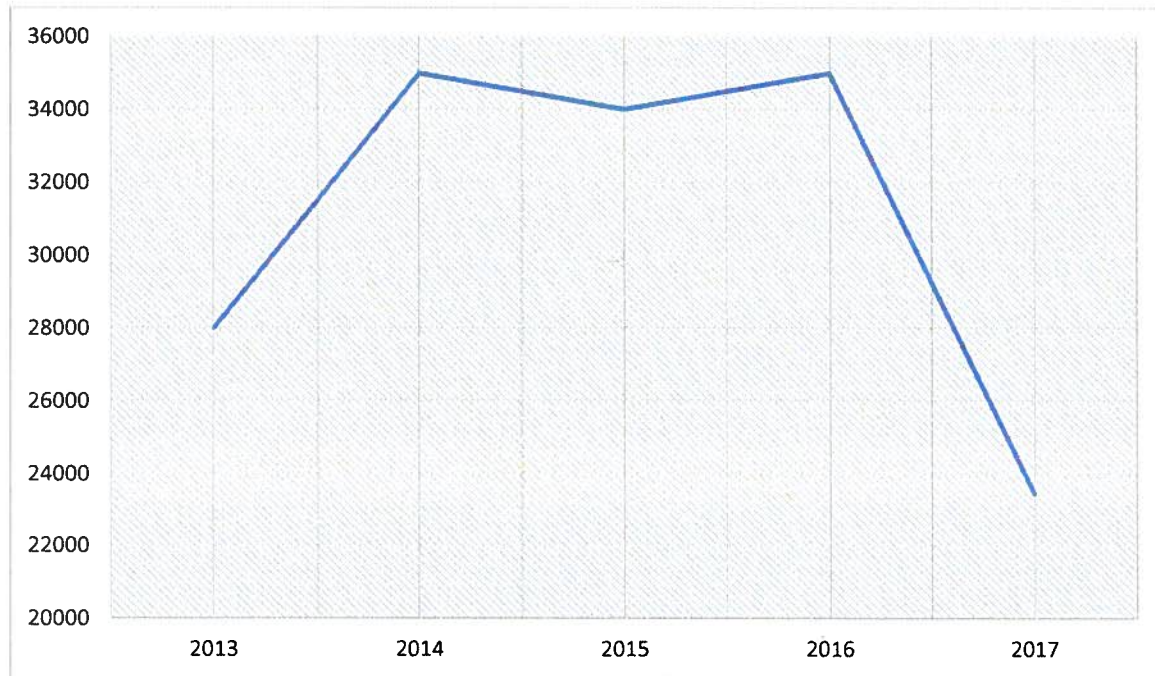
Louisiana Governor's Council on
Physical Fitness and Sports

The Louisiana Governor's Games is a six-month statewide sporting event that involves every recreation department in the state. Experienced sports commissioners have been chosen to run the events professionally and ensure that they have an Olympic-style atmosphere. Louisianans are encouraged to sign up through local recreation departments, sports leagues, or advertisements and public service announcements run via media partners. In addition, children can sign up through local schools and physical education teachers. Registration began in January, and the events will take place through June. Results will be tracked and posted on the Louisiana Governor's Games Web site (www.lagovernorgames.org) from March through June.

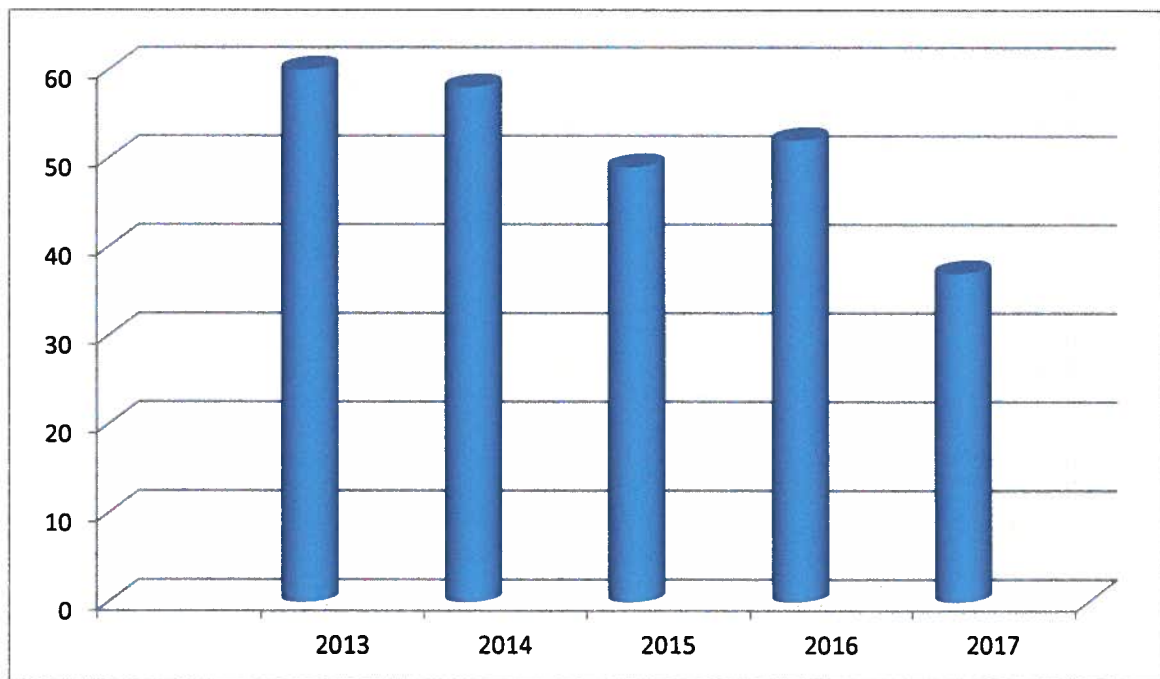
Proud Sponsor of the 2017 National Golden Gloves Boxing Tournament



The Governor's Games Sustainability

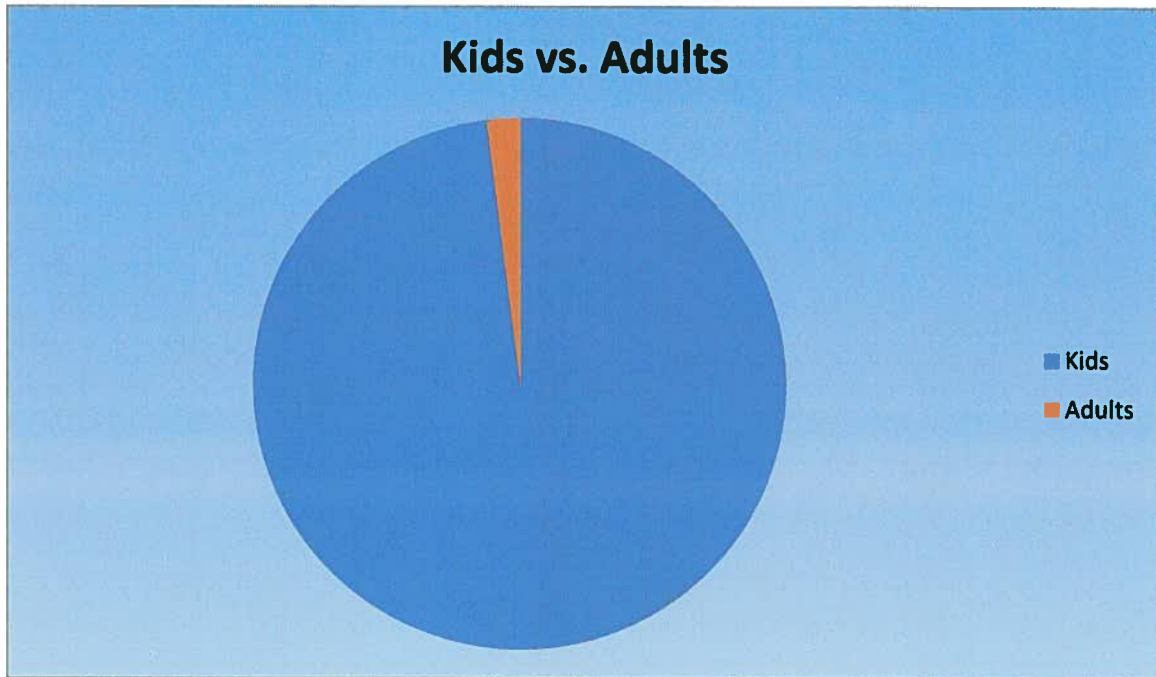


Number of participants competing in the Governor's Games from 2016 - 2017 dropped as a result of severe flooding in north and south Louisiana.
(not counting the Statewide Elementary Fitness Meet)

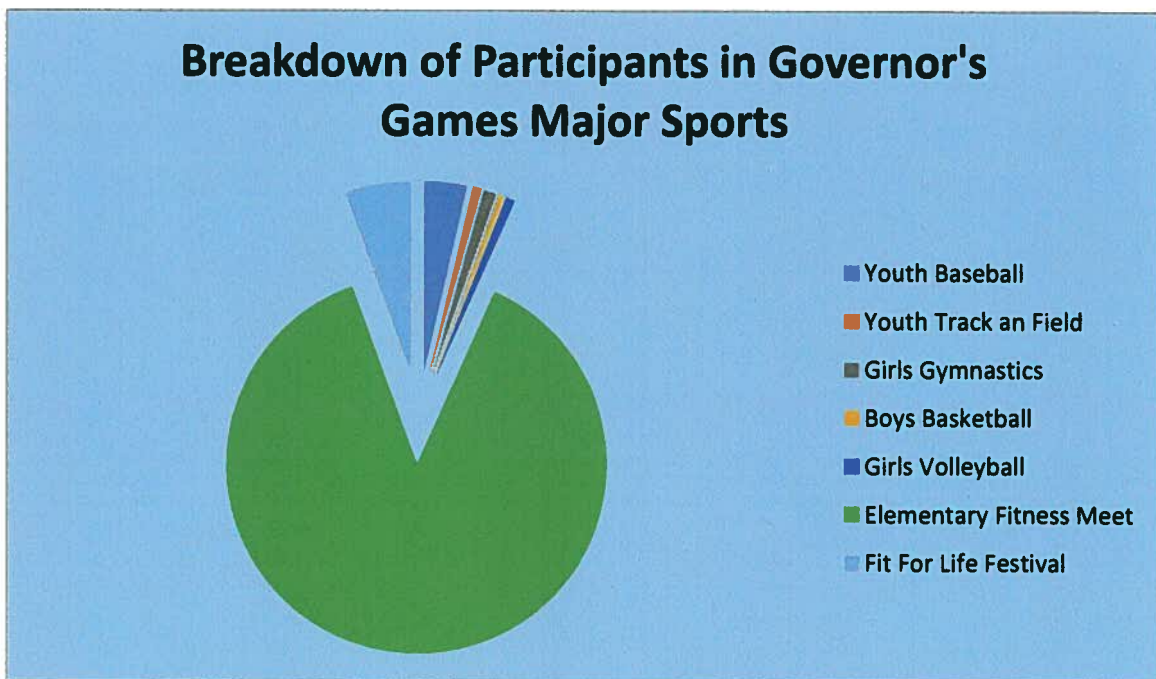


The Governor's Games has sponsored and cosponsored 37 Olympic-style sporting events statewide. Number of Governor's Games were down from 52 in 2016 to 37 events in 2017 as a result of flooding.

The Governor's Games Participants

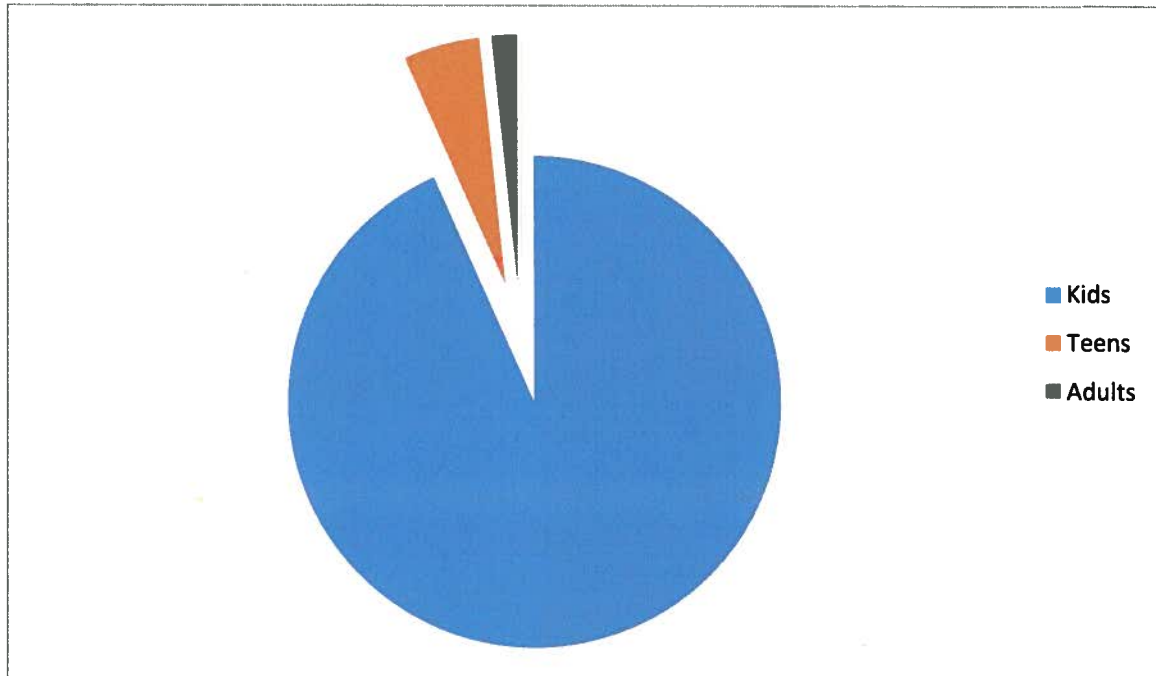


Approximately 97% of the Governor's Games participants are kids and teens with 229,410 kids participating in the Elementary Fitness Meet. There are more than 23,000 kids and 2,745 adults that take part in the state's annual Olympic-style events.



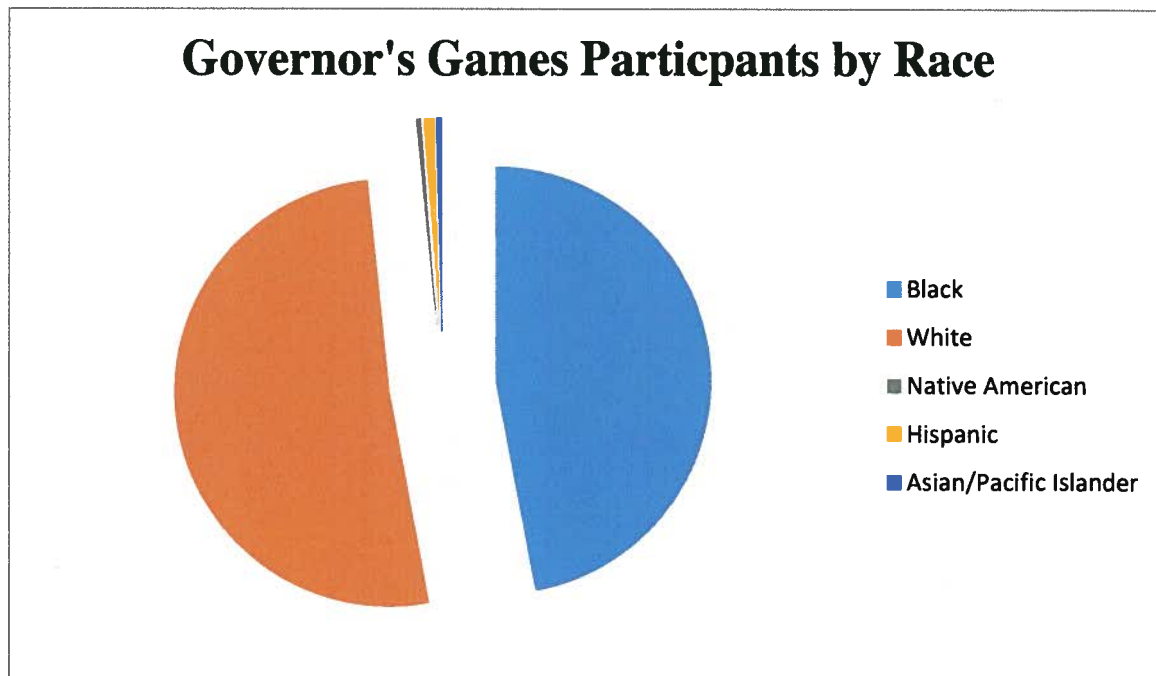
The Governor's Games major sports are televised on Cox and Comcast Cable Channels. Cox draws huge audiences in 14 parishes with 500,000 viewers from Louisiana's gulf coast to Alexandria, and Comcast covers the northern part of the state.

Governor's Games Participants by Kids, Teens and Adults



Kids 12 years-old and younger participating in the Governor's Games significantly outnumber teens (13-17 years-old) and adults (21 and older).

Governor's Games Participants by Race

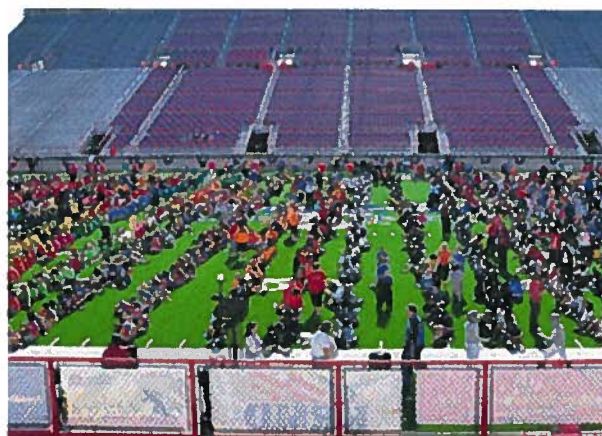
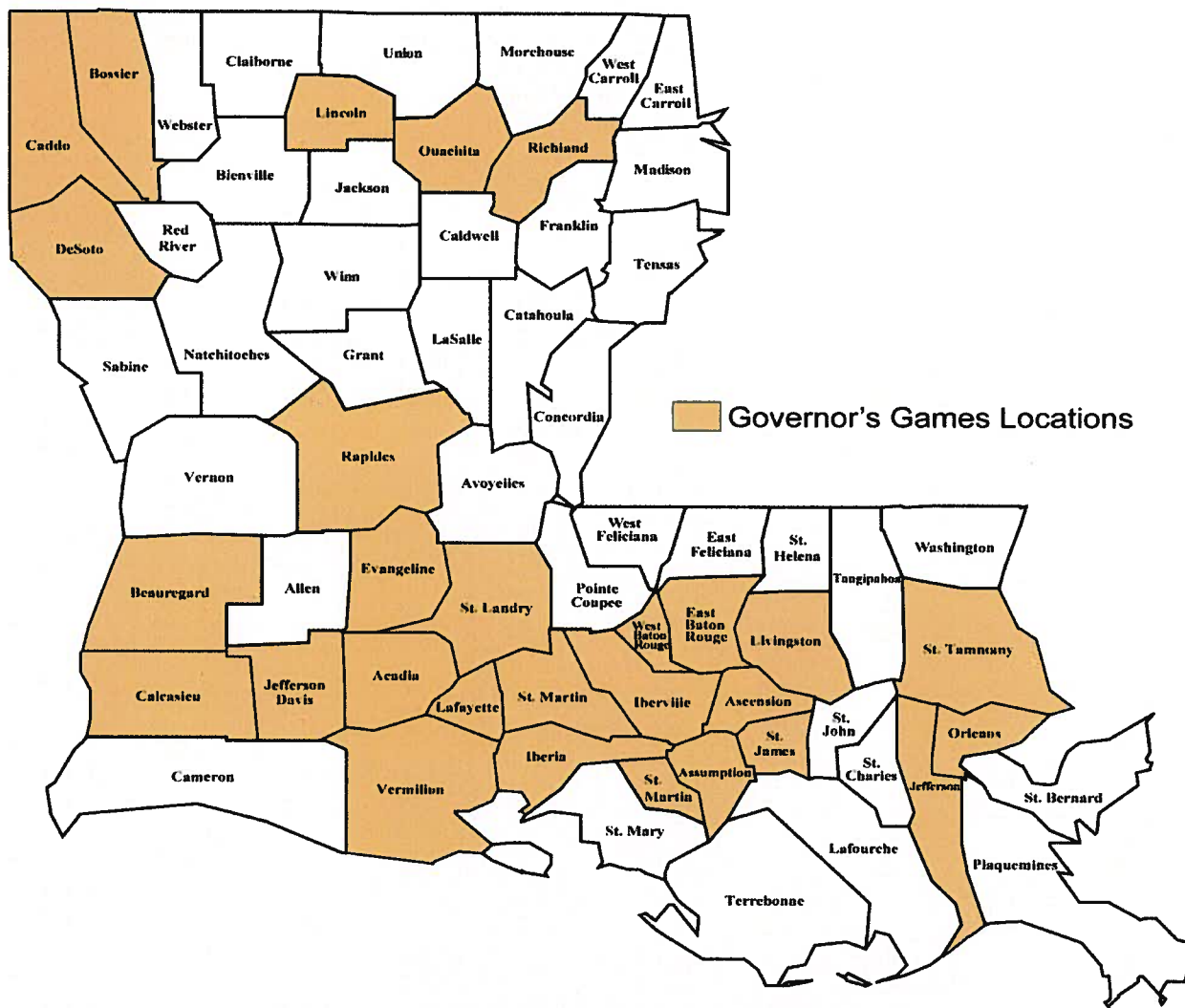


The number of white and black participants competing in the Governor's Games are nearly identical; however, the Council must continue to be inclusive by reaching out to other racial/ethnic populations throughout the state of Louisiana.

Governor's Games Events by the Numbers 2016-17

Sport	Month	Location	Number of Participants
Youth Baseball	May, June	Lake Charles, Sulphur, Baton Rouge	7,614
Boxing	March, May	Lafayette	608
Boys Basketball	April	Westwego	862
Elementary Cross Country	October	New Orleans	1,210
Fitness Meet	August - April	Statewide (30 parishes)	229,410
Fit For Life	May	Shreveport	5,000
Girls Basketball	June	Opelousas	510
Girl Gymnastics	February/March	Westwego	1,540
Taekwondo	March	Slidell	1,353
Indoor Track and Field	February	Baton Rouge	750
Outdoor Track and Field	June	New Orleans	1194
Volleyball	January/March	New Orleans	2,800
<p style="text-align: center;">Total Number of Participants 252,851</p>			





Fit For Life Weekend Festival

Held annually in Shreveport, the *Fit For Life Weekend* has thousands of athletes, national competitions and awards, and is a family friendly event for everyone. For exercise enthusiasts and athletes in the fitness community, its purpose is to help promote fitness and health to the community of Shreveport and Bossier City.

2016-17 Governor's Games Schedule of Events

Sport	Venue	Host City
Indoor Track and Field & Masters	LSU Field House	Baton Rouge
Evangeline Fitness Meet	Ville Platte Elementary	Ville Platte
Iberia Preliminary Fitness Meet	Northside High School	New Iberia
Taekwondo Championships	North Shore Harbor Center	Slidell
St. Tammany Fitness Meet	Lakeshore High School	Covington
Acadia Parish Fitness Meet	Crowley High School	Crowley
Rapides Fitness Meet	Alexandria High School	Alexandria
Lincoln Fitness Meet	Ruston High School	Ruston
EBR Parish Fitness Meet	Broadmoor High School	Baton Rouge
Girls Gymnastics	Alario Center	Westwego
Girls Volleyball	Hilton Health Club & Loyola University	New Orleans
Livingston Parish Fitness Meet	South Walker High School	Walker
State Gymnastics Championships	Lamar Dixon Expo Center	Gonzales, LA
Caddo Fitness Meet	Byrd High School	Shreveport
Boys Basketball	Alario Center	Westwego
Assumption Fitness Meet	St. Amant High School	St. Amant
St. James Fitness Meet	Lutcher High School	Lutcher
Desoto Fitness Meet	Desoto High School	Mansfield
Elementary Fitness Championship	Carl Maddox Field House	Baton Rouge



Sport	Venue	Host City
Fit For Life Weekend (25 events)	Shreveport Convention Center, Park and Recreation Sites	Shreveport
Youth Boys Baseball	All and Recreation sites	Lake Charles, Baton Rouge, Sulphur
Softball, Adult Slow Pitch Men, Women and Coed	Slidell Park	Slidell
Softball-Girls' Fast Pitch Class B	Kemper Williams Park	Patterson
Youth Track and Field	Tad Gormley Stadium	New Orleans
Boys Basketball; Grades 2 thru 8	Alario Center	Westwego
Girls Basketball	St. Landry Parish Schools	Opelousas
Softball, Girls Slow Pitch	Erath Park	Erath
Boys & Girls Golf	Le Triomphe	Broussard
Girls Fast Pitch Softball	Oak Villa	Baton Rouge
Men & Women Slow Pitch Softball	Pelican Park	Carencro

Girl's Open Fast Pitch Softball Tournament	Oak Villa	Baton Rouge
Men's Slow Pitch Softball	Oak Villa Park	Baton Rouge
Women's Slow Pitch Softball	Oak Villa Park	Baton Rouge
Girls Slow Pitch Softball	Scott Park	Scott
Boys Slow Pitch Softball	Scott Park	Scott
Boxing	Wyndham Hotel Cajun Dome	Lafayette
Gumbo State Invitational	Alexandria Senior High	Alexandria
Elementary Cross Country Meet	New Orleans City Park	New Orleans





**Louisiana Governor's Council on
Physical Fitness and Sports**

PHOTOS



Rudy Macklin presents first place award to Monroe Mayor, Jamie Mayo for defeating the city of Alexandria in the Own Your Own Health City v City Steps Challenge



Rudy Macklin presents an award to Mayor Arthur Jones of Bastrop for defeating the city of Tallulah in the City v City Own Your Own Health Wellness Challenge



Governor's Games Elementary Cross Country



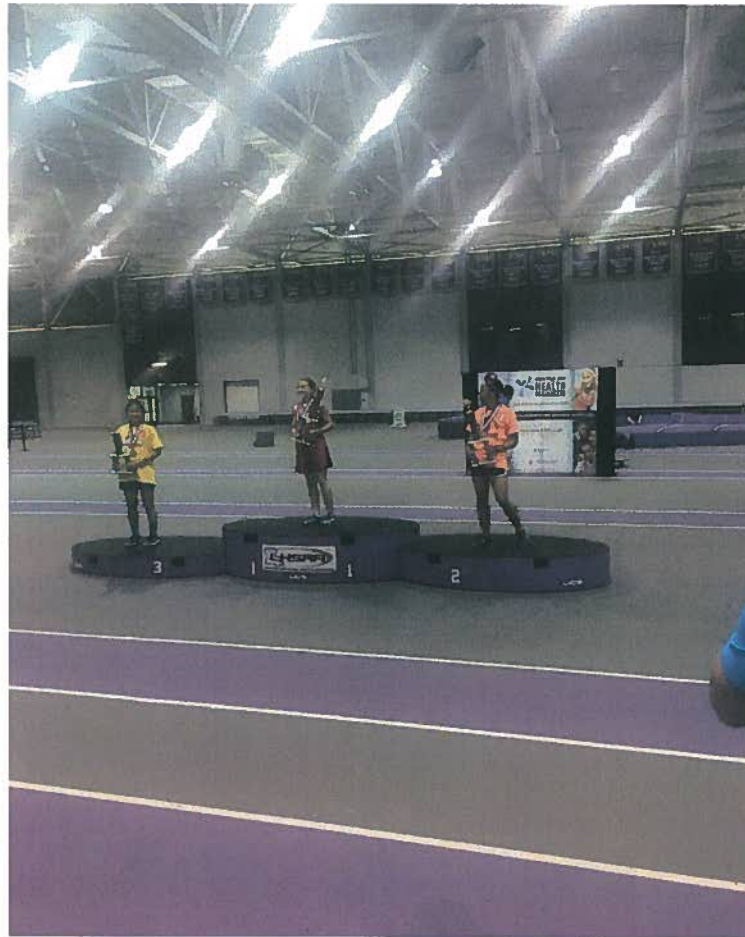
Elementary Cross Country



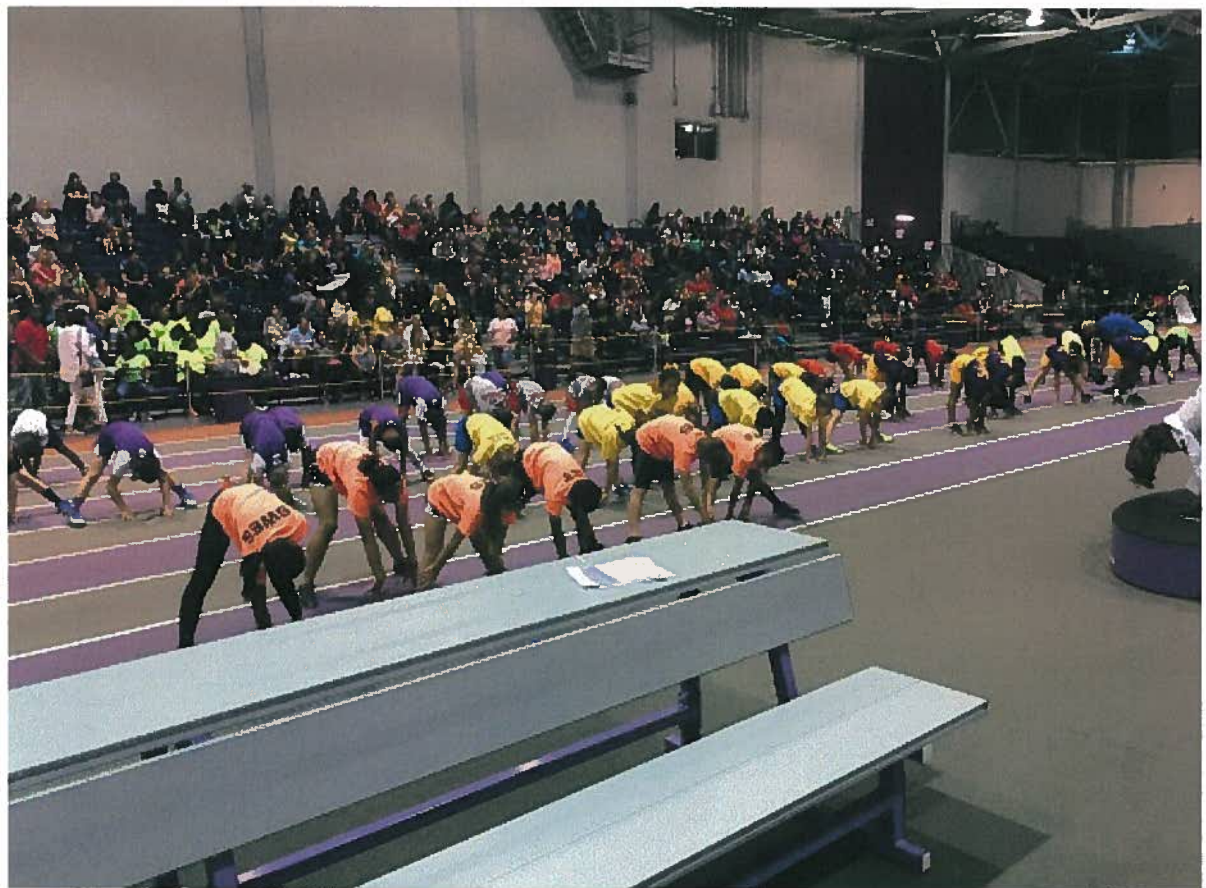
Rapides Parish- State Fitness Champs



Elementary Fitness Meet



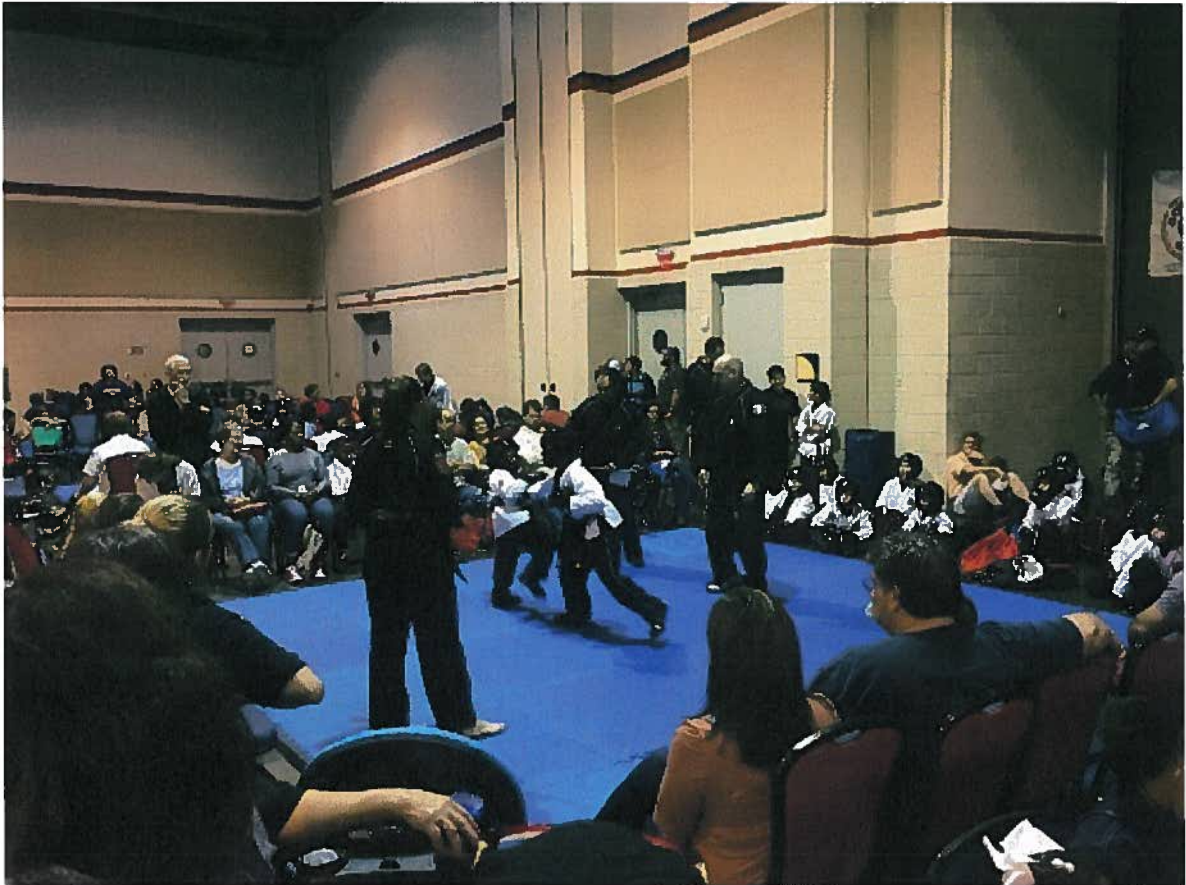
Elementary Fitness Meet



Elementary Fitness Meet



Taekwondo



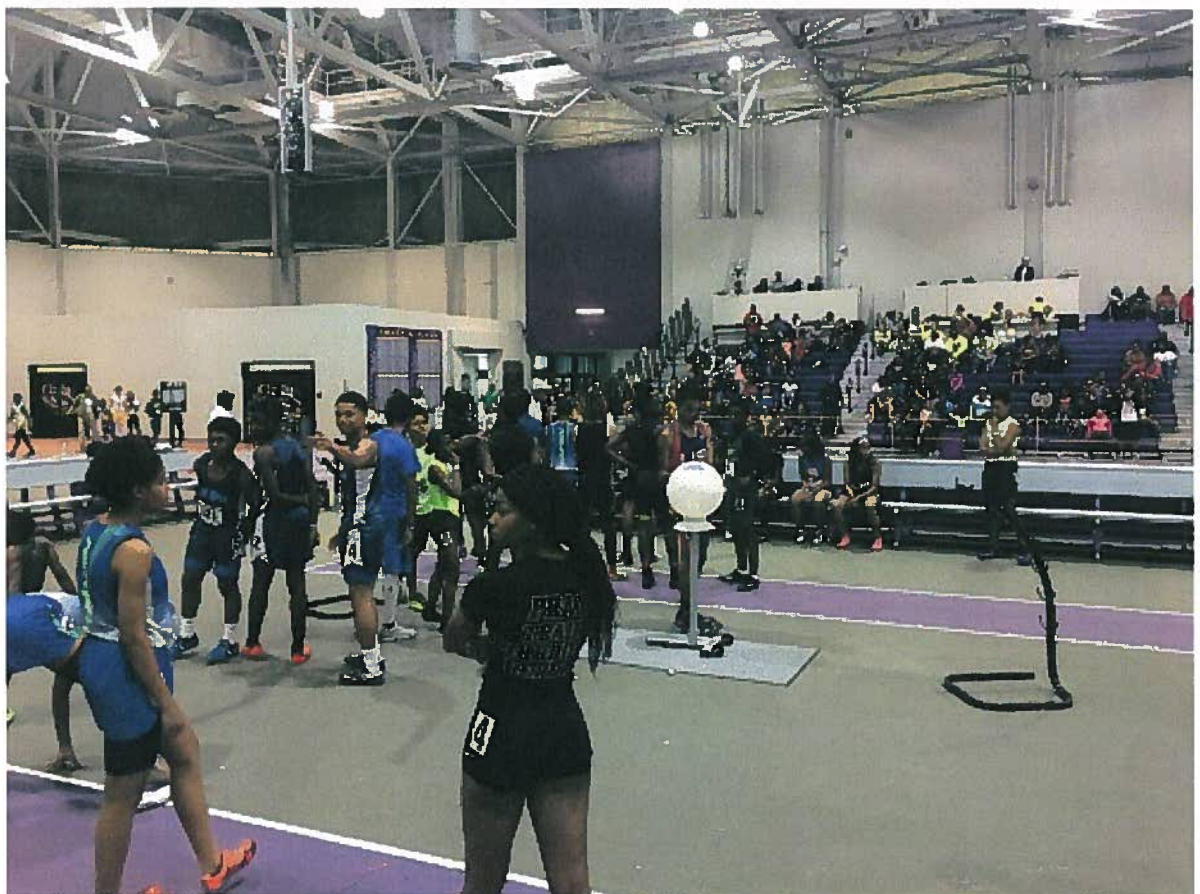
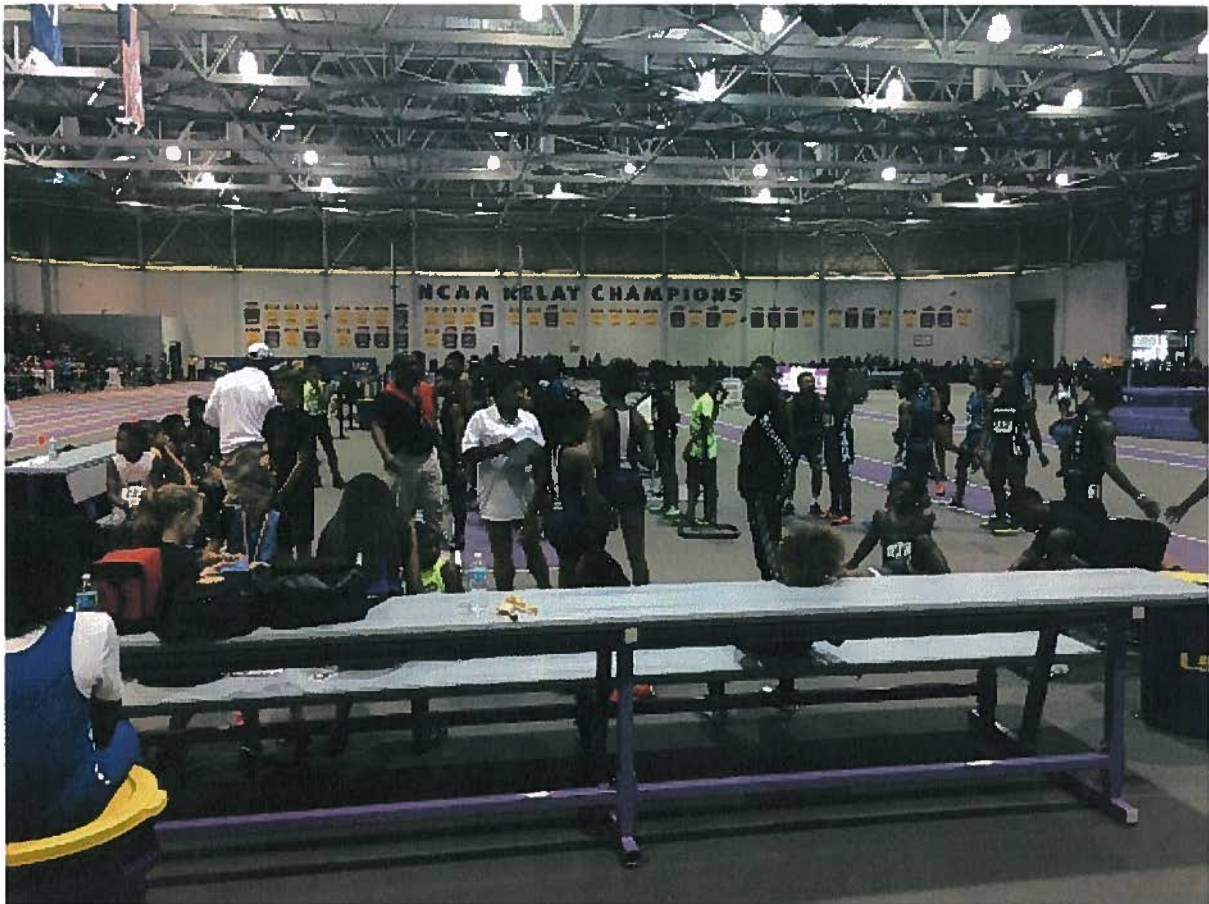
Taekwondo



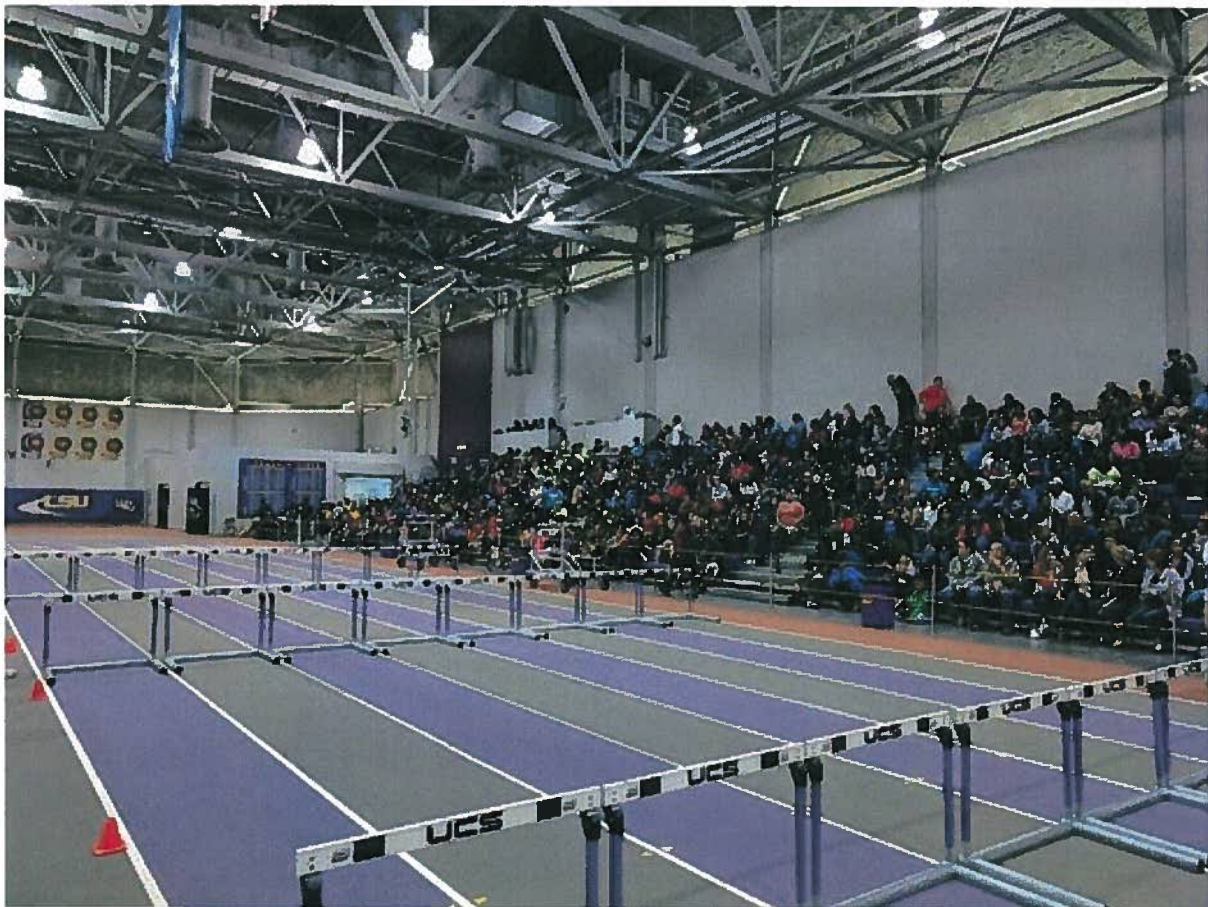
Girls Volleyball



Girls Volleyball



Indoor Track and Field



Track and Field



The Governor's Fitness Council and the Lafayette Convention and Visitor's Bureau won the 2017 bid to host the National USA Golden Gloves Boxing Tournament held in Lafayette

Boxing
Tae-Kwon-Do
Power Lifting
Soccer
Muscle Cars
Archery
Fitness Demos
Kids Fit Fun Zone
Arm Wrestling



ROBERT "SUPER-MANN" BLOUNT
FIT FOR LIFE
SPORTS WEEKEND



May 20th @ Shreveport Convention Center

9AM - 5PM

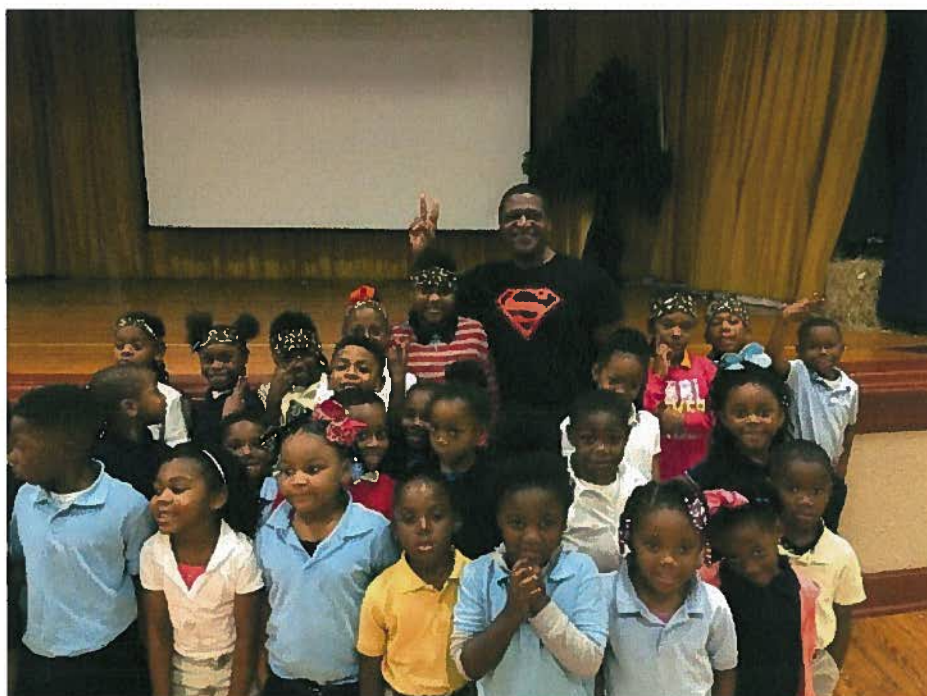
FREE FOR ALL AGES



Fit For Life Weekend



Fit For Life Weekend with the Mayor of Shreveport, Mrs. Ollie S. Tyler



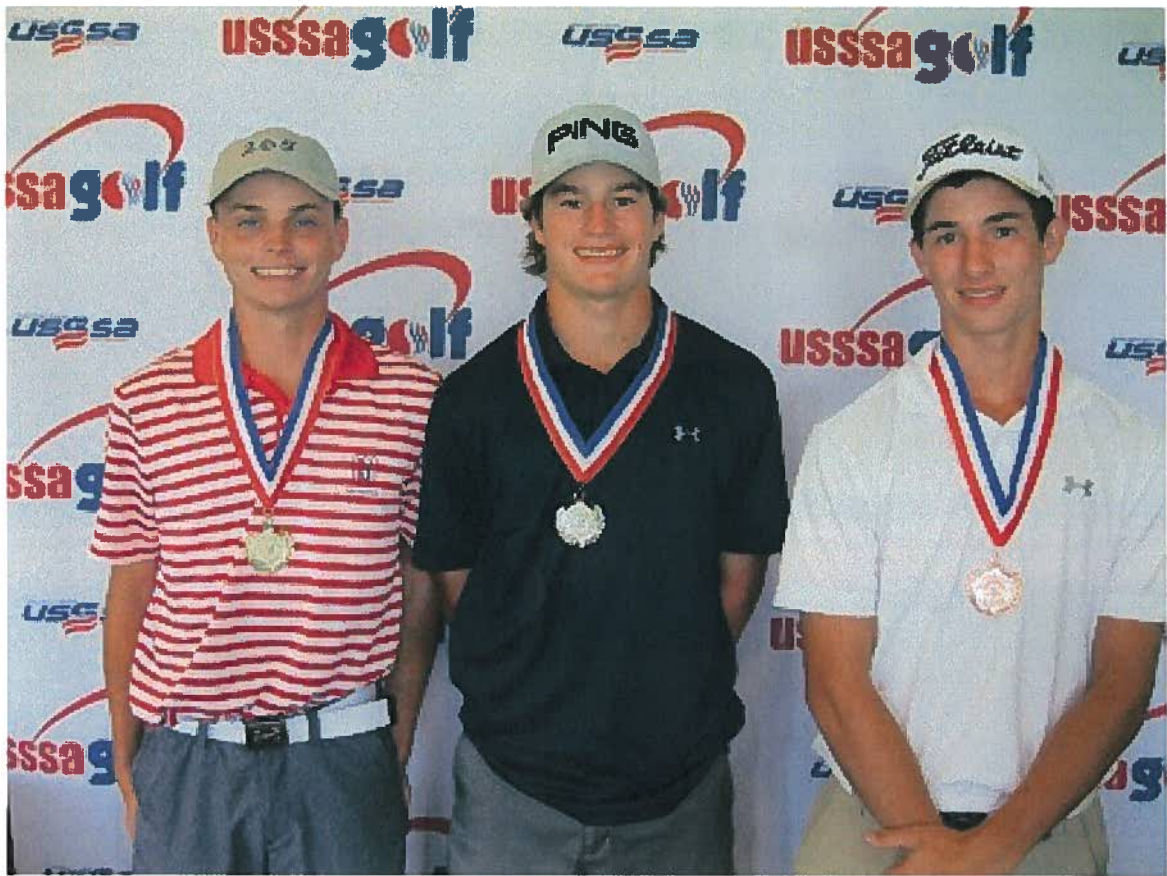
Robert "Supamann" Blount, Director of Fit For Life Weekend



Girls Basketball



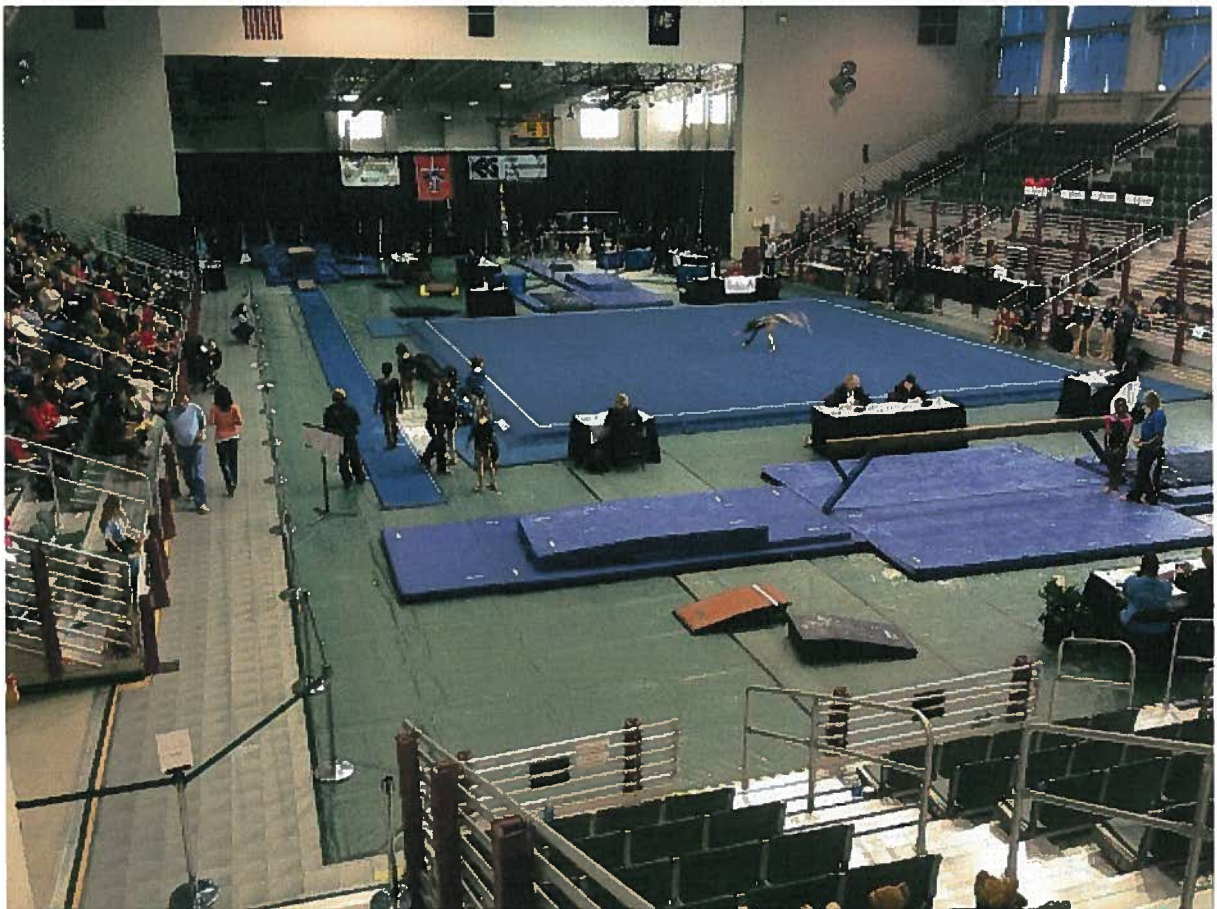
Girls Basketball



Youth Golf



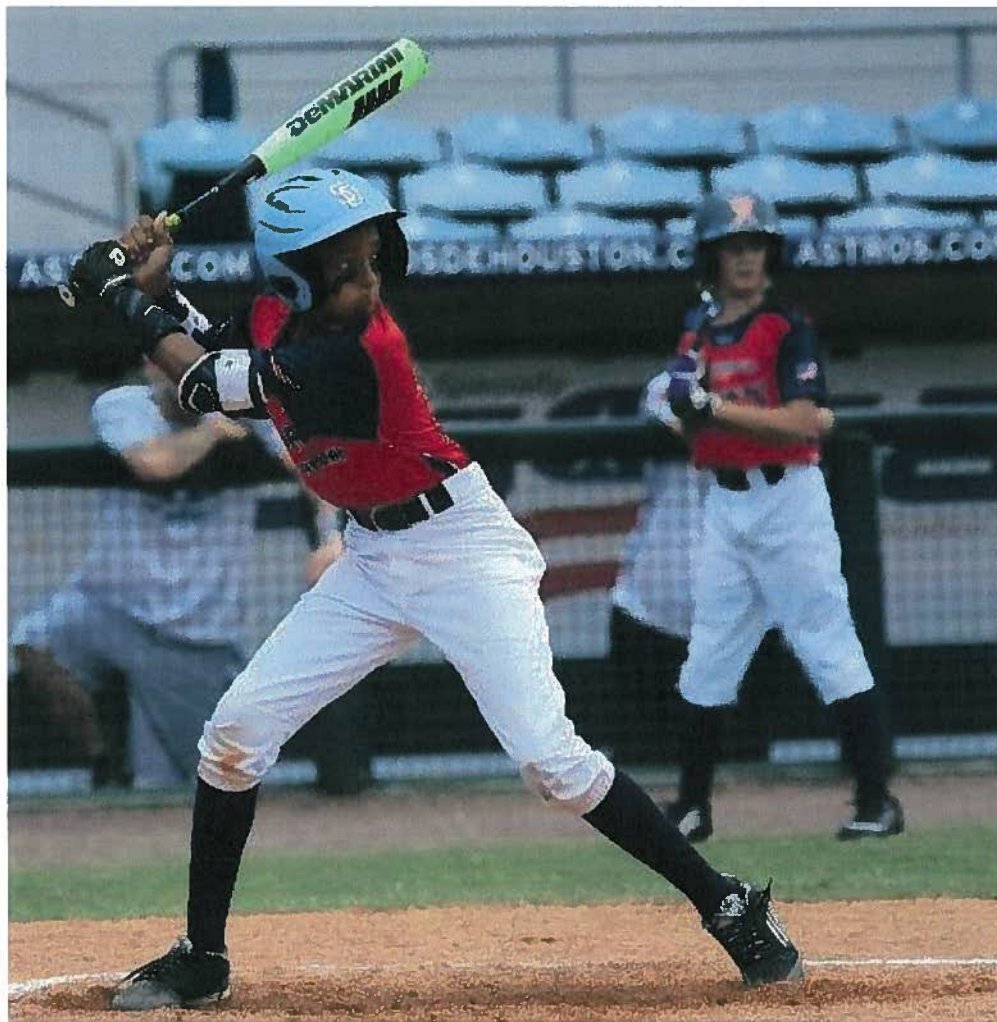
Youth Golf



Gymnastics



Gymnastics



Youth Baseball



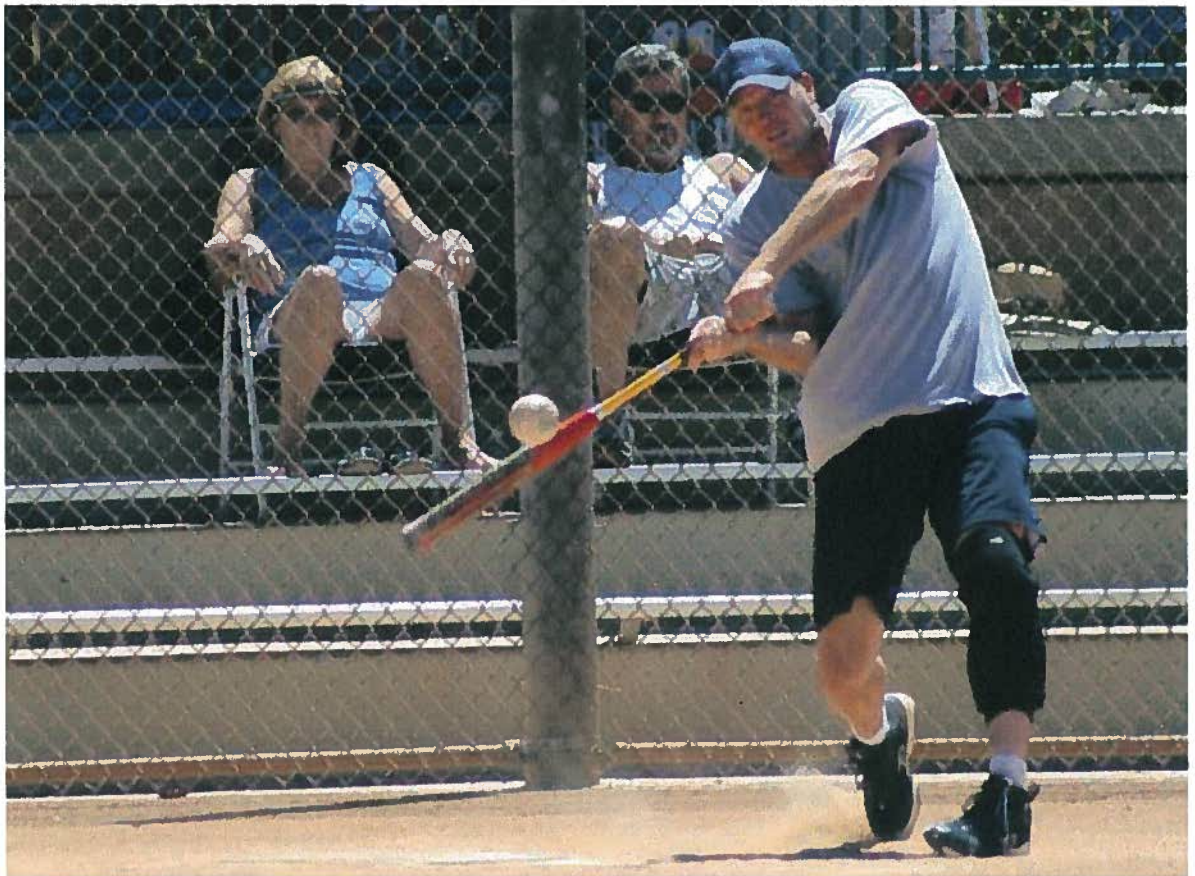
Youth Baseball



Boys Basketball



Boys Basketball



Softball



Softball

GONNA MAKE DEM NATIONALS ?!

2017 LOUISIANA STATE

GOLDEN GLOVES

CHAMPIONSHIPS



March 3rd @7pm, 4th @2pm, & 5th @2pm

The Wyndham Gardens Hotel

1801 W. Pinhook Road, Lafayette, LA 337-233-8120

sponsored by:



THE DAILY
ADVERTISER



2nd Annual 2016 Louisiana Governor's Games Cross Country Meet

October 15, 2016
City Park — Harrison Ave.
New Orleans, LA



Time Schedule

7:00 am — Packet Pick-up
7:30 am — Elementary Girl 1.5 mile
8:00 am — Elementary Boy 1.5 mile
8:30 am — Jr. High Girl 2.0 mile
9:00 am — Jr. High Boy 2.0 mile
9:30 am — Awards

(This Meet will be followed by the
AllState Sugar Bowl Metro Cross
Country Championships.)

Custom Medals for the Top 10 in each division. **ALL FINISHERS WILL RECEIVE A 2016 GOVERNOR'S GAME T-SHIRT.** Information and results will be posted on the following websites:

www.lagovernorsgames.org and crescentcitytiming.com

Entry Deadline: Wednesday, October 12th

Entry Fee: \$5.00, per participant

Meet Director:

Dennis Panepinto
coach.panepinto@crescentcitytiming.com

Assistant Meet Director:

John Boyer
Fitness Council and Governor's Games
Board Member
Office (504) 366-4242
Cell (504) 343-4242
boyertrack@aol.com

Go to: www.crescentcitytiming.com/governors-games.html
for further information and registration.

Crescent City



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Own Your Own Health Louisiana (OYOHLA) is a comprehensive health program designed to empower Louisianans to become active participants in their own health and health care through healthy eating and activity, as well as, an overall healthy lifestyle. This program has been separated into three-month challenges such as weight loss and steps (physical activity). Each participant was asked to form teams of two to ten people or sign up as individual participants and begin achieving weight loss from a healthy, appropriate diet as well as accumulated activity in the form of a variety of tasks ranging from light exercise (e.g. gardening and walking) to heavy exercise such as running.

OYOHLA began its "kick off" event in January and concluded in April in cities and towns large and small throughout Louisiana. While everyone was encouraged to participate, the program featured components specifically targeting minorities such as African-Americans, Hispanics, Native Americans and Pacific Islanders, our most vulnerable populations which are more susceptible to obesity and the chronic diseases, as well as related diseases (e.g. diabetes, heart disease, stroke, preventable cancers, and many others.)

The OYOH program featured two challenges: steps and weight loss. The program is 100% free and web-based. Throughout the program participants were encouraged to set realistic goals and make informed decisions about their health.

The Louisiana Department of Health and Hospitals' Bureau of Minority Health Access was able to lead this program through the \$1million State Partnership Grant to Improve Minority Health from the United States Department of Health's Office of Minority Health, as well as, in kind contributions from various partners. This funding opportunity is available until September 2020.

OYOH allows fitness enthusiasts or anyone seeking a lifestyle change to create a public or private challenge(s) free of charge! Participants earned points through exercise, weight loss, and healthy eating selections and then track their progress through the OYOH online wellness center. Again, there was no cost to participate!

Physical Activity

Participants can form teams or individual participants can compete in a web-based competition tracking the number of "steps" achieved each week. Each week team members report their step count in an effort to move their team up the challenge leaderboard.

Weight Loss

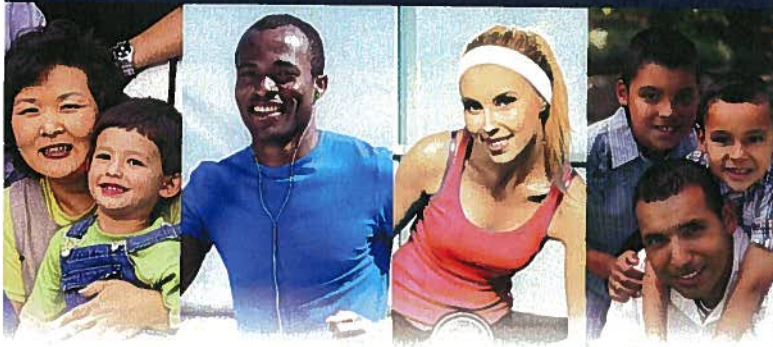
In the OYOH Weight Loss challenge, participants can have unlimited number of people on a team. This challenge calculates the average number of pounds lost per person for a team. Participants can compete individually in the open competition as well.



OWN YOUR OWN
HEALTH
LOUISIANA

YOUR COMPLETE ON-LINE WELLNESS CENTER

**PROMOTING HEALTH IN LOUISIANA THROUGH
INFORMED FOOD CHOICES & AN ACTIVE LIFESTYLE**



**KIDS AND ADULTS,
VISIT LOUISIANA'S NEW WEBSITE
FULL OF TOOLS & IDEAS
FOR A HEALTHIER LIFESTYLE!**

ALSO, JOIN THE
**OWN YOUR OWN HEALTH
LOUISIANA CHALLENGE**

-A UNIQUE, ON-LINE FITNESS PROGRAM.

- Increase Physical Fitness
- Lose Weight
- Eat Better
- Quit Smoking
- Prevent Disease & Illness

**IT'S TIME FOR US TO START OWNING OUR
OWN HEALTH, LOUISIANA!**

VISIT WWW.OYOH.LA.COM

OWN YOUR OWN HEALTH LOUISIANA IS BROUGHT TO YOU BY



Division of Minority Health Affairs
and Promotions



Louisiana Governor's Council on
Physical Fitness and Sports



SE DUEÑO DE TU PROPIA
SALUD
LOUISIANA

TU CENTRO COMPLETO DE BIENESTAR EN LÍNEA

**PROMOVIENDO LA SALUD EN LUISIANA A
TRAVÉS DE ELECCIONES ALIMENTICIAS
INFORMADAS Y UN ESTILO DE VIDA ACTIVO**



**NIÑOS Y ADULTOS,
¡VISITA EL NUEVO SITIO WEB DE
LOUISIANA LLENO DE HERRAMIENTAS E
IDEAS PARA UNA VIDA MÁS SANA!**

ADEMÁS, ¡ÚNETE AL
DESAFÍO DUEÑO DE TU SALUD DE LOUISIANA!

-Un programa único en línea de fitness.

- Mejoramiento de tu condición física
- Pérdida de Peso
- Ideas para Comer Mejor
- Dejar de fumar
- Prevención de enfermedades

**¡ES HORA PARA QUE NOSOTROS COMENCEMOS
A PRESTARLE ATENCIÓN A NUESTRA PROPIA SALUD, LOUISIANA!**

VISITA WWW.OYOH.LA.COM

DUEÑO DE TU SALUD EXTRAÍDO A TI POR:



Division of Minority Health Affairs
and Promotions



Louisiana Governor's Council on
Physical Fitness and Sports



**OWN YOUR OWN
HEALTH
LOUISIANA**

YOUR COMPLETE ON-LINE WELLNESS CENTER

GETTING STARTED IS EASY

Sometimes, getting started on the path toward a healthier you can be the most difficult part. That's why we've developed a new website full of tools and ideas to help you make your move. At www.OYOH.LA.com you'll find a variety of health tips that offer easy ideas on how to increase physical fitness, eat better, quit smoking, prevent disease and illness, and more. Best of all, we even have special sections targeting men, women and youth.

For more help, we are offering our Own Your Own Health Louisiana Challenge. This unique program helps you design your own wellness program to set and track goals for physical activity, as well as healthy eating. Participants can choose from different types of challenges that allow them to participate as an individual or with a team, and you'll also get rewards for reaching your milestones.

The Own Your Own Health Louisiana Challenge is fun, motivating and will make it easier to achieve a healthier lifestyle. So, get your family to do it, or your friends or even your co-workers. Join now and begin owning your own health today!

FOR MORE INFORMATION VISIT:

www.OYOH.LA.com



**SE DUEÑO DE TU PROPIA
SALUD
LOUISIANA**

TU CENTRO COMPLETO DE BIENESTAR EN LÍNEA

COMENZAR ES FÁCIL

Algunas veces, empezar el camino hacia una vida más saludable puede ser la parte más complicada. Es por esto que hemos diseñado un nuevo sitio web lleno de herramientas e ideas para ayudarte a tomar este paso. En www.OYOH.LA.com encontrarás una variedad de consejos para la salud que ofrecen ideas sobre la manera de aumentar actividad física, comer mejor, dejar de fumar, prevenir enfermedades y mucho más. Lo mejor de todo, incluso tenemos secciones especiales para hombres, mujeres y jóvenes.

Para obtener más ayuda, estamos ofreciendo nuestro Desafío Se Dueño de tu Propia Salud de Luisiana. Este programa único te ayuda a diseñar tu propio programa de bienestar para establecer y seguir objetivos respecto a la actividad física, así como comer de manera saludable. Los participantes pueden elegir entre distintos tipos de desafíos que les permiten participar como un individuo o con un equipo, y también recibirán recompensas para alcanzar sus hitos.

El Desafío Se Dueño de tu Propia Salud de Luisiana es divertido, motivante y hará que sea más fácil alcanzar un estilo de vida más saludable. Por lo tanto, alienta a tu familia, amigos o compañeros de trabajo a hacerlo. Únete ahora y comienza a ser dueño de tu propia salud, ¡hoy!

PARA MÁS INFORMACIÓN VISITE:

www.OYOH.LA.com



Training Manual

Promoting health in Louisiana through informed food choices and an active lifestyle.



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Own Your Health

Physical Activity Challenge and Nutrition Challenge

(How It Works)

The Own Your Own Health (OYOH) Challenge encourages Louisianans to develop healthy activity and eating habits. Participants are encouraged to form teams or they can compete as individual participants. Kids and teens may have as many team members as they like. *Team and Individual participants can choose from one of the two challenges:*

- ✓ **Physical Activity**
- ✓ **Weight Loss Challenge**

REGISTER ONLINE

1. Recruit your Team for program.
2. Visit www.oyohla.com.
3. Click on the "Get Started" button in the middle of the page.
4. On the next page click on "Not Registered" link.
5. Click on the User Agreement and scroll to the bottom and click 'Agree.'
6. Captains sign up first by completing the profile page.
7. Captains click on "Create A Team" link and follow instructions.
8. Then, every member signs up and completes the profile page.
9. Team Members will click on "Join A Team" link.
10. Then locate their team, hover mouse over it and click "Join."
11. A confirmation letter via e-mail from OYOH staff will follow shortly thereafter.

IMPORTANT INFORMATION

Teams or individual participants involved the Steps Challenge, can enter their steps if using a pedometer, or enter the amount of time it takes to complete one of our listed activities at any time. Team progress will be updated and can be viewed by clicking on 'Challenge Progress,' then scroll to the bottom of the page and see the rankings.

Team captains and individual participants can report their totals via the web site www.oyohla.com or can send an email to: oyoh@la.gov

Own Your Own Health encourages you to set realistic goals and make informed decisions about your health. OYOH Program offers:

- A Free pedometer upon logging on to OYOH for the first 1,000 participants.
- Own Your Own Health t-shirt after completing the program
- Chances to win prizes and incentives every week
- Weekly activity, nutrition and recipe tips via e-mail
- Personalized online dashboard to track your progress
- Team Leader boards
- Personalized meal plans
- Customized Workouts
- Community Message board
- Calorie charts and MORE

Other Prizes: Starting January 16, 2015, there will be weekly drawing for fabulous prizes, and the OYOH crew will continue to give away prizes every Friday while supplies last. Winners will be announced on the OYOH website and by a special e-mail blast to all participants. The first 1,000 participants that sign up will get a free pedometer, and those who complete one of the two challenges will have a chance to win a t-shirt. Every team or Individual Participant will receive a certificate of completion.

Own Your Own Health

FREQUENTLY ASKED QUESTIONS

What is Own Your Own Health?

Own Your Own Health (OYOH) is a "3-month" competition that encourages Louisianans to develop healthy activity and eating habits. Louisianans can form teams or sign up as individuals and engage in friendly competition, or if you do not like competition, you may still participate and track your progress.

How many people can be on my team?

Adults can have 2-10 people per team. Can't find a team? With the new OYOH you can join any team you wish and be on multiple teams.

How much does OYOH cost?

There is no cost at all. The program is absolutely free.

What does my registration include?

Weekly activity and nutrition tips and a chance to win prizes.

Where do I get an entry form?



Entry forms can be downloaded from the OYOH Web site: www.oyohla.com or **you can register online**. For more details see page 4 of this handbook.

When is the deadline?

Entries will be honored anytime during the program.

Is there team competition?

Team and individual competition will recognize achievements in two areas: weight loss (due to healthy, appropriate diet and physical activity while achieving Milestones. Remember, If you don't prefer competition, you may still participate as an Individual Participant.

What does the winning team receive?

Winners in each category will receive a certificate of completion and an OYOH T-shirt.

Who to contact?

If you need more information not found in this handbook, email us: oyoh@la.gov or call our toll free number: 1-866-562-9015.

What are the requirements for the weight loss division?

Each member of a team submits an anonymous 'honor' weight when they register on-line. Participants may update their weight any time. Winning teams or individual participants are those that lose the highest percentage of weight over the 3-month program. You may submit your honor weight on the OYOH website.

What are the requirements for the accumulated activity division?

Teams and Individual participants will qualify for prizes by reporting your totals to the OYOH website. Winners will be determined by the order of finish. Totals may be entered on the website or e-mail them to us at oyoh@la.gov.

How do we report our team's progress?

Participants can report their progress directly to the Web site by logging in with his/her username and password. Step-by-step directions on how to report team or individual progress are on page 8 of this handbook.

What are the responsibilities of the team captain?

The team captain is the motivational leader of the team. He/she is responsible for sharing the weekly nutrition and activity.

What happens if a team member quits the team? Is our team out of the program?

Not to worry...you can now make adjustments to your team roster or e-mail us: oyoh@la.gov.

1. Have the member Logon to the OYOH website
2. Click on the "Join A Team" Link on the left menu
3. Click on "Leave Team" Link beside the team name.

Own Your Own Health

Registration

www.oyohla.com

Participants are asked to complete the Own Your Own Health three-month Challenge

Team Registration (Captains)

Step One:

Captains must register first by clicking on the “Not Registered?” button. On the next page is the User Agreement. Scroll to the bottom and click ‘Agree.’

Step Two:

Complete the Profile form on the next page and click SAVE and Continue. You will then be taken to the main tracking page.

Step Three:

Click on “Join A Team” link. Then, on the next page click on “Create a Team” at the top right of the page.

Step Four:

Complete the Create A team page and at the bottom click the “Submit Team for Approval” button.

Step Five:

You will then receive a message saying that your team has been submitted for approval, which is at the bottom of the page. You will then receive an e-mail letter informing you that OYOH received your request to start a new team and it will be configured into our system.

How to Sign up Team Members

Step One:

Have all team members sign up individually. Make sure you remember your username and Password.

Step Two:

Click on the “Join A Team” button link

Step Three:

Search for your team name, put your mouse over your team and click ‘Join’ on the pop-up window that appears .

Want to leave a Team?

Step: One

Login to the OYOH site and click on the “Join A Team” link, search your team name and click Leave.

Step Two:

Search for your name and put your mouse over your team, and click ‘Leave.’ On the pop-up window that appears.

If you are not using a pedometer, just select your activities on the Count Activity option.

Individual Sign-ups

You can jump into the competition or you can go on your own. It’s entirely up to you!

How to report Steps, Mileage

Teams and Individual Participants can report their totals via the Web site if using a pedometer or you can choose An Activity and log your totals as minutes that will be converted into miles. Participants can follow the steps below or they can email their progress to: oyoh@la.gov.

Entering Team Totals If Using a Pedometer:

Step One: Login to the OYOH site.

Step Two: Enter the number steps in the Steps Counter on the welcome page and hit the ADD button.

Participating Without a Pedometer

Step One: Login to the OYOH Website

Step Two: Click on “Choose an Activity” option on the welcome page and choose an activity.

Step Three: Enter the number of Minutes it took to complete your activity.

Step Five: Click ADD Button

NOTE:

The Minutes you enter will be converted into Steps and Miles.

Sign Up for Weight Loss

If you have already registered, just click on “Profile” located on left navigation bar, and under the “Choose Your Challenge” drop down menu, choose your weight loss challenge. Click SAVE and Continue. You will then be taken to the main tracking page. If you are a new user, follow Team registration Steps one through five.

WHO COULD YOU BE TEAMMATES WITH?

Finding a team is easy. Do you have co-workers? Or are you a member of a club or church? Then you have several areas in which to recruit teammates. As a team captain you may already have a team put together, but here are a few ideas that may help you increase or recruit members.

ADULT TEAMS MAY INCLUDE:

- recruit co-workers at a school staff meeting
- make an announcement in the school's newsletter
- place reminders on the bulletin board in the teachers' lounge
- place sign-in sheets in each faculty member's mailbox
- Company teams at the jobsite

Team examples include:

- elementary, middle or high school teachers
- school librarians
- school nurses
- administrators
- "math" vs. "language arts" faculty/staff
- bus drivers
- school cooks
- school board members or booster clubs

OYOH TEAMS MAY INCLUDE:

Mothers and Fathers
Sisters and Brothers
Aunts and Uncles
Grand Parents
In-laws
Cousins
Nieces and Nephews

COMMUNITY TEAMS

- community boards and clubs can offer a challenge to one another – to walk the most miles, lose the most pounds, eat the most fruits and vegetables, etc.



Team examples include:

- board of supervisors, school board, city council, park and recreation departments, library board
- service clubs – Kiwanis, Rotary, Lions, Jaycees

Tips for success:

Communities could recognize these teams' successes in the local newspaper or during a community event. Improving healthy lifestyle habits could lead to better stress management and better decisions.



FAITH COMMUNITY TEAMS

- make an announcement at the beginning of the service or put information in the bulletin or newsletter

Team examples include:

Establish teams from groups in your faith community such as the board, deaconesses, missionary committee or adult fellowship groups, the "church staff" vs. the "church choir". You can even form friendly competition among other faith communities in your town.

Tips for success:

Does your building have a gym, large meeting hall or long hallways? These might offer a location for walking in inclement weather. Measure the length to determine distance walked. Walk to gather food for the local food bank, join together to help a local or national cause by walking in its event (i.e. Heart Walk).

WHO COULD YOU BE TEAMMATES WITH?

FAMILY TEAMS

- introduce the idea at a family event
- include household members as well as extended family

Tips for success:

Encourage family dinners that include fruits and vegetables. Include physical activity each day. Have the family join a fitness class together.

Decide on some specific family prizes for each member or the entire team when you achieve your goals. Designate a place for a team bulletin board to chart success for family motivation.



OLDER ADULT TEAMS

- create competition between meal sites and/or senior centers in various communities
- write articles for newspapers or newsletters
- work with church-parish nurses

Team examples include:

- grandparent/grandchild teams
- teams at senior centers, meal sites or senior living apartment complexes
- teams from established groups, such as church groups, golden-age bank clubs, libraries, hospital 60+ groups and legion auxiliaries.

Tips for success:

Organize weekly meeting times at a gym, mall or building with long hallways. Measure the length to determine distances walked. Borrow a measuring wheel from a local athletic group and make maps available of various routes. List local resources for walking (i.e. walking paths, school tracks, malls, gymnasiums and around the inside of a large store). Having a support group to monitor and encourage progress in health goals is always beneficial. Set times and locations for seniors to meet, walk and socialize.

WORKSITE TEAMS

- post a sign-up sheet at the water fountain or on the bulletin board
- send email to employees
- form teams from various departments, work shifts or building floors and develop some friendly competition.
- established weight-loss support groups could become involved to add new interest and incentive to their current programs

Does your worksite have long hallways that might offer a location for walking in inclement weather? Measure the length to determine distances walked. Borrow a measuring wheel from a local athletic group and make maps available of various routes. List local resources for walking (i.e. walking paths, school tracks, malls, gymnasiums and around the inside of a large store). At the worksite, take 15 minutes during lunch to walk and use the stairs instead of the elevator.

SECRETS FOR A SUCCESSFUL

Own Your Own Health TEAM

NOTE: Don't get overwhelmed by your responsibilities. Successful team captains have noted they delegated various duties to their team members. They felt this encouraged ownership and fostered creativity among teammates. If you have your own secret of success, please email it to: oyoh@gmail.com

Tips Shared by Successful Teams:

- Take measurements - once a month, take selected measurements; many times measurements change before the scale does.
- Focus on the process, not the outcome - instead of focusing on losing a certain number of pounds, focus instead on getting out and walking five times a week.
- Utilize a pedometer as a training partner - 10k a day - strive to reach 10,000 steps a day (approximately 5 miles).
- Set smaller goals and reward yourself when you reach them - when you've reached a certain mileage, treat your feet to a massage, pedicure or even some new shoes.
- Visit your local library and check out books on tape/CD - when walking by yourself in a SAFE environment, this helps pass the time and can provide motivation to exercise if you only allow yourself to listen to the book if you're moving.
- If your place of employment has multiple floors, post a chart at the top floor to track number of flights walked (place children's artwork in the stairwell to add cheer).
- Don't become disillusioned if you hit a plateau - think of it this way, you didn't GAIN weight, you've stemmed the tide.
- Get out of your comfort zone - sign up for a class in something you've always wanted to do (i.e. tap dancing, yoga, swim lessons, etc.); have teammates join you.
- Find a short box and place it in front of your TV - now you can be stepping up and down while catching a favorite show.

SHARING THE SECRETS OF SUCCESSFUL Own Your Own Health TEAMS

(cont'd)

Ideas that you can do together with your team:

- Tie-in a public service project to your team's weight loss. An example might be to collect one pound of food for each pound lost and donate it to a local food pantry or tally miles walked as you go from door-to-door collecting donated food pantry items.
- Schedule a group walk.
- Support local fitness events (even volunteering can add mileage).
- Select a GOAL for the week - examples might include...drink eight glasses of water a day, share a health article or healthy recipe with the group, take an extra five minutes every morning to stretch, etc.
- Propose a "challenge event" - challenge team members to reach a certain mileage for the month/week or strive for five servings of fruits and vegetables over a defined time frame.
- Track team mileage on a map and reward yourselves when you reach a certain location - for example, walk to New Orleans and hold a Mardi Gras party when you arrive.
- Build team unity with a monthly gathering of your teammates - hold a potluck and have team members bring low-calorie dishes along with the recipes or plan an activity-based event.

"USING A PEDOMETER WAS THE KEY TO MY SUCCESS!!"

Some say that by wearing a pedometer during their day, they were able to document ways in which to add more steps to their normal daily routine. Another participant shared, "My pedometer also served as a true workout partner in that it motivated me and wouldn't listen to any of my excuses for not moving that day."

It can improve your health

- Studies show that taking about 10,000 steps a day is the target for improving health and reducing risk of chronic disease.
- Experts recommend 12,000 to 15,000 steps daily to achieve substantial weight loss.
- Moving at an increased speed for 3,000 to 6,000 of your daily steps can improve heart health.

Measure your steps

During the first week of the Own Your Own Health program, don't make any changes in your normal routine. Use the pedometer to track the steps you take each day. Important: remember to reset your pedometer to 0 at the end of the day or in the morning before you clip it on.

DAY OF THE WEEK	# OF STEPS TAKEN
SUNDAY	
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	

Goals

If you are below an average of 10,000 steps or if your goal is 12,000 to 15,000 steps for substantial weight loss, it is suggested that you work on increasing your steps in small, achievable increments. Most people find it manageable to increase their steps by 20 percent daily.

Divide the total steps you took last week by 7. Now multiple this number by 1.2. This is your new Own Your Own Health target for moving this week.

Track your steps with a pedometer and increase your steps by 20 percent each week until you reach your overall goal of 10,000 steps, or 12,000 to 15,000 steps for weight loss.

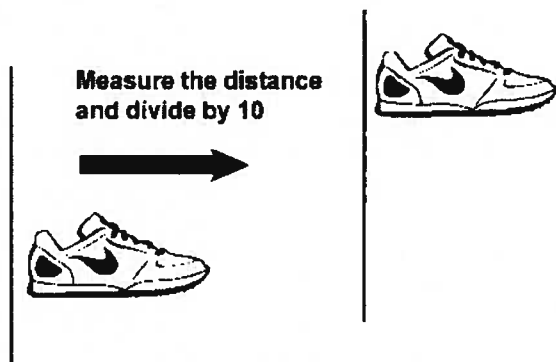
"USING A PEDOMETER WAS THE KEY TO MY SUCCESS!!"

(cont'd)

Measure your stride

Measure at least 10 steps. Do this by completing the following:

1. Mark a spot on the ground or on the floor.
2. Place the heel of one foot against the mark and take 10 steps. Place a second mark behind the heel of the foot that took the 10th step.
3. Measure the distance between the two marks in inches. Now divide by 10. This is your step length.



This Chart shows the number of steps it takes for various step lengths to walk a mile

STEPS LENGTH IN INCHES	NUMBER OF STEPS IN ONE MILE
15	4,224
16	3,960
17	3,727
18	3,520
19	3,335
20	3,168
21	3,017
22	2,880
23	2,755
24	2,640
25	2,534
26	2,437
27	2,347
28	2,263
29	2,185
30	2,112
31	2,044
32	1,980
33	1,920
34	1,864
35	1,810
36	1,760

How to increase your steps

- Park at the back of parking lots instead of at the front.
- Get up and walk during television commercials (1 hr. of television = 17 minutes of commercials).
- Take stairs instead of the elevators.
- Walk on your lunch break.

Report your distance

1. Total the number of steps taken in a month.
1. Find your step length and the number of steps in a mile on the chart above.
3. Divide the total number of steps you have taken by the number of steps in a mile for your step length.
4. Use the monthly log sheet to keep track of daily miles.
5. Report the final amount (number of miles) to your team captain.

Helpful Tips for the Own Your Own Health Initiative

1. Leadership/Support

Probably one of the most important components to launching and promoting a successful health promotion program is having the support of leaders in your organization or community. Since you already have signed on to the OYOH program, it's likely your leaders are already supportive, so why not get it in writing? For some people, it's vital to see that their leaders not only are "talking the talk" but are also walking it. OYOH offers an exceptional feature where leaders can post their stamp of approval! Before launching online program, speak with a known leader in your organization or community and ask them to submit a letter of support on the Testimonials page for future participants to view. Having community leaders, the mayor or a local celebrity athlete can do a lot in providing that extra motivation required for some to start taking action toward better health. Additionally, team captains can put their "champion" on the challenge map so everyone can view their progress to stay motivated. As well, these high profile people are often spotlighted in the local media or community news. So, in addition to a testimonial, why not ask them to promote your OYOH challenge at their next speaking engagement or in their next headline! Perhaps even ask them to assist in branding the event as well by wearing some event paraphernalia that shows off the program logo so that it becomes a well-known symbol in your community. It's usually best to get leaders involved well in advance to give them time to prepare testimonials, community newsletters, etc., so that those materials are publicized at least a couple weeks before the program launch date.

2. Community Involvement

Another important consideration to keep in mind when implementing your OYOH wellness program is to ensure that the people you are intending the program for be involved in the program design and planning process. These "participatory action-based" programs often yield better results because the people feel included in the process (not a "big-brother" approach) and they can provide better insight into what the wants and needs are of the target population. So, in the initial stage of your planning process find some champions in your community to form a committee and get them involved. Their involvement might include feedback on site content, communication materials e.g. posters, challenge design (type, duration and frequency) and prize ideas. In turn, offering them praise for their efforts, incentives and recognition amongst their peers can retain them for future wellness initiatives. Recognizing their efforts in the community newsletter or local newspaper and offering prize incentives for creating a team are great examples of how you can retain your champions for longer periods.

Be sure to maintain regular communication with your teams using the Message Centre. Keeping the teams informed can help them support one another which help produce better program outcomes. Team Captains can also communicate with their team via the message centre or by hovering over their team name on the dashboard and clicking on the "send message to members' link". It's also good idea if you have any members involved in program administration that you provide the necessary training required for them to utilize the software effectively. As a result, combining software training along with some leadership training might prove an effective way to recruit and retain these people on-going. OYOH offers additional software training for team captains, clerks and professionals.

Finally, it's important to remember that the best means of recruiting and retaining participants in the OYOH program is through word of mouth. These champions are your best promotional tools and can spread the word quickly about the program through informal and formal means that you may not have access to or know about. Team Captains can also use the OYOH website to invite people to join their team by hovering over their team name on the dashboard and clicking on the "invite member" link. (if enabled).

3. Target Audience

It's important that you know your population and their health needs. If you have taken a "participatory action" based approach, you are well on your way in administering a successful program. In a workplace situation, before you get started you may want to consider offering your target population a needs assessment using the health assessment module (option available only with OYOH). By determining your population's health needs, you can customize your challenges to address those needs. For instance, if you discover that a significant portion of your population has unhealthy eating habits and/or are overweight, you may wish to administer a nutrition challenge using the health trackers option, a steps tracker challenge, a weight loss challenge or you may want to administer a wellness score challenge that incorporates all three components.

4. Motivation/Incentives

Although some of your target audience may be "intrinsically" motivated to participate in your wellness challenge, that is to say they do it just because it feels good, others may still require "extrinsic" motivation. OYOH offers a variety of motivational tools including milestones, testimonials, wellness score, health tips, message boards, buddies, events calendar, e-cards, the challenge total thermometer and bulk email. These helpful tools can be used to foster team spirit, inspire individuals to do their best, offer useful health information to assist participants in overcoming personal barriers and make the challenge more fun for everyone! In addition to these software components, promoting local walking trails by setting up public routes on the activity tracker page is a great way to motivate individuals in being more active in their local area and community. It might also be helpful to participants if you posted tips on how to start a walking program on the activity tracker page in a content box above your route map or on your internal welcome page.

a) Milestones

When creating milestones, you need to consider the length and duration of the challenge and whether or not the milestones can be achieved by most of the participants. Ideally, milestones should be based on the 10,000 steps a day standard for better health. For example, if you have an individual challenge for people that is 300,000 steps total over 30 days, setting milestones starting at 10,000 steps might be encouraging for most participants since it is likely that they will all hit 10,000 steps at some point during the challenge. As the challenge progresses, milestones may then be added every 50,000 steps to encourage people to be more active. This ensures that most participants will reach a milestone every week while allowing them one or two days of rest should they require it. Keep in mind that if you're creating a challenge according to your target population's activity levels e.g. sedentary, be sure to create milestones that are realistic for their activity level as well. Milestones can also be set up for weight loss and tracker challenges. When you create milestones for weight loss challenges, be sure to set milestones that are congruent with a healthy weight loss program (1-2 pounds or up to 1 kg per week). Weight loss milestones are set by adding the percentage of weight loss required to be achieved in the progress field. So, setting up a milestone for 20% weight loss might not be realistic (nor

healthy) for an 8 week weight loss challenge. In addition to providing milestones, it can be helpful for participants to set a goal weight on their profile page. This gives participants a “destination” for their weight loss challenge.

b) Testimonials/Message Boards

Having a prominent person in your community (e.g. Celebrity athlete, mayor or CEO) write up a letter of support for your program on your testimonials page can help motivate and inspire others to participate and do their best. People are more likely to get involved when they see champions in their community or leaders model the change that they are looking for in their own lives. It might also help to offer small draw prizes e.g. stainless steel water bottles to participants that share their success stories. Moreover, choose one of the stories that really stand out and highlight it in the company newsletter/community newspaper along with the participant’s photo to help inspire others.

Having participants post messages on the Message boards can be a really useful tool that encourages team camaraderie and individuals efforts. The challenge message boards also promotes healthy competition amongst teams and individuals that sometimes can provide that extra boost of motivation participants may require to stay on track!

c) Buddies

It’s a fact, people are more likely to engage in healthy activity if they have someone to do it with participants can invite a friend to join them on their wellness journey using the buddies feature on their dashboard. As a result, participants can see their buddies challenge progress and send motivational messages to each other on their own private talk board.

d) Wellness Score

Offering incentive points for engaging in your wellness program can be an effective way to keep participants motivated. The wellness score is a means to create a points program for your participants. In turn, participants can receive badges on their dashboard for achieving a specific number of points and they can use their wellness score points to purchase rewards (e.g. water bottles, back packs).

e) Health Tips

People often require information about how to make healthy choices in their lives. One of the largest barriers to making these changes is finding and having access to reliable health information. Fortunately, OYOH health tips are an option that provides users with helpful up to date information about various health topics including physical activity, nutrition and stress management. Providing relevant information to participants can give them the boost they may need to remain involved in challenges and events, and to integrate healthy choices into their lifestyle. To be sure that you are providing relevant information to your participants, it is helpful to know their health needs first. Setting up an online Health Risk Assessment before launching your challenge is a great way to understanding your audience’s health issues. OYOH captains may want to use survey monkey to get a snapshot of their participant’s health issues and lifestyle behaviors or by contacting a local health authority for some health statistics.

f) Events Calendar

An informed group of people is an involved group of people! captains might also consider using the events calendar feature as an option to promote opportunities for users to participate in upcoming health related workshops, courses, activities and events. These events may provide the catalyst to change for some participants to create more positive and healthy lifestyles. As well, these events become an excellent venue to promote upcoming challenges and to award past challenge winners!

g) E-cards

Complimenting other motivational tools, this feature allows OYOH users and team captains to send out memorable electronic cards with personal messages to inspire others. It can also be used by managers to keep people informed about any upcoming events, draw prize winners or health related information. As well, people appreciate when others take the time to acknowledge their efforts and by doing so the recipients are more likely to stay focused on their personal goals and give their best! As such, by utilizing this feature with all of the other motivational tools, captains will get much better results!

h) OYOH Total Thermometer

Setting a collective steps/points or weight loss goal for your challenge participants can be effective in keeping participants' interest levels high. The challenge total thermometer can be added to the dashboard so that your participants can watch their shared efforts accumulate and eventually reach that 100% goal marker. This is a great feature to use in conjunction with charitable giving too so that participants feel they are contributing to the "greater good". If you would like the challenge total thermometer added to your dashboard contact OYOH [staff](#).

i) Bulk Email

An effective way to motivate users to participate in upcoming challenges is by sending out registration information, prize announcements and motivational messages using the bulk email system. This system allows captains to filter messages so that it reaches an intended audience. For instance, if you are trying to encourage past users who have not participated in a challenge for a number of months, you may wish set up a filter that sends a message out only to individuals that have not logged into the site for a certain number of days.

j) Prizes

Prizes can help boost program registration and encourage users to maintain activity levels throughout a challenge while decreasing attrition (drop-out) rates. First though, consider your budget and the number of prizes you are able to give away. Typically, frequent smaller prizes (or a combination of both) keep participants motivated rather than larger "grand" prizes offered only once. In addition, although regular weekly prizes may be effective in motivating your participants, it can also be beneficial to offer random prizes as participants may be more inclined to stay involved if they do not know when to expect a reward for their efforts.

You will also need to consider whether or not the prizes are practical. Are they shipped easily? Will the person/team be picking them up? Are they prizes that appeal to your entire population, e.g. men or women?

Next, you will need to determine the prize eligibility process. Will they be given out by random draw? Will the prizes be linked to the number of days a person tracked activity? Whatever you choose, be clear on how prizes

are determined. Most steps, most improved since start of challenge, first to the finish, etc. If you are looking to motivate more sedentary individuals, it might be best to base prizes on “Most improved” performance. You can find this information using the step participation by challenge report for step based challenges. For the active participant, you might want to set up additional optional challenges that have prizes based on total steps or first to reach the finish line. Although offering challenge prizes based on individual efforts might help maintain participant tracking throughout the challenge, prizes can also be given out for participation alone like frequency of login on a daily, weekly or monthly basis.

Basically, think about your audience when determining the prizes and consider the health and wellness message you are trying to convey. Offering t-shirts, stainless steel water bottles, activity passes, etc. might be good incentives for activity challenges while healthy cookbooks, fruit baskets and healthy cooking classes might be more ideal for nutrition challenges. Lastly, be sure to promote your prizes on your site’s home page and announce prize winners using the bulk email feature.

Another great source of free prizes can be your local recreation center. They may donate free swim passes, skate passes or fitness passes as a way to introduce people to being more active right in their own community. Often local sport businesses like golf courses, ski hills, bowling allies will also offer gift prizes for the whole family to try out the facilities. You can recognize them and give them some great exposure by adding their logo on the site. Captains can also use the milestones report for milestone tracking and selecting prize winners.

k) Goal Icons

Using the health tracker module, captains have the ability to change the goal icons as frequently as you could like. Instead of using a check mark all the time, try changing it up a bit. Perhaps, use a gold medal icon instead to provide a little extra motivation. If you have any questions about how to change the goal icon for your health tracker, email OYOH staff: oyoh.org.

5. Provide Options

One of the key elements of a successful wellness program is fun! One way to keep participants motivated throughout the challenge is to create interesting challenge routes and maps for your program. Creating maps for challenges doesn’t have to be mundane, think about some exotic destinations that people often envision visiting on holidays, and then select an interesting route to get there. Use the step scale feature to ensure that your challenge participants can reach these exciting destinations realistically by the end of the challenge. Along the route, mark some interesting points and include some historical facts, pictures or customs about the area. Alternatively, information points are also another way to provide useful health tips for your challenge participants. Program participants can also select or upload their own personal avatar (upon registration) to mark their progress along the challenge map making it more fun for everyone.

Another great way to incorporate fun into your challenges is to use an overall theme and incorporate it into every aspect of your challenge. For example, you may wish to run a Crime Mystery Challenge that uses milestones for clues, provides famous detective facts in the map info, points and celebrates the challenge success with a Crime Mystery party at the end. If you require assistance in creating a map for your challenge, contact OYOH technical support at oyoh.org.

Offering fun, interesting programs is definitely one way to boost participation levels. However, team captains must also consider multiple health issues, levels of fitness and the stage of readiness to change of the target population. As fun and interesting as a challenge may be to some, it can be discouraging for participants if the final destination isn't a realistic one for many of them to reach. When creating your routes, base the distance on the 10,000 steps a day recommendation for maintaining health and well-being. Even this can be too long for people starting out an activity program, so provide options for sedentary individuals along with one or two other routes geared for the moderately active and extreme athletes to help prevent attrition. Since some of the extremely active participants might finish a 10,000 steps a day route too early, try adding on an extra challenge at the end.

Another thing to consider is that participant interest can wane if the challenge created is too long in duration. As such, consider shorter step challenges (4-6 weeks) that require less commitment on the participant's behalf, with smaller prizes. For health tracker challenges (e.g. nutrition, hydration), consider changing it up every 3-4 weeks and cap the number of health behaviors that individuals track at 3 or 4 at most. It can be overwhelming (especially for their first challenge) for participants to keep a record of more than two health behaviors at once. Moreover, consider that with shorter challenges come more promotional opportunities for managers to communicate with participants and/or the public which may give your program the continued exposure it requires to maintain participation levels. In addition, consider running a longer challenge (with a grand prize) that is several months in duration concurrently along with these shorter challenges, e.g. a weight loss or wellness score challenge.

Another way to maintain participant interest that managers can also consider is using the handicaps option on the "create a team" page in order to equalize the playing field. For instance, giving a sedentary group a handicap of two doubles the team total steps for every step an individual enters. This can help motivate these individuals to "stay in the race" and keep up with other more active teams. As well, consider using the unit's multiplier when creating tracker icons for tracker challenges. This exponentially increases the number of points an individual can achieve if they are successful in reaching their daily goal. For example, if an individual requires checking off 6 units to reach their daily goal and the unit's multiplier is given a value of 10, that individual is given 60 points for that day's total which sounds much better than just 6 points if they were set to 1 point each! These extra points can provide the extra motivation that some individuals require to stay active. It can also be a great way to structure a prize incentives program, setting up point levels that individuals need to attain in order to be eligible for a draw prize. Again, the best way of determining prize eligibility is to use the milestones report in the report features of your OYOH package.

For multiple health issues, consider using multiple trackers (nutrition, stress management, hydration, etc...) and type of challenges (activity, weight loss, and tracker). Remember that it's always good to "change it up" and have different challenges at different times of the year. As well, consider that some people in your population might not be ready to be active just yet. These people may be contemplating still and require information that will help them get active. As such, promoting and using the health tips module option, providing links to online health resources in the content boxes, offering workshops and using the events calendar option and allowing individuals to join optional challenges may be the best way to gently nudge less active people towards taking action for better health. For OYOH users, utilizing the health risk assessment module option might also be a helpful tool in providing information to motivate the under active or sedentary part of your population and can bring awareness to those individuals that aren't aware they might have a health problem to begin with.

Finally, set your participants up for success! Offer website demonstrations to your target population on how to utilize the tracker software before the start of your challenge. This allows participants an opportunity to ask questions as well as provides you with another promotional venue. Additionally, provide lots of opportunities for participants to engage in healthy behaviors so that interest levels remain high throughout the challenge and healthy habits are encouraged. For instance, set up a walking group in your community or at your worksite to encourage participants in a physical activity challenge. Alternatively, organize a fruit basket program for employees in the staff lunch room that are participating in a nutrition challenge.

6. Communication

Although utilizing all of the OYOH motivational tools will help managers run successful wellness programs, the way in which the message is conveyed is equally important. Here are some things to consider as part of your communications strategy:

a) Know your Audience

Consider your population's demographics (e.g. age), level of comprehension and language. If your population is young or has low literacy levels, keep the message clear and simple. If you are dealing with multiple languages consider adding extra time built into your planning process for translation of materials. In future, if you require site configuration or support in another language, please contact OYOH support at oyoh.org or 1-866-562-9015 outside Baton Rouge or 225-342-4886.

b) Reinforce Program Objectives

The program that you are designing will need to be described. As such, emphasis should be placed on the key objectives of the program within all communication materials. When designing the program, remember to use the S.M.A.R.T. goal principles. Typically, emphasis should be placed more on participation, healthy behavior change and personal bests, rather than competition with other participants. (Unless it's a team challenge in which case promoting some healthy competition can be motivational!)

c) Share your Success

It's important to inform your challenge participants and leaders about OYOH successes regularly in order to increase participant awareness of their activity and reinforce the program's objectives. A great way to share this information effectively is to use the bulk email feature on the OYOH site.

d) Use Other Communication Alternatives

In addition to your OYOH motivational tools, look for alternative way of promoting your program or challenge to reach as many people within your target population as possible. Depending on your audience, consider company letters or bulletins, recreation program guides, community centers, employee meetings, audio-visual presentations, posters, pay stuffers, buttons, t-shirts, Church/Community meetings, schools, Facebook groups or advertisements, community newspapers (stories, registration), links from company or community websites, reader boards, etc. might also provide extra exposure for your program.

7. Evaluation

As every team captain should know, one of the key components to a successful wellness program is to evaluate its efficiency and effectiveness and to make program modifications based on these results. A good program evaluation looks at information to learn both how well the program is working (process measures) and whether or not it is achieving the expected results (outcome measures).

Before launching a wellness challenge, captains should consider establishing a baseline of participant health behaviors. Establishing a baseline is an excellent way to see whether or not an individual and the population as a whole have improved their health as a result of participating in the wellness program. In other words, having outcome measures alone isn't that effective if you don't know where you started! Generally, having participants track their normal health behaviors for approximately 3-7 days at the start of any challenge will help establish a reliable measure to determine whether or not the challenge itself improved participants' health behaviors. Establishing this baseline initially is also important because typically many people start "fast out of the gate" and are eager to make healthy changes but begin to wane a bit as life demands and motivation becomes an impediment to maintaining their momentum. As such, captains need to know how effective the program was in reaching its objectives. This can be done throughout the program or upon its completion.

For instance, the Step Participation by Challenge report shows the number of steps participants have entered, average steps per day, baseline average steps, as well as their improvement since baseline and the number of days steps were entered. The baseline can even be changed in the report to match what was decided initially when setting up the challenge. Another helpful report to use is the site statistics report. This report allows managers to view a summary of the overall site usage. Important information such as the number of participants, teams, number of logins, challenges created, challenge sizes, total challenge steps and steps by activity is available for managers to utilize in their evaluations. Probably one of the best ways to evaluate your program while it's still in progress, using OYOH, is to create milestones and draw upon the milestones report to track how many people have reached that goal. Regardless of how managers choose to structure their evaluation efforts though, it is essential that the evaluation methods link back directly to the program's goals and objectives.

Moreover, using reliable evidence based statistics is essential in creating successful wellness programs. OYOH offer a variety of reporting features that allow captains to determine how well a program is performing and whether or not the objectives are being achieved. For example, captains might want to know if the challenge promotion efforts were efficient. Did the registration campaign recruit people from the intended target group? If so, how many registered and are currently active? To find out, managers can draw upon a user profile report to determine if they reached their target group (e.g. sedentary individuals or a specific age group), as well as the number of participants from that target group. Fortunately, the Steps and Weight loss challenge statistics reports offer this type of information including estimated savings for active participants as well as absenteeism, presenteeism, short term disability and drug costs for inactive participants, and estimated annualized medical cost savings for BMI points lost.

As well, a generic survey is available (check show survey box when creating a challenge) to provide you with an understanding of whether or not your participants perceived health improvements during the challenge and if they would participate in future challenges (and what type). The aggregate survey results are available in the Steps, Points, Weight loss and Wellness Score challenge statistics report. You might also need to know what

participants thought of the challenge itself. Finding out about how participants viewed the registration process, communication methods, prizes, website content and ease of use can help improve program administration for future challenges. As such, you can have a customized pre or post challenge survey (up to six questions) added to the dashboard in order to collect all the necessary data you require to assess your program accordingly.

It's also equally important for managers to communicate any evaluation results to program participants so that they have an opportunity to see how well their dedication and efforts paid off, inspiring them to participate in future programs. The best way to inform participants of course is by using the bulk email feature or posting directly on the internal welcome page. The bulk email feature can also be used to send a message to past participants (using a "days since logged-in" filter) to encourage them to fill out a post-challenge survey in order to determine whether or not they sustained their healthy behaviors months beyond the end of the challenge.

Finally, the last ingredient to a successful wellness program is to ensure that the information utilized to plan and evaluate programs as well as any health related information is up-to-date and reliable. Using dependable information can help managers avoid issues in both the planning and implementation phases. As well, it is especially important when providing any health related information that it is accurate because misinformation may have serious consequences on an individual's well-being.

Participants can sign up by themselves or with a team and create an online profile. **For Teams in the challenge:** Captains sign up first and add their team members following the instructions online. Then, every team member signs up and completes the profile page.

OYOH LA Challenges:

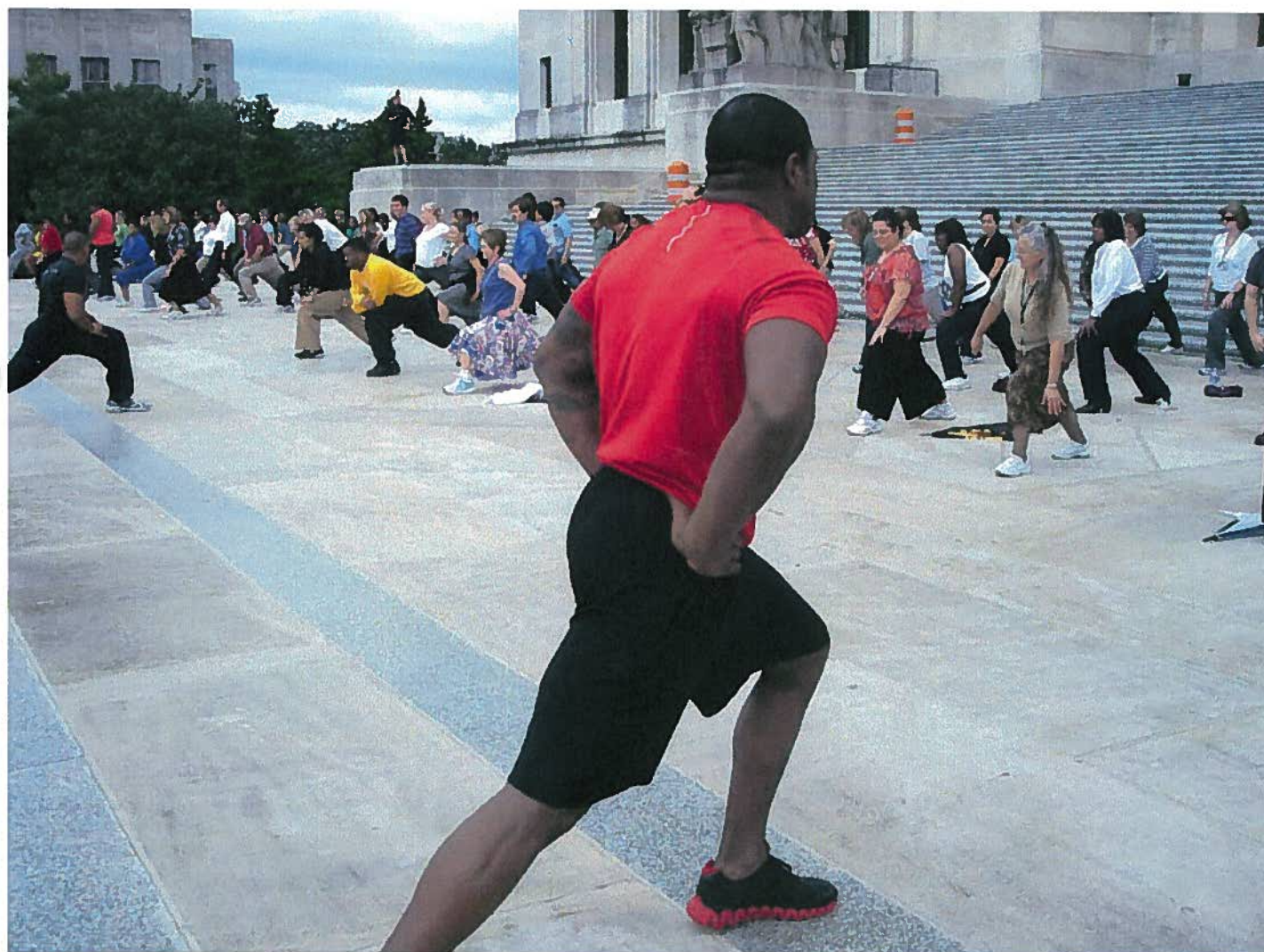
- Tribe vs. Tribe Challenge
- Ville Platte vs. Opelousas
- Bastrop vs. Tallulah
- Church vs. Church Challenge
- Alexandria vs. Monroe Challenge
- Robert “Supermann” Blount Physical Activity School Challenge
- Wooddale Elementary vs. Steps Challenge
- OYOH Individual Participants Steps Challenge
- OYOH Teams Step Challenge
- OYOH Weight Loss Challenge
- Biggest Loser Challenge

OYOH LA Partners

How to Find the Right Primary Care Doctor for You	It makes sense to establish a relationship with a primary care doctor before you need immediate medical treatment.
Getting the Right Care	Good health care is the right care, at the right time, for the right reason.
Taking Care of Yourself	Taking care of yourself means taking an active role in your health and health care so you can stay as healthy as you can.
Talking to Your Doctor	Communication is a two-way street. It's important to talk openly and honestly with your doctor about your health so they can best help you. Not sure what to say?
Five Ways to Get the Right Amount of Care	When it comes to health care, we all want and deserve quality. But just because something is called health care doesn't mean it's good for your health. Getting the right care when you need it - not too much or too little - is a big part of what makes up quality.
Choosing the Right Hospital	There may be times when you or a loved one needs to choose a hospital, understand what should happen in the hospital, read hospital bills, and know what to do after leaving the hospital.
Making Smart Choices	Informed patients make smarter choices. You can save money, save time and get better sooner if you know how to <i>ask for</i> and <i>where to get the right medical care</i> .
Managing Your Health Information	There are a variety of tracking and recordkeeping tools and websites for managing your and your loved one's health information.
Tips on What to do Before Your Health Care Appointment	Sometimes you know what illness or medical condition you have before an appointment. Other times you might only know your symptoms.
Tips on What to Do During Your Health Care Appointment	Ideas that can help you communicate better with your health care team. Better communication can mean better health.
Your Primary Care Doctor is Your Partner for Life	Find and visit a primary care provider you trust. Your primary care doctor is your partner in health.
Understanding Your Health Care Costs	Communicates two key messages to employees: (1) that employees and employers share the burden of health care costs and face similar challenges when making difficult trade-offs, and (2) that both employers and employees

	can take steps to better manage the costs of care while still ensuring access to high-quality care.
Understanding the Basics of Quality Care	Defines “good quality” care. Explains how studies show that quality care varies and therefore quality cannot be taken for granted. Discusses what health care providers and employers are doing to help safeguard and improve quality of care.
Choose Wisely	This initiative seeks to help physicians and patients have conversations about the overuse of tests and procedures and supports physician efforts to help patients make smart and effective care choices.



Grant# 5 STTMP151105-02-00

State Partnership Initiative to Address Health Disparities

Own Your Own Health:

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

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State Partnership Initiative to Address Health Disparities
Own Your Own Health: LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

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LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

Project Background and Context

According to America's Health Ranking, Louisiana was ranked 48th in the nation in health, putting its residents at greater risk for preventable chronic diseases and decreased quality of life. However, in the report released in December 2016, Louisiana is ranked 47th in Obesity, 48th in Physical Inactivity and 50th overall. Louisiana is presented with the following challenges: high prevalence of obesity and decreased funding in public health. (United Health Foundation, 2015)

Over 75% of Louisiana adults are overweight and over 30% are obese (BRFSS, 2016). The state of Louisiana spends an estimated \$2.4 billion annually for obesity-related expenditures (NCSL, 2014). Louisiana's most prevalent chronic disease rankings: 4th highest state in the nation for hypertension, 5th highest state in the nation for cardiovascular disease, and 6th highest state in the nation for obesity and diabetes. If awarded this opportunity, the BMHA will use well-defined strategies to implement the "Own Your Own Health" interactive program to enroll participants, and assess and track patterns and behaviors that contribute to improving health for overweight and obese individuals. BMHA has begun addressing mental wellness through a partnership with the LDH-Office of Behavioral Health (OBH), Louisiana Spirit, and local municipalities' first responders. This initiative targets first responders in areas with geographically high disparity among racial/ethnic minorities.

The Louisiana Department of Health's (LDH) Bureau of Minority Health Access and Promotions (BMHA) is applying for continuation of the Office of Minority Health's State Partnership Grant Program to Address Health Disparities on behalf of the State of Louisiana, and targeted, minority populations that need assistance. BMHA is the established state office of minority health/health equity for Louisiana and will serve as the authorized representative for the *Louisiana State Partnership Grant to Address Health Disparities* (LPAHD).

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BMHA's Louisiana State Partnership Grant to Address Health Disparities overall goals are to:

- Reduce the prevalence of obesity among racial and ethnic minority populations through healthier eating and physical activity. Utilizing the online tool Own Your Own Health (oyohla.com).
- Improve mental health among racial, ethnic and high-risk populations through education and organization
- Ensure 1st Responders are equipped to recognize signs of suicide
- Increasing access to peer support and care among persons at risk for developing mental health illnesses;
- Strengthening partnerships throughout Louisiana working to address health disparities among racial and ethnic minority groups; and
- Identifying and communicating successful approaches to reaching and improving health among racial and ethnic minority populations.

BMHA will implement the two interventions, "Own Your Own Health-Comprehensive Wellness" and the Mental Health and Wellness and Community Awareness Program, in an effort to achieve both goals.

Project Objectives

LPAHD Healthy People (HP) 2020 Objectives by Leading Health Indicator

Nutrition, Physical Activity and Obesity

Nutrition and Weight Status

- Increase the consumption of fruits to the diets of the population aged 2 years and older (NWS-

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14)

- Increase the contribution of total vegetables to the diets of the population aged 2 years and older (NWS-15.1)

Physical Activity

- Reduce the proportion of adults who engage in no leisure-time physical activity (PA-1)

Obesity

- Reduce the proportion of adults who are obese (NWS-9)

Mental Health

Mental Health and Mental Disorders

- Reduce the suicide rate (MHMD-1)

By the end of the five-year project period, BMHA will have used grant funding, evidence-based information and promising practices to:

1. Develop a total of three Health Disparities Profiles, one for each geographic hotspot area, LDH Administrative Regions 1, 8, and 9;
2. Reach a total of 5,000 participants, 1,000 per year, who are primarily African American, Hispanic/Latino, Asian/Pacific Islander, and Native American to complete the “Own Your Own Health-Comprehensive Wellness” obesity and mental health wellness challenge;
3. Establish Memoranda of Agreements through the partnership with IAM Wellness Solutions 1st Responders Mental Wellness Project with four emergency preparedness worksites,

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reaching a total of 200 first responders, to use recommended worksite wellness protocol and tools in the BMHA's Mental Worksite Wellness and Community Awareness project;

4. Partner with community organizations and government agencies to address health disparities among racial and ethnic minority populations, and offer technical assistance to address obesity and mental health;
5. Use recommendations from the LPAHD program modeled after *National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care* to develop and implement appropriate plans, policies, and outreach materials to directly impact the negative effects of obesity and mental health among minorities in communities;
6. Publish a report on project results, and present information to inform public health professionals and advocates of current trends and changes among health disparities in Louisiana.

Project progress will describe efforts made during the reporting period; how effectiveness of interventions conducted was measured, monitored and documented; progress made in implementing evaluation plan; actions taken to address issues raised about the planned approach and consultations with funder evaluation technical provider.

BMHA will continue to implement the two interventions, "Own Your Own Health-Comprehensive Wellness" and the Mental Health and Wellness and Community Awareness Program, to achieve both goals.

Changes or Modifications

LDH Bureau of Minority Health Access has discontinued relationship with IAM Wellness Solutions and will work directly with the LDH Office of Behavioral Health to support delivery of the safeTALK training to first responders.

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Year 2 Progress Report

(S = strategy)

LPAHD S1a: Produce “user-friendly” Health Disparities Profiles that focus on two HP 2020 Leading Health Indicator topics, for geographical hotspots in each of three LDH administrative regions.

Output: Health Disparities Profiles focusing on Nutrition, Physical Activity and Obesity and Mental Health for LDH Administrative Regions 1, 8, and 9.

Outcomes: LPAHD developed a series of Health Disparities Profiles describing demographic information, rates of physical activity and mental health wellness in the LDH administrative region.

Process measures: Gather relevant data, work to develop draft, finalize draft and disseminate profile to project partners and stakeholders and partners.

Outcome measures: LPAHD has developed three offline Health Disparities Profiles; increased awareness of racial and ethnic health disparities in the identified LPAHD Hotspot areas.

LPAHD S1b: Develop a Health Disparities Profile distribution plan.

Output: Health Disparities Profile distribution plan

Outcome: Development of distribution plan averted as project team determines if electronic dissemination provides opportunity for mass dissemination to appropriate target audiences.

Increased access to smartphones and devices

Process measures: Determine at least three methods to publicly distributing LPAHD Health Disparities Profile.

Outcome measures: In progress; once disseminated, LPAHD Health Disparities Profiles will increase awareness of racial and ethnic health disparities in Hotspot areas.

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LPAHD S2a: Implement the statewide Own Your Own Health program with a concerted focus on improving healthy eating and physical activity among residents in LPAHD's hotspot areas demonstrating racial/ethnic health disparities.

Output: More than 2,000 Louisiana residents statewide participated in the 2017 OYOH individual and group challenges

Process Measure: Health screening and assessments, online health promotion/community engagement activities, in-person community wellness events with presentations.

Outcome Measures: Increased access to health screening and education

The LDH BMHA targeted at least four minority organizations to increase participation in the "Own Your Own Health-Comprehensive Wellness" program. In September 2015, participants will begin enrolling in "Own Your Own Health" via the online registration portal. BMHA LPAHD Program aimed to enroll at least 1,000 individuals to participate in the 2017 Own Your Own Health challenges.

Users were encouraged to form groups of 2-10 people, or participate as individual participants.

Group and individual participants chose from one of the two challenges:

- Steps Challenge
- Weight Loss Challenge

OYOH data was entered into the CoreHealth Technologies' *MiLo* web-based platform. LDH maintains an existing license-holder agreement between the LDH Governor's Council on Physical Fitness and Sports and CoreHealth Technologies. Individual OYOH participants received email messages promoting regular exercise, nutrition and wellness.

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OYOH Challenge Stats including Non-website Users					
Challenge	Registered Users	Non-web Users	Total Users	Total Steps	Weight Loss
Alexandria versus Monroe	249	475	724	150,648,084	
Bastrop versus Tallulah	116	125	241	147,187,197	
Ville Platte versus Opelousas	141	72	213	69,294,265	
Monroe Staff	104		50	78,323,841	
Individual Steps	151	210	361	89,297,160	
Teams Steps	586	185	771	253,250,292	
Work Week Hustle	10			247,796	
Weight Loss Open Teams	984				1,386.7 lbs.
Individual Weight Loss	4,484				809.6 lbs.
Merrydale v Woodlawn (Elementary school challenge)	1,209			5,911,248	

Due to historical flooding across the State of Louisiana, several participants were not able to join in the OYOH Challenge this year. Louisiana has a total of 64 parishes of which over 20 were impacted traumatically by the flooding. Many of the schools in the state remain displaced as a result of the flooding. Several of the schools in the area are doing a co-sharing agreement where one school has use of the school for half of a day and another for the second half. There are also numerous schools utilizing portable and temporary buildings. Businesses as well as inhabited areas were a total loss leading to citizens having to rebuild. Much like schools several families have been forced to be domiciled in "FEMA Trailers" while the rebuilding and repair processes take place. In addition to single unit/standalone homes numerous apartment complexes were total losses as well. However, in spite of these losses and tragedies, BMHA was able to sign up and engage an active challenge as indicated in both the table below and the stats posted in GrantSolutions.

Yan, H. and Flores, R. (2016, August 19). Louisiana Flood: Worst U.S. Disaster since Hurricane Sandy, Red Cross says. *CNN*. Retrieved from <http://www.cnn.com/2016/08/18/us/louisiana-flooding/>

LPAHD S2b: Develop and implement Mental Health Worksite Wellness and Community Awareness programs and events in LPAHD's hotspot areas demonstrating racial/ethnic health disparities.

Output: Wellness training for first responders addressing mental health, nutrition, and physical

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activity.

Outcome: LDH's Bureau of Minority Health Access' LPAHD program and the LDH Office of Behavioral Health partnered to facilitate one safeTALK training.

Process measures: Identify at least one available mental health training for first responders

Outcome measures: Increased awareness of mental health support resources for first responders

LPAHD S3: Document, analyze, and communicate findings on the methods, successes, and lessons learned throughout the program period, for a variety of audiences.

Output: Communication/publication strategy and one national presentation

Outcome: LPAHD continues to document methods and lessons learned.

Process measures: Ensure data collection practices are in place

Outcome measures: Improved administrative practices to ensure documentation is collected and reported on completed project activities.

Project Progress on Interventions & Evaluation of Effectiveness

At the end of year two of the five-year project period, BMHA has used grant funding, evidence-based information and promising practices to:

1. Develop a Health Disparities Profiles, one for each geographic hotspot area, LDH Administrative Regions 1, 8, and 9;
2. Reached over 5,000 Louisiana citizens through social media, traditional media, community partners, and internal partnerships.
3. Partnered with numerous community organizations and government agencies to address health disparities among racial and ethnic minority populations, and offer technical assistance to address obesity and mental health;

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4. Used recommendations from the LPAHD program modeled after *National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care* to develop and implement appropriate plans, policies, and outreach materials to directly impact the negative effects of obesity and mental health among minorities in communities;
5. Submitted an abstract to the American Evaluation Association for Conference Presentation
6. Held a seat on the Advisory Committee for the Southern Obesity Summit

The Louisiana State Partnership Grant to Address Health Disparities has helped to educate minorities and Louisiana citizens on:

- a) Making better food choices and adopting physically active lifestyles;
- b) Being properly screened for diseases associated with being overweight and obese, and
- c) Recognizing signs of thoughts of suicide as it relates to mental wellness.

The BMHA has taken advantage of low hanging fruit in an effort to address health disparities, and bridge gaps in access to health care and service delivery among minorities in Louisiana. BMHA has established partnerships with numerous internal and external partners of LDH that have resulted in the development and distribution of culturally and linguistically appropriate printed media and programming enabling minority residents to improve their health outcomes and overall quality of life.

Preliminary Approach for Mental Health and Wellness Initiative

Target Population: First Responders

LPAHD	Services to be provided/ coordinated by LDH	Services to be provided/ coordinated by external partners
Mental health and wellness initiative	safeTALK	Coordinate training workshops in safeTALK and ASIST in

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		collaboration with LDH Office of Behavioral Health
Nutrition education	Nutrition Education	Coordinated in partnership with OBH and Octagon Media
Policy development	Policy development to provide additional resources for first responders coordinated through LDH Office of Behavioral Health and LPAHD	Coordinate in partnership with LDH Office of Behavioral Health Louisiana Spirit program

EVALUATION PLAN

Specific to program evaluation, the period August 1, 2016 to April 30, 2017 continued to focus on minority health month partnerships, building strength and building capacity; on capturing impact of the OYOH program; and on shifting the mental health component to align with activities of the LDH Office of Behavioral Health's safeTALK program.

The LA Partnership to Address Health Disparities has again experienced weather related setbacks, with main and partner offices closed for over a week in August 2016 due to flooding, and communities still in the rebuilding/recovering phase. However, the primary grant activities are being accomplished and the program continues to develop.

Tangible activities

- The Logic Model has been revised (uploaded to GrantSolutions) to reflect the new direction of the mental health component.
- Round 2 of the Critical Partners Survey was implemented in September 2016; a summary report has been uploaded to GrantSolutions. The report describes the:
 - The goals, objectives, or aims that the partnering agency shares with the Bureau of Minority

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Health Access?

- Whether or not the partnering agency collaborates with the Bureau of Minority Health Access beyond Minority Health Month Activities?
 - The level of collaboration with the Bureau of Minority Health Access as perceived by the partnering agency.
-
- Tracking Minority Health Month Activities is being accomplished in the same way it was the previous year. This time, however, partners were given the tracking document ahead of time and were trained on how to use this document to provide the critical information. A copy of the training document has been uploaded to GrantSolutions. It is only minimally revised from last year. Data collection/activity tracking for Minority Health Month 2017 will begin within the next week or two.
 - The tracking form was designed to collect descriptive data (number, type, dates, and reach of activity; target population and partner's role) as well as the level and description of success. It also included items to inform activity improvement for 2018.
 - Round 2 of the initial OYOH Survey was implemented during the 2017 OYOH challenge registration period, December 2016 – January 2017. (Round 2 of the follow-up is scheduled for June, 2017). During this reporting period, a summary report has been written for the following: round 1, initial survey; round one, follow-up survey; round two initial survey. These three documents are referenced in order as attachment 4a, 4b, and 4c. NOTE: round 1 was considered the “test” of this survey. The implementation process and the survey itself functioned as intended. No revisions were made for round 2.
 - The Mental Health component finally began to emerge during these past few months. It has taken form as the implementation of safeTALK (suicide prevention) trainings. At this time, the

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evaluation is focused on process measures: when and where trainings have occurred; who and how many people attended. However, this data is not being managed by the evaluator and is reported elsewhere. Over time, we expect to be able to collect data on how this program is being utilized; how attendees have been using the skills and strategies they have acquired; who and how they are reaching the public with these skills. However, given the sensitive nature of the subject matter, the methodology has not yet been established.

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Project Administration and Management

Personnel Matters

The Louisiana Department of Health' (LDH) Bureau of Minority Health Access and Promotions (BMHA) is applying for continuation of the Office of Minority Health's State Partnership Grant Program to Address Health Disparities on behalf of the State of Louisiana, and targeted, minority populations that need assistance. BMHA is the established state office of minority health/health equity for Louisiana and will serve as the authorized representative for the *Louisiana State Partnership Grant to Address Health Disparities* (LPAHD). BMHA works with local, state, and national communities and organizations to develop and implement comprehensive and effective policies to support prevention of obesity and overweight health statuses in minority communities, as well as, increasing access to physical activities and healthy food choices. The bureau facilitates collection, analysis, dissemination and access to information concerning minority health issues; addresses or eliminates health disparities for the underserved, under-represented populations in Louisiana by using multi-cultural and culturally-competent approaches to enhance the ways in which health services are designed and delivered; and builds the capacity of national, state and local government to develop, implement, monitor and evaluate high-quality cultural competence strategies for all domains of public health, including policy, funding and programs. BMHA collaborates with a diverse group of professionals who are dedicated to understanding and improving health inequities that specifically challenge minorities and the underserved populations in Louisiana. Partnerships are established with community-based organizations, Historically Black Colleges and Universities (HBCUs), faith-based organizations and local city and parish governments to identify health care gaps, analyze data, and consult with health care professionals and policy makers in order to help build community skills, capacities and leadership. Exchange of information among partners is critical, whether

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formal or informal and this exchange allows everyone to learn how communities have addressed health issues in order to mitigate specific health disparities.

Partnerships

Delivery Partner – An entity that is delivering one or more approved interventions to participants. Indicate whether the partner is internal or external to your organization

Advisory Partner – An entity or person that provides sound suggestions on what could or should be done to further the grantee's activities (e.g., sits at the planning table, makes recommendations, etc.).

Special Populations Partner – An organization offering access to a subgroup of the population that shares an identifiable trait (e.g., African Americans, males, or Spanish speakers).

Support Partner – A provider of resources to further the work-plan activities.

Referral Partner – An entity that connects people to programs

OYOH Louisiana State Partnership Grant to Address Health Disparities Reporting Period: August 1, 2016 – July 31, 2017 (Year 2) updated April 30, 2017					
Partner Name	Hotspot area	Partner Type	Partner Role	Key Activities	Impact on Program
Southeast Louisiana Area Health Education Center (SELAHEC): D'Andra Bradford Odom	Not applicable (N/A)	Delivery partner	Administrative and grants management support	SELAHEC employee and LPAHD Grant Program Management, Contract Monitoring and Outreach services	Day-to-day implementation of program activities
NM2C, LLC: Natasha M. McCoy, MPH, Founder, Principal Consultant	N/A	Advisory Partner	Provides advisory support to further implementation of grantee activities	Consultation and technical assistance services	Direct guidance and fidelity to proposed activities
Pennington Biomedical Research Center: Dr. Elizabeth Gollub	Statewide	Support partner	External evaluation activities	OYOH evaluation services	Improved understanding of program reach and satisfaction among participants
LDH Behavioral Risk Factor Surveillance System	Statewide	Support partner	Data provider	Data analysis and reporting	Provided information for Health Disparities Profiles

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OYOH Louisiana State Partnership Grant to Address Health Disparities

Reporting Period: August 1, 2016 – July 31, 2017 (Year 2) updated April 30, 2017

Partner Name	Partner Name	Partner Name	Partner Role	Key Activities	Impact on Program
Louisiana Primary Care Association	Statewide	Delivery Partner	LPAHD MHM Area Coordinator	Manage distribution of funds to sub-grantees	Administrative support; served to coordinate and facilitate 2017 MHM community events
PineBelt Multi-Purpose Community Action Agency	Hotspot area: LDH Region 8	Delivery Partner	LPAHD MHM Area Coordinator	Manage distribution of funds to sub-grantees	Administrative support and MHM event in coordination with local Wal-Mart
Crescent City WIC	Hotspot area: LDH Region 1	Delivery Partner	LPAHD MHM Area Coordinator	Manage distribution of funds to sub-grantees	Administrative support; served as coordinate and facilitate 2017 MHM community events
David Raines Community Health Center	non-Hotspot area: Shreveport, LA	Delivery Partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Southwest	Louisiana	Delivery Partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Southeast	Louisiana	Special populations partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated events for Hispanic populations
NOELA Community Health Center	Hotspot area: LDH region 1	Special populations partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Conducted event for Vietnamese population
Teche Action Clinic	Franklin, LA	Delivery Partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Care South	Baton Rouge, LA (non-Hotspot)	Special population	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Crescent Care	New Orleans, LA (non-Hotspot)	Special population	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Access to HIV/AIDS community

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Reporting Period: August 1, 2016 – July 31, 2017 (Year 2) updated April 30, 2017

Partner Name	Partner Name	Partner Name	Partner Role	Key Activities	Impact on Program
Odyssey House	New Orleans, LA	Special population (homeless)	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Access to homeless and substance abuse community
Joy Impact, Inc.	Hotspot area: LDH Region 1	Delivery partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Behavioral health service provider
Williams Family Ministry	Louisiana	Delivery partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Collaboration with Pleasant Grove Baptist Church Youth Ministry
Mercy Medical Group, LLC	Louisiana	Special population	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Nurse practitioner collaboration
Grambling State University	Hotspot area: LDH Region 8	Delivery partner and special population	OYOH	Coordinated group challenge for OYOH 2017	Greater access to university students and racial/ethnic community in Northeast Louisiana
New Living Word	Louisiana	Delivery partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Delivered health education to racial/ethnic minority populations during MHM 2017
Town of Jonesboro	Jonesboro, LA (Hotspot: Region 8)	Delivery partner	OYOH, MHM and safeTALK training	Health promotion in partnership with Jonesboro Police Department and Jackson Parish School System	Assisted delivery of critically need mental health support training to first responders
Shiloh Missionary Baptist Church	non-Hotspot area: LDH Region 2; Baton Rouge, LA	Special populations partner	OYOH and MHM	April 2017 Minority Health Month (MHM) Health Promotions partner	Health promotion to racial and ethnic minority groups
Cuban Communities	non-Hotspot area: LDH Region Lafayette, LA (non-Hotspot)	Special populations	OYOH and MHM	April 2017 Minority Health Month (MHM) Health Promotions partner	Outreach to Cuban Communities

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OYOH Louisiana State Partnership Grant to Address Health Disparities Reporting Period: August 1, 2016 – July 31, 2017 (Year 2) updated April 30, 2017					
Partner Name	Partner Name	Partner Name	Partner Role	Key Activities	Impact on Program
Governor's Office on Physical Fitness and Sports	Statewide	Resources and delivery partner	OYOH	Managed OYOH online tool; implementation of Tour de Fitness training	Governor's Office on Physical Fitness and Sports
Louisiana Municipal Association	Statewide	Special populations partner	OYOH	OYOH Marketing	Louisiana Municipal Association
Amerigroup Louisiana Inc.	Statewide	Resources partner	MHM	MHM grant making	Increased number of communities to complete MHM health education events
Louisiana State University	non-Hotspot area: Region 2	Special population partner	OYOH	OYOH Marketing	Health promotion to college students, particularly, racial and ethnic minority groups
Southern University and Agricultural and Mechanical College	non-Hotspot area: Region 2	Special population partner	OYOH	OYOH Marketing	Health promotion to college students, particularly racial and ethnic minority groups
Mary Queen of Vietnam Community Development Corporation (MQVN)	Hotspot area: Region 1	Special populations partner	OYOH and MHM	OYOH Marketing	Outreach to Vietnamese Community
Louisiana Association for Health, Physical Education, Recreation, and Dance (LAHPERD)	Statewide	Delivery partner	Tour de Fitness trainings	Conducted trainings in conjunction with statewide meetings	Increased implementation of physical activity curriculum among elementary students

Additional partnerships established for Own Your Own Health outreach and Minority Health Month activities:

- Federally and State recognized American Indian Tribes
- RUOK? ® Telephone Reassurances System
- NBC's Biggest Loser
- Miss Louisiana Pageant

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OYOH Louisiana State Partnership Grant to Address Health Disparities Reporting Period: August 1, 2016 – July 31, 2017 (Year 2) updated April 30, 2017

Partner Name	Hotspot area	Partner Type	Partner Role	Key Activities	Impact on Program
David Raines Community Health Center	Shreveport, LA	Delivery Partner	OYOH	OYOH Outreach	Increased participation
Southwest	Louisiana	Delivery Partner	OYOH	OYOH Outreach	Increased participation
Southeast	Louisiana	Special populations partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated events for Hispanic populations
NOELA Community Health Center	Louisiana	Special populations partner	LPAHD MHM sub-grantee	OYOH Outreach	Conducted event for Vietnamese population
Teche Action Clinic	Franklin, LA	Delivery Partner	OYOH	OYOH Outreach	Increased participation
Care South	Baton Rouge, LA (non-Hotspot)	Special population	OYOH	OYOH Outreach	Increased participation
Crescent Care	New Orleans, LA (non-Hotspot)	Special population	OYOH	OYOH Outreach	Access to HIV/AIDS community
New Living Word	Louisiana	Delivery Partner	OYOH	Community outreach	Increased participation
Boys & Girls Club	Jonesboro, LA (Hotspot: Region 8)	Delivery Partner	OYOH	Collaboration with Mayor, town of Jonesboro	Increased participation
Jonesboro Housing Authority, Inc.	Louisiana	Delivery Partner	OYOH	OYOH Outreach	Collaborative partnership with Fyzical Wellness Center
Kingdom First Ministries	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Union Star Baptist Church	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
New Testament Church	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Daughters of Charity	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Priority Health Care	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Alpha Kappa Alpha Sorority, Inc. – Alpha Beta Omega Chapter	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Jefferson Community Health Center	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Access Health Louisiana	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner

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OYOH Louisiana State Partnership Grant to Address Health Disparities Reporting Period: August 1, 2016 – July 31, 2017 (Year 2) updated April 30, 2017					
Partner Name	Partner Name	Partner Name	Partner Role	Key Activities	Impact on Program
Odyssey House	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Plaquemines Medical Center	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Job Corps	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Agnes Williams-Health Choice	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Jugs Social Club Krewe of NOMTOC (New Orleans Most Talked of Club)	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Confront and Conquer	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
Family Tree Education and Counseling Center	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner
GirlTrek New Orleans	Delivery Partner	OYOH	OYOH Outreach	Increased participation	Delivery Partner

Related Products

MOAs and subcontracts have been added to GrantSolutions

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PART III: YEAR 3 WORK PLAN

LDH Bureau of Minority Health Access

Louisiana Partnership Grant to Address Minority Health Disparities Work Plan

Project Period: August 1, 2017 – July 31, 2018

Legend of Abbreviations: HP = Healthy People, LDH = Louisiana Department of Health, LHI = Leading Health Indicator, LPAHD = Louisiana State Partnership Grant to Address Health Disparities and PM/I: Performance Measure/Indicator

LPAHD Program Outcome: Increase awareness/knowledge of racial and ethnic minority health disparities

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 1.0: By July 31, 2018, BMHA will develop annual fact sheet reporting data associated with HP2020 Leading Health Indicators of nutrition, physical activity, obesity and mental health wellness among racial and ethnic minorities for LPAHD geographic hotspot areas.	1.0.1: Gather necessary data	Aug - Sept 2017	LPAHD Manager and Louisiana BRFSS Coordinator	At least three data fact sheets, one for each Leading Health Indicator, for each LPAHD Hotspot area
	1.0.2: LPAHD program manager will work with Louisiana BRFSS Program Manager to develop draft	Oct – Nov 2017	LPAHD Manager	
	1.0.3: Work with BMHA Project Director and LPAHD Area Coordinators to finalize draft and design	Nov - Dec 2017	LPAHD Manager and Octagon Media	
	1.0.4: Disseminate data fact sheets to target networks	Jan - Apr 2018	BMHA Director, LPAHD Manager and Area Coordinators	

LPAHD Outcome: Increased percentage of racial and ethnic minority populations in all geographic hotspot areas to consume more fruits and vegetables to achieve a healthy body weight.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 2.0: Recruit a combined total of 1,000 racial and	2.0.1: Develop “Own Your Own Health-Comprehensive Wellness” marketing materials	Aug – Sept 2017	BMHA Director LPAHD Manager Octagon Media	At least 1,000 racial and ethnic minority annual participants to complete the

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ethnic minority participants annually to participate in the "Own Your Own Health-Comprehensive Wellness" obesity p and mental health challenge	2.0.2: Work with partners to promote challenge	Sept – Oct 2017	LPAHD Manager LPAHD Community Partners, NM2C	"Own Your Own Health-Comprehensive Wellness" obesity and mental health challenge
	2.0.3: Launch challenge	Jan 2018	BMHA Director	
	2.0.4: Disseminate health education messaging to challenge participants	Jan - Mar 2018	BMHA Director, LPAHD Manager, Octagon Media	
	2.0.5: Evaluate challenge results and report findings	Apr - Jun 2018	BMHA Director, LPAHD Manager, Pennington Evaluation Unit	

LPAHD Outcome: Increased percentage of racial and ethnic minority populations in all geographic hotspot areas to complete at least 150 minutes per week of moderate intensity aerobic physical activity to achieve a healthy body weight.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 3.0: Recruit a total of 1,000 racial and ethnic minority participants annually to participant in the "Own Your Own Health-Comprehensive Wellness" obesity p and mental health challenge	3.0.1: Develop "OYOH-Comprehensive Wellness" marketing materials	Aug – Sept 2017	BMHA Director, LPAHD Manager, Octagon Media	At least 1,000 racial and ethnic minority participants to complete the "Own Your Own Health-Comprehensive Wellness" obesity and mental health challenge
	3.0.2: Work with partners to promote challenge	Oct - Dec 2017	LPAHD Manager LPAHD Community Partners	
	3.0.3: Implement challenge	Jan – Apr 2018	BMHA Director	
	3.0.4: Disseminate health education messaging to OYOH participants	Jan – Apr 2018	BMHA Director, LPAHD Manager,	
	3.0.5: Evaluate challenge results	Apr - Jun 2018	Pennington Evaluation Unit	

LPAHD Outcome: Increased number of Louisiana educational instructors to receive training in ways to increase student physical activity in the school setting.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 4.0: BMHA and the Louisiana Association for Health, Physical Education, Recreation and Dance (LAHPERD) to educate public school instructors on physical education curricula	4.0.1: BMHA and LAHPERD to promote 2018 Tour de Fitness training series	Aug – Oct 2017	BMHA Director and LAHPERD event planning team	At least 25 instructors trained to provide the Tour de Fitness curriculum in elementary school settings
	4.0.2: Conduct Tour de Fitness training in conjunction with the 2017 LAHPERD	Nov 2017		

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

for elementary-age students	annual convention			
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LPAHD Outcome: Reduce percentage of adults who commit suicide

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 5.0: Partner with the LDH Office of Behavioral Health to increase the number of first responders trained in the safeTALK curriculum	5.0.1: Recruit worksites	Aug - Oct 2017	LPAHD Manager, LDH OBH	At least four worksites to participate in project; 100 first responders complete safeTALK training
	5.0.2: Implement safeTALK training	Nov 2017 - May 2018	BMHA Director LPAHD Manager OBH safeTALK trainer	
	5.0.3: Evaluate progress	Jun 2018	Pennington Evaluation Unit	
	5.0.4: Develop final report with worksite sustainability plan	Jul 2018	LPAHD Manager, Louisiana BRFSS Coordinator	

LPAHD Outcome: Communicate successful approaches to reaching and improving health among racial and ethnic minority populations in Louisiana.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 6.0: By July 31, 2018, BMHA will work with Pennington Evaluation Unit to document annual finding successes for the LPAHD program and present findings	6.0.1: Work with Evaluation Team to review intervention results	May 2018	LPAHD Manager NM2C, Pennington Evaluation Unit	LPAHD project presentation
	6.0.2: Work with Technical Advisor, Evaluation Team and LPAHD Program Manager to finalize presentation materials	June 2018	LPAHD Manager, NM2C, Pennington Evaluation Unit and LPAHD Area Coordinators	
	6.0.3: Conduct oral presentation to present program activities	July 2018	BMHA Director LPAHD Manager	

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

Approach for Mental Health and Wellness Initiative

Target Population: First Responders

LPAHD	Services to be provided/ coordinated by LDH	Services to be provided/ coordinated by external partners
Mental health and wellness initiative	safeTALK	Coordinate training workshops in safeTALK and ASIST in collaboration with LDH Office of Behavioral Health
Nutrition education	Nutrition Education	Coordinated in partnership with OBH and Octagon Media
Policy development	Policy development to provide additional resources for first responders coordinated through LDH Office of Behavioral Health and LPAHD	Coordinate in partnership with LDH Office of Behavioral Health Louisiana Spirit program

Implementation Plan

LPAHD goals are lined up against the checklist listed below:

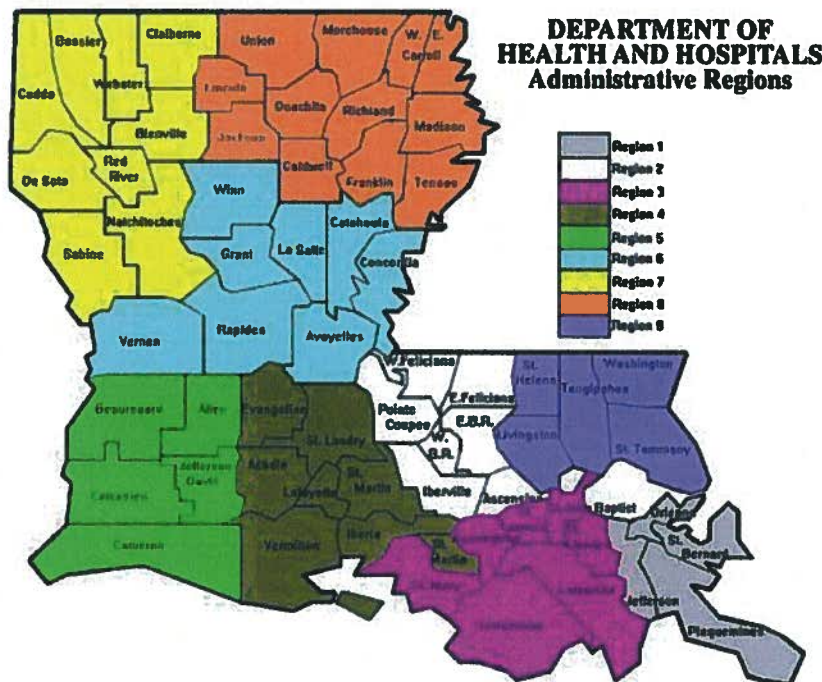
- Developing Health Disparities Profiles providing existing data on identified HP2020 Leading Health Indicators;
- Strengthening partnerships with community organizations to address health disparities;
- Implementing the BMHA's "Own Your Own Health-Comprehensive Wellness" Challenge, an interactive web-based online physical fitness, nutrition and mental health tracking program modeled after Louisiana's successful "Own Your Own Health" Physical Activity and Nutrition Challenge statewide intervention;
- Supporting implementation of the BMHA's "Mental Health and Wellness and Community Awareness Project," hosting safeTALK and ASIST trainings across the geographic hotspots
- Developing a report on program results; and
- Preparing a scholarly article to inform public health practice.

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

Program Sustainability

BMHA works with communities and organizations throughout the state coupled with National Partners to develop and implement comprehensive and effective policies to support prevention of obesity and overweight health statuses in minority communities, as well as, increase access to physical activities and healthy food choices. Through these ventures, BMHA has developed a joint interchange that will allow BMHA to shape the sustainability of the program beyond the funding years.

The target population for the LPAHD program is adults, 25 years old and older, primarily representing African American, Hispanic/Latino, Asian/Pacific Islander, and Native American minority groups.



Louisiana operates as a largely centralized government structure. Under LDH, the state is divided into nine geographic regions for leadership and management and distribution of resources (ASTHO, 2012). The Louisiana Behavioral Risk Factor Surveillance System, Trust for America's Health, and

other state and national datasets indicate high levels of disparity in disease prevalence and health outcomes between minority and non-minority populations in the LDH OPH Administrative Regions 1, 8, and 9. BMHA will focus efforts to improve health outcomes and

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES
address disparities through regional and community-level evidence-based interventions and promising practices.

Interventions are in process in three regional geographic hotspot parishes throughout the State of Louisiana. These parishes are geographically located within the LDH Administrative Regions: Region 1 (Orleans, Jefferson, Plaquemines, and St. Bernard parishes), Region 8 (Jackson, Union, Morehouse, Richland, Tensas, Caldwell, East and West Carroll, Madison, Franklin, Lincoln, Ouachita, and Concordia parishes), and Region 9 (Livingston, St. Helena, St. Tammany, Tangipahoa, and Washington parishes).

Individuals

Own Your Own Health Challenges

Adults (18 years of age and older): 750

BMHA LPAHD program will recruit at least 750 adults to participate in the 2018 Own Your Own Health Individual or Group Challenges. BMHA will monitor participation to ensure unduplicated count, i.e. adults participating in a Mayor-versus-Mayor challenge will only be able to enter steps and health information for either an individual or group challenge, but not both for the 2018 challenge cycle.

Youth (school-based; 17 years old and younger): 250

Youth participants 17 years of age and younger will be recruited and connected to OYOH system counted through official school administrators recruited to serve as youth coordinators and must represent schools participating in the 2018 Own Your Own Health School-versus-School challenges

BMHA will recruit a total of 1,000 individuals (750 adults and 250 youth) to complete the 2018

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES
Own Your Own Health Louisiana Challenge competition.

Minority Health Month Activities

Louisiana State Partnership to Address Health Disparities will lead and promote statewide efforts supporting recognition of the nationally-recognized Minority Health Month. By July 31, 2018, LPAHD will work with four area coordinators to coordinate twenty (20) events promoting physical activity, nutrition and chronic disease prevention. The BMHA will coordinate additional events to recognize Minority Health Month (MHM) in non-Hotspot areas reaching at least 125 additional adults. MHM activities will reach a projected total of 500 adults representing minority, low-income and underinsured populations.

Funding Source	Area Coordinator	Hotspot Areas (To be Reached)	Community Events	Avg. number adult participants per event	Proposed Reach
Grant funds	Crescent City WIC	Region 1	5	25	125 adults
Grant funds	Louisiana Primary Care Association	Region 9	5	25	125 adults
Grant funds	Pine Belt Multipurpose Community Action Agency	Region 8	5	25	125 adults
In-kind, state funds, donations	LPAHD-coordinated	OPH Regions 2, 3, 4, 5, 6 and 7	5	25	125 adults
Total Projected Attendance					500 adults

Projected Year 3 (2018) Minority Health Month Attendee Reach:

BMHA MHM Area Coordinators (3 in total) = 375 adults

Non-Hotspot (LPAHD coordinated) MHM events = 125 adults

Projected total reach = 500 adults between April 1-30, 2018

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

Health Screening Services

LPAHD and the Louisiana Primary Care Association (LPCA) will work with Federally Qualified Health Centers (FQHCs) in the targeted hotspot areas to encourage a fifteen percent (15%) increase in use of health screening services for heart disease and diabetes among adults age 21-64 and representing minority racial and ethnic groups.

Own Your Own Health-Mental Wellness: First Responders

Working in partnership with the Louisiana Department of Health Office of Behavioral Health, the Louisiana State Partnership will provide the safeTALK train-the-trainer in two hotspot areas. LA PARTNERSHIP TO ADDRESS HEALTH DISPARITIES will recruit 20 first responders to complete the safeTALK Train-the-Trainer workshop. By July 31, 2018, LA PARTNERSHIP TO ADDRESS HEALTH DISPARITIES will train a total of 20 first responders to be serve as peer leaders able to identify employees in mental distress and connect to professional support for mental health and wellness in their worksite.

Hotspot	City	Target participants	Output (projected)
OPH Region 1	New Orleans	firefighters, police officers, social workers	10 First Responders complete the safeTALK Train-the-Trainer workshop
OPH Region 8	To be determined	firefighters, police officers, social workers	10 First Responders complete the safeTALK Train-the-Trainer workshop

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

Mental Health and Wellness and Community Awareness Program

First responders serve as the backbone of the community and state by protecting residents and physical property. First responders experience alarming mental and physical health challenges during and after their years of service, and their personal health and wellness is often overlooked.

In some Louisiana municipalities, first responders account for the first stop for individuals considering or attempting suicide as well as for folks observing suicide. It is therefore necessary to address these challenges with mental and physical assessments, relevant information, participant buy-in, effective programming as well as early detection and prevention strategies. Improving the baseline for community wellness has to start with those that serve the community tirelessly day in and day out.

The Louisiana Department of Health, Governor's Council on Physical Fitness and Sports, and the Bureau of Minority Health Access and Promotions are working with the Office of Behavioral Health to promote health and well-being while training in suicide alertness among Louisiana 1st Responders.

Partners

BMHA has selected community-based organizations to implement projects addressing health disparities and modifiable risk factors for chronic disease, and observance of Minority Health Month. Community projects are and will continue to be implemented through collaborative partnerships with businesses, and community-based organizations for coordinating outreach, health screenings, health education and awareness, and referrals to providers and follow-up treatment.

BMHA will ensure monitoring and accountability of community grantees. In addition, BMHA will provide support through technical assistance and capacity skills-building in obesity,

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

physical activity, and nutrition approaches, and attention to mental health and data on disparities observed among racial and ethnic minority populations. Grantees will be encouraged to use SMART objectives, and evidence-based and promising practices. BMHA will track grantee awards to achieve desired outcomes, ensure grantees' work plans are feasible (within budget limit, and consistent with grant program priorities), ensure grantees are performing and achieving outcomes within stated timeframes, and monitor performance measures. Data collected by grantees will be submitted to the Bureau in a prepared template via quarterly and annual reports. BMHA will maintain regular communication by phone, site visits, in-person meetings, videoconferences, etc. Copies of the associated contracts may be found in GrantSolutions.

BMHA selected three Area Coordinators (AC) for 2017 and each AC selected a minimum of eight community partners to carry out Minority Health Month Activities. In May 2017, AC's as well as community partners completed a tracking form to cover all activities and ensure that the target areas were effectively reached. BMHA will host a training to prepare Area Coordinators for Minority Health Month 2018.

Minority Health Month 2018 will consist of the following partners:

Delivery Partner – An entity that is delivering one or more approved interventions to participants. Indicate whether the partner is internal or external to your organization

Advisory Partner – An entity or person that provides sound suggestions on what could or should be done to further the grantee's activities (e.g., sits at the planning table, makes recommendations, etc.).

Special Populations Partner – An organization offering access to a subgroup of the population that shares an identifiable trait (e.g., African Americans, males, or Spanish speakers).

Support Partner – A provider of resources to further the work-plan activities.

Referral Partner – An entity that connects people to programs

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

Partner Name	Hotspot area	Partner Type	Partner Role	Key Activities	Impact on Program
Southeast Louisiana Area Health Education Center (SELAHEC): D'Andra Bradford Odom	Not applicable (N/A)	Delivery partner	Administrative and grants management support	SELAHEC employee and LPAHD Grant Program Management, Contract Monitoring and Outreach services	Day-to-day implementation of program activities
NM2C, LLC: Natasha M. McCoy, MPH, Founder, Principal Consultant	N/A	Advisory Partner	Provides advisory support to further implementation of grantee activities	Consultation and technical assistance services	Direct guidance and fidelity to proposed activities
Pennington Biomedical Research Center: Dr. Elizabeth Gollub	Statewide	Support partner	External evaluation activities	OYOH evaluation services	Improved understanding of program reach and satisfaction among participants
LDH Behavioral Risk Factor Surveillance System (BRFSS)	Statewide	Support partner	Data provider	Data analysis and reporting	Provided information for Health Disparities Profiles
Louisiana Primary Care Association	Statewide	Delivery Partner	LPAHD MHM Area Coordinator	Manage distribution of funds to sub-grantees	Administrative support; served to coordinate and facilitate 2017 MHM community events
PineBelt Multi-Purpose Community Action Agency	Hotspot area: LDH Region 8	Delivery Partner	LPAHD MHM Area Coordinator	Manage distribution of funds to sub-grantees	Administrative support and MHM event in coordination with local Wal-Mart
Crescent City WIC	Hotspot area: LDH Region 1	Delivery Partner	LPAHD MHM Area Coordinator	Manage distribution of funds to sub-grantees	Administrative support; served as coordinate and facilitate 2017 MHM community events
David Raines Community Health Center	non-Hotspot area: Shreveport, LA	Delivery Partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Southwest	Louisiana	Delivery Partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Southeast	Louisiana	Special populations	LPAHD MHM sub-grantee	Coordinated health	Facilitated events for Hispanic

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

		partner		awareness event for MHM 2017	populations
OYOH Louisiana State Partnership Grant to Address Health Disparities Reporting Period: April 1, 2016 – July 31, 2017 (Year 2)					
Partner Name	Hotspot area	Partner Type	Partner Role	Key Activities	Impact on Program
NOELA Community Health Center	Hotspot area: LDH region 1	Special populations partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Conducted event for Vietnamese population
Teche Action Clinic	Franklin, LA	Delivery Partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Care South	Baton Rouge, LA (non-Hotspot)	Special population	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Facilitated 2017 MHM community event
Crescent Care	New Orleans, LA (non-Hotspot)	Special population	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Access to HIV/AIDS community
Odyssey House	New Orleans, LA	Special population (homeless)	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Access to homeless and substance abuse community
Joy Impact, Inc.	Hotspot area: LDH Region 1	Delivery partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Behavioral health service provider
Williams Family Ministry	Louisiana	Delivery partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Collaboration with Pleasant Grove Baptist Church Youth Ministry
Mercy Medical Group, LLC	Louisiana	Special population	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM 2017	Nurse practitioner collaboration
Grambling State University	Hotspot area: LDH Region 8	Delivery partner and special population	OYOH	Coordinated group challenge for OYOH 2017	Greater access to university students and racial/ethnic community in Northeast Louisiana
New Living Word	Louisiana	Delivery partner	LPAHD MHM sub-grantee	Coordinated health awareness event for MHM	Delivered health education to racial/ethnic minority

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

				2017	populations during MHM 2017
OYOH Louisiana State Partnership Grant to Address Health Disparities Reporting Period: April 1, 2016 – July 31, 2017 (Year 2)					
Partner Name	Hotspot area	Partner Type	Partner Role	Key Activities	Impact on Program
Town of Jonesboro	Jonesboro, LA (Hotspot: Region 8)	Delivery partner	OYOH, MHM and safeTALK training	Health promotion in partnership with Jonesboro Police Department and Jackson Parish School System	Assisted delivery of critically need mental health support training to first responders

The following partner and contractor have been added for the remaining years:

safeTALK Trainer (Partner)

Daniel J. “Danny” Adams II, Assistant Chief, Ret., CCISM is a Retired Assistant Chief from Baton Rouge Fire Department and First Responder Lead for the Office of Behavioral Health and Louisiana Spirit. Danny provides experience with helping departments and agencies after disasters with his skills as a Critical Incident Trainer, Suicide Prevention Trainer and Peer Support Trainer. With 30 years of experience helping first responders all over the country and Louisiana, he helps first responders understand how to help and take care of themselves through specialized presentations and thorough knowledge and experience of trauma and disasters.

Media and Promotions (Contractor)

Octagon Media is a minority-owned, woman-owned Marketing/Advertising agency. They are experienced advertising professionals that believe in true partnership. The Octagon Media team is knowledgeable that develops strategic advertising and marketing solutions by integrating the latest technology with an array of services to produce creative and innovative concepts that lead to knockout results. Octagon Media has evolved by exceeding client expectations through implementing state-of-the-art concepts and strategies.

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

The following partnerships will be continue in Year 3:

Boys & Girls Club

Jonesboro Housing Authority, Inc.

Kingdom First Ministries

Union Star Baptist Church

New Testament Church

Daughters of Charity

Priority Health Care

Alpha Kappa Alpha Sorority, Inc. – Alpha Beta Omega Chapter

Jefferson Community Health Center

Access Health Louisiana

Odyssey House

Plaquemines Medical Center

Job Corps

Agnes Williams-Health Choice

Jugs Social Club Krewe of NOMTOC (New Orleans Most Talked of Club

Confront and Conquer

Family Tree Education and Counseling Center

GirlTrek New Orleans

Personnel/Management:

The Louisiana Department of Health' (LDH) Bureau of Minority Health Access and Promotions (BMHA) is applying for the Office of Minority Health's State Partnership Grant

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES
Program to Address Health Disparities on behalf of the State of Louisiana, and targeted, minority

populations that need assistance. BMHA is the established state office of minority health/health equity for Louisiana and will serve as the authorized representative for the *Louisiana State Partnership Grant to Address Health Disparities* (LPAHD). BMHA works with local, state, and national communities and organizations to develop and implement comprehensive and effective policies to support prevention of obesity and overweight health statuses in minority communities, as well as, increasing access to physical activities and healthy food choices. The bureau facilitates collection, analysis, dissemination and access to information concerning minority health issues; addresses or eliminates health disparities for the underserved, under-represented populations in Louisiana by using multi-cultural and culturally-competent approaches to enhance the ways in which health services are designed and delivered; and builds the capacity of national, state and local government to develop, implement, monitor and evaluate high-quality cultural competence strategies for all domains of public health, including policy, funding and programs. BMHA collaborates with a diverse group of professionals who are dedicated to understanding and improving health inequities that specifically challenge minorities and the underserved populations in Louisiana. Partnerships are established with community-based organizations, Historically Black Colleges and Universities (HBCUs), faith-based organizations and local city and parish governments to identify health care gaps, analyze data, and consult with health care professionals and policy makers in order to help build community skills, capacities and leadership. Exchange of information among partners is critical, whether formal or informal and this exchange allows everyone to learn how communities have addressed health issues in order to mitigate specific health disparities.

There are no projected changes anticipated for personnel/management in Year Three.

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES

Mental Health and Wellness and Community Awareness Program

First responders serve as the backbone of the community and state by protecting residents and physical property. First responders experience alarming mental and physical health challenges during and after their years of service, and their personal health and wellness is often overlooked. In some Louisiana municipalities, first responders account for the first stop for individuals considering or attempting suicide as well as for folks observing suicide. It is therefore necessary to address these challenges with mental and physical assessments, relevant information, participant buy-in, effective programming as well as early detection and prevention strategies. Improving the baseline for community wellness has to start with those that serve the community tirelessly day in and day out.

The Louisiana Department of Health, Governor's Council on Physical Fitness and Sports, and the Bureau of Minority Health Access and Promotions are working with the Office of Behavioral Health to promote health and well-being while training in suicide alertness among Louisiana First Responders.

Publish Results of the Implementation Project and/or Produce Scholarly Article

The Louisiana Department of Health and Hospitals' (LDH) Bureau of Minority Health Access and Promotions (BMHA) is applying for the Office of Minority Health's State Partnership Grant Program to Address Health Disparities on behalf of the State of Louisiana, and targeted, minority populations that need assistance. BMHA is the established state office of minority health/health equity for Louisiana and will serve as the authorized representative for the *Louisiana State Partnership Grant to Address Health Disparities* (LPAHD). BMHA works with local, state, and national communities and organizations to develop and implement comprehensive and effective

LOUISIANA STATE PARTNERSHIP GRANT TO ADDRESS HEALTH DISPARITIES
policies to support prevention of obesity and overweight health statuses in minority communities, as

well as, increasing access to physical activities and healthy food choices.

The Louisiana State Partnership Grant to Address Health Disparities will help to educate minorities on:

- a) Making better food choices and adopting physically active lifestyles;
- b) Being properly screened for diseases associated with being overweight and obese, and
- c) Understanding peer-to-peer and professional care to prevent onset of mental illness.

Appendices: Supplementary information submitted into GrantSolutions

Louisiana Department of Health

APPLICANT: Bureau of Minority Health, Access and Promotions

PROGRAM: Louisiana State Partnership Grant to Address Health Disparities (LPAHD)

WORK PLAN

PROJECT PERIOD: AUGUST 1, 2017 – JULY 31, 2018

Legend of Abbreviations: HP = Healthy People, LDH = Louisiana Department of Health, LHI = Leading Health Indicator, LPAHD = Louisiana State Partnership Grant to Address Health Disparities and PM/I: Performance Measure/Indicator

LPAHD Program Outcome: Increase awareness/knowledge of racial and ethnic minority health disparities

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 1.0: By July 31, 2018, BMHA will develop annual fact sheet reporting data associated with HP2020 Leading Health Indicators of nutrition, physical activity, obesity and mental health wellness among racial and ethnic minorities for LPAHD geographic hotspot areas.	1.0.1: Gather necessary data	Aug - Sept 2017	LPAHD Manager and Louisiana BRFSS Coordinator	At least three data fact sheets, one for each Leading Health Indicator, for each LPAHD Hotspot area
	1.0.2: LPAHD program manager will work with Louisiana BRFSS Program Manager to develop draft	Oct – Nov 2017	LPAHD Manager	
	1.0.3: Work with BMHA Project Director and LPAHD Area Coordinators to finalize draft and design	Nov - Dec 2017	LPAHD Manager and Octagon Media	
	1.0.4: Disseminate data fact sheets to target networks	Jan - Apr 2018	BMHA Director, LPAHD Manager and Area Coordinators	

LPAHD Outcome: Increased percentage of racial and ethnic minority populations in all geographic hotspot areas to consume more fruits and vegetables to achieve a healthy body weight.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 2.0: Recruit a combined total of 1,000 racial and ethnic minority participants annually to participate in the “Own Your Own Health-Comprehensive Wellness” obesity and mental health challenge	2.0.1: Develop “Own Your Own Health-Comprehensive Wellness” marketing materials	Aug – Sept 2017	BMHA Director LPAHD Manager Octagon Media	At least 1,000 racial and ethnic minority annual participants to complete the “Own Your Own Health-Comprehensive Wellness” obesity and mental health challenge
	2.0.2: Work with partners to promote challenge	Sept – Oct 2017	LPAHD Manager LPAHD Community Partners, NM2C	
	2.0.3: Launch challenge	Jan 2018	BMHA Director	
	2.0.4: Disseminate health education messaging to challenge participants	Jan - Mar 2018	BMHA Director, LPAHD Manager, Octagon Media	
	2.0.5: Evaluate challenge results and report findings	Apr - Jun 2018	BMHA Director, LPAHD Manager, Pennington Evaluation Unit	

LPAHD Outcome: Increased percentage of racial and ethnic minority populations in all geographic hotspot areas to complete at least 150 minutes per week of moderate intensity aerobic physical activity to achieve a healthy body weight.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 3.0: Recruit a total of 1,000 racial and ethnic minority participants annually to participant in the “Own Your Own Health-Comprehensive Wellness” obesity and mental health challenge	3.0.1: Develop “OYOH-Comprehensive Wellness” marketing materials	Aug – Sept 2017	BMHA Director, LPAHD Manager, Octagon Media	At least 1,000 racial and ethnic minority participants to complete the “Own Your Own Health-Comprehensive Wellness” obesity and mental health challenge
	3.0.2: Work with partners to promote challenge	Oct - Dec 2017	LPAHD Manager LPAHD Community Partners	
	3.0.3: Implement challenge	Jan – Apr 2018	BMHA Director	
	3.0.4: Disseminate health education messaging to OYOH participants	Jan – Apr 2018	BMHA Director, LPAHD Manager,	
	3.0.5: Evaluate challenge results	Apr - Jun 2018	Pennington Evaluation Unit	

LPAHD Outcome: Increased number of Louisiana educational instructors to receive training in ways to increase student physical activity in the school setting.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 4.0: BMHA and the Louisiana Association for Health, Physical Education, Recreation and Dance (LAHPERD) to educate public school instructors on physical education curricula for elementary-age students	4.0.1: BMHA and LAHPERD to promote 2018 Tour de Fitness training series	Aug – Oct 2017	BMHA Director and LAHPERD event planning team	At least 25 instructors trained to provide the Tour de Fitness curriculum in elementary school settings
	4.0.2: Conduct Tour de Fitness training in conjunction with the 2017 LAHPERD annual convention	Nov 2017		

LPAHD Outcome: Reduce percentage of adults who commit suicide

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 5.0: Partner with the LDH Office of Behavioral Health to increase the number of first responders trained in the safeTALK curriculum	5.0.1: Recruit worksites	Aug - Oct 2017	LPAHD Manager, LDH OBH	At least four worksites to participate in project; 100 first responders complete safeTALK training
	5.0.2: Implement safeTALK training	Nov 2017 - May 2018	BMHA Director LPAHD Manager OBH safeTALK trainer	
	5.0.3: Evaluate progress	Jun 2018	Pennington Evaluation Unit	
	5.0.4: Develop final report with worksite sustainability plan	Jul 2018	LPAHD Manager, Louisiana BRFSS Coordinator	

LPAHD Outcome: Communicate successful approaches to reaching and improving health among racial and ethnic minority populations in Louisiana.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 6.0: By July 31, 2018, BMHA will work with Pennington Evaluation Unit to document annual finding successes for the LPAHD program and present findings	6.0.1: Work with Evaluation Team to review intervention results	May 2018	LPAHD Manager NM2C, Pennington Evaluation Unit	LPAHD project presentation
	6.0.2: Work with Technical Advisor, Evaluation Team and LPAHD Program Manager to finalize presentation materials	June 2018	LPAHD Manager, NM2C, Pennington Evaluation Unit and LPAHD Area Coordinators	
	6.0.3: Conduct oral presentation to present program activities	July 2018	BMHA Director LPAHD Manager	

Louisiana Department of Health and Hospitals

APPLICANT: Bureau of Minority Health, Access and Promotions

PROGRAM: Louisiana State Partnership Grant to Address Health Disparities (LPAHD)

PM/I: Performance Measure/Indicator

WORK PLAN

PROJECT PERIOD: AUGUST 1, 2015 – JULY 31, 2020

Legend of Abbreviations: DHH = Louisiana Department of Health and Hospitals; HP = Healthy People; LHI = Leading Health Indicator; LPAHD = Louisiana State Partnership Grant to Address Health Disparities

LPAHD Program Outcome: Increase awareness/knowledge of racial and ethnic minority health disparities

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 1.0: Within the first six months following notice of grant award, the BMHA will develop three Health Disparities Profile documents describing parish-level disparities in the HP2020 Leading Health Indicators of nutrition, physical activity, and obesity and mental health among racial and ethnic minority populations.	1.1: Convene stakeholder group to determine content and dissemination plan	30 days following notice of grant award	LPAHD Advisory Group	At least three Health Disparities Profiles developed; one for each DHH Administrative Region geographic hotspot (1,8 and 9)
	1.2: Work with BRFSS coordinator to secure necessary data	08/01/15 – 09/30/15	LPAHD Manager	
	1.3: Work with Technical Advisor and LPAHD advisory group to develop draft	10/01/15 – 11/25/15	LPAHD Manager, NM2C, LPAHD Group	
	1.4: Review draft	11/30/15 – 12/4/15	LPAHD Manager, NM2C, LPAHD Group	
	1.5: Finalize draft and design	12/7/15 – 12/18/15	LPAHD Manager, DHH Bureau of Media and Communications	
	1.6: Disseminate Health Disparities Profiles to target networks	01/07/15 – 01/31/16	BMHA Director LPAHD Manager	

Annual Objective 2.0: By July 31, 2017, BMHA will develop annual fact sheet reporting of data associated with HP2020 Leading Health Indicators of nutrition, physical activity, and obesity and mental health for geographic hotspot areas.	2.1: Gather necessary data	Yrs. 2-5: Aug - Sept 2017, 2018, 2019, 2020	LPAHD Manager, Louisiana BRFSS Coordinator	At least two data fact sheets; one for Healthy People (HP)2020 Leading Health Indicator (LHI) nutrition, physical activity and obesity, and one for HP2020 LHI mental health
	2.2: Work with Technical Advisor and LPAHD advisory group to develop draft	Yrs. 2-5: Oct - Nov 2017, 2018, 2019, 2020	LPAHD Manager, NM2C	
	2.3: Finalize draft and design	Yrs. 2-5: Nov - Dec 2017, 2018, 2019, 2020	LPAHD Manager, NM2C, LPAHD Advisory Group (Team)	
	2.4: Disseminate Health Disparities Profiles to target networks	Yrs. 2-5: Jan - Apr 2017, 2018, 2019, 2020	BMHA Director LPAHD Manager	

LPAHD Outcome: Increased percentage of total population from all geographic hotspot areas to consume more fruits and vegetables and complete at least 150 minutes per week of moderate intensity aerobic physical activity to achieve a healthy body weight.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 3.0: Recruit a minimum of 1,000 racial and ethnic minority participants annually to participant in the “Own Your Own Health-Comprehensive Wellness” obesity p and mental health challenge	3.1: Develop “Own Your Own Health-Comprehensive Wellness” marketing materials	Yrs 1-5: Aug – Sept 2015, 2016, 2017,2018, 2019	BMHA Director LPAHD Manager	At least 5,000 racial and ethnic minority participants to complete the “Own Your Own Health-Comprehensive Wellness” obesity and mental health challenge
	3.2: Work with partners to promote challenge	Yrs 1-5: Sept– Oct 2015, 2016, 2017,2018, 2019	LPAHD Manager LPAHD Community Partners	
	3.3: Implement challenge	Yrs 1-5: Jan-Mar 2016, 2017, 2018,2019, 2020	LPAHD Manager, NM2C, LPAHD Group	
	3.4: Disseminate health education messaging to challenge participants	Yrs 1-5: Jan-Mar 2016, 2017, 2018,2019, 2020	BMHA Director, LPAHD Manager,	
	3.5: Evaluate challenge results and report findings	Yrs 1-5: Apr - Jun 2016, 2017, 2018,2019, 2020	BMHA Director, LPAHD Manager, NM2C, Pennington Evaluation Unit	

LPAHD Outcome: Reduce percentage of adults who commit suicide

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 4.1: Partner with one first responder worksite annually to implement the First Responder Worksite Wellness Initiative, a division of LPAHD's Mental Health and Community Awareness Project	4.1: Recruit worksites	Yrs. 2-5: Aug - Sept 2017, 2018, 2019, 2020	LPAHD Manager, IAM Wellness	At least four worksites to participate in project; 200 first responders complete worksite wellness initiative
	4.2: Establish MOU with data sharing agreement	Yrs. 2-5: Oct – Nov 2017, 2018, 2019, 2020	LPAHD Manager, IAM Wellness	
	4.3: Implement project activities	Yrs. 2-5: Nov - Dec 2017, 2018, 2019, 2020	LPAHD Manager, NM2C, LPAHD Advisory Group (Team)	
	4.4: Evaluate progress	Yrs. 2-5: Jan - Apr 2017, 2018, 2019, 2020	BMHA Director LPAHD Manager	
	4.5: Develop final report with worksite sustainability plan	Yrs. 2-5: Aug - Sept 2017, 2018, 2019, 2020	LPAHD Manager, Louisiana BRFSS Coordinator	

LPAHD Outcome: Identify and community successful approaches to reaching and improving health among racial/ethnic minority populations in Louisiana.

Key Annual Objectives	Action Steps	Timeline	Person Responsible	Output
Annual Objective 5.0: By July 31, 2020, BMHA will develop a report presenting results of the Louisiana State Partnership to Address Health Disparities Program.	5.1: Work with Evaluation Team to review intervention results	Yr.5: Jan 2020	LPAHD Manager NM2C, Pennington Evaluation Unit	LPAHD program 5-year report and presentation materials
	5.2: Work with Technical Advisor, Evaluation Team and LPAHD advisory group to develop draft	Yr. 5: Feb – Apr 2019	LPAHD Manager, LPAHD Advisory Group NM2C, Pennington Evaluation Unit	
	5.3: Finalize products	Yr. 5: Apr 2020	LPAHD Manager	
	5.4: Make presentation and release report	Yr. 5: Jun-Jul 2020	BMHA Director LPAHD Manager	

OYOH Challenge Stats Including Non-website Users

Challenge	Registered Users	Non-web Users	Total Steps	Weight Loss
Alexander v Monroe	249	475	150,648,084	
Bastrop v Tallulah	116	125	147,187,197	
Ville Platte v Opelousas	141	72	69,294,265	
Monroe Staff	104		78,323,841	
Individual Steps	151	210	89,297,160	
Teams Steps	586	185	253,250,292	
Work Week Hustle	10		247,796	
Weight Loss Open Teams	984			1,386.7 lbs.
Individual Weight Loss	4,484			809.6 lbs.
Merrydale v Woodlawn	1,200		5,911,248	
	8,025	1,067	794,153,883	2,196.3



The human body is about **60 percent water**, which means it needs a lot of H₂O to function properly. It might surprise you all the ways water can help you live healthier.



Shed a Few Pounds

Drinking water, especially before eating, fills your stomach and can reduce your appetite, helping you consume less calories.

Toxins Be Gone

Proper hydration is essential to flushing out those nasty toxins that accumulate inside your body. Leaving toxins to do their dirty work can wreak havoc on your health.

Stay Awake

An early symptom of dehydration is fatigue. Adding more water to your diet can be a good way to increase your energy levels if you feel a bit sluggish.



Move it Along

Keeping your body well hydrated aids in your body's digestive processes, and having a good digestive system is important to living a healthy lifestyle.

Oh, the Possibilities

The health benefits of consuming your daily dose of H₂O are numerous. So, drink up; it's good for you!

NOW....
GET TO STEPPIN'!

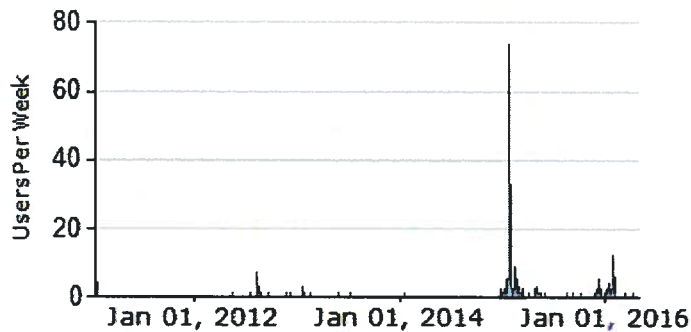
Weight Loss Challenge Statistics

OYOH Weight Loss Challenge (Individuals)

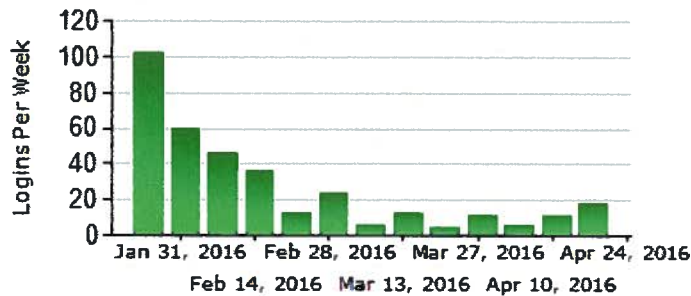
25-Jan-2016 to 25-Apr-2016

Users

Total Users Registered	219
Total Logins	345
Never Logged In	0



Logins

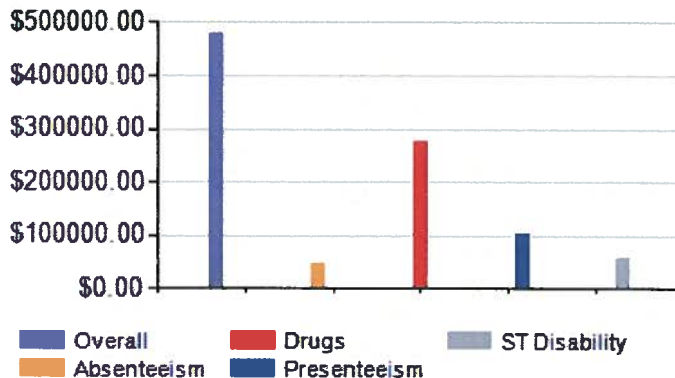


Obesity Cost

Obese Participants	141
Presenteeism	\$102,789.00
Absenteeism	\$46,953.00
ST Disability	\$55,836.00
Drug Costs	\$274,058.88
Total	\$479,636.88

Based on 3rd party research. North American savings. Source information maintained by CoreHealth.

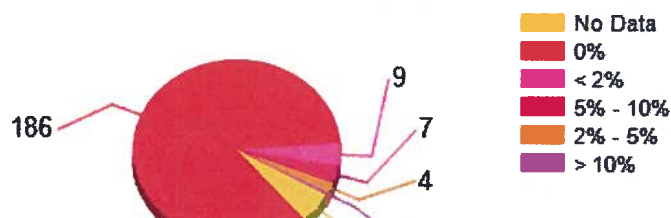
Projected Annual Cost of Obesity



Weight Loss

Number of people that lost weight	21
Total Weight Loss	53.1 kgs
	117.1 lbs

Weight Loss



Weight Loss Challenge Statistics

OYOH Weight Loss Challenge (Individuals)

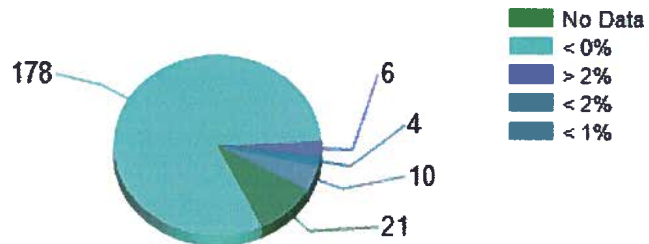
25-Jan-2016 to 25-Apr-2016

BMI

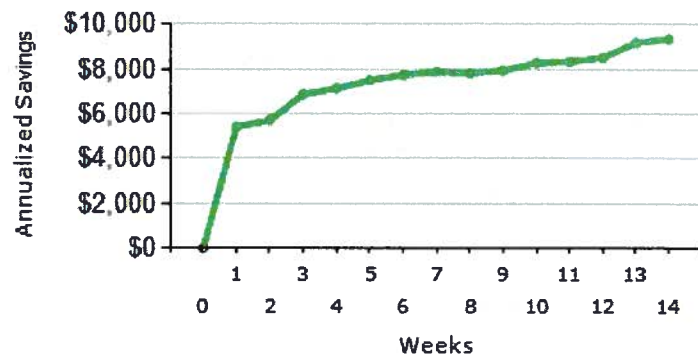
Total BMI Points Lost 20

% with Improved BMI 9.13%

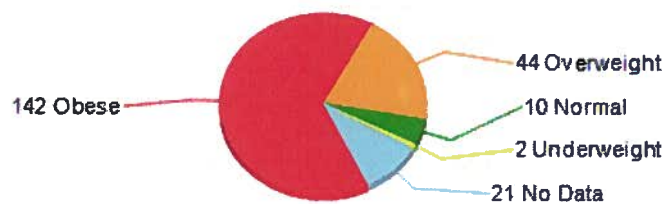
BMI Change



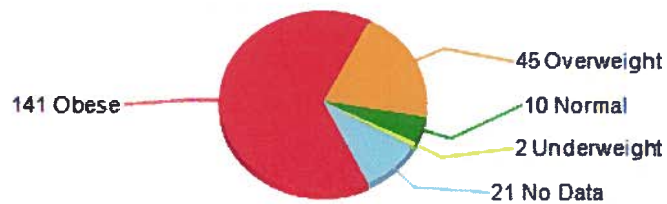
Savings - Reduced BMI Points



Start BMI



End BMI



Brief Summary: Own Your Own Health Program Participant Follow-up Survey (November 1 – 22, 2016)

The first evaluator-developed Own Your Own Health (OYOH) participant survey was implemented in May 2016, shortly after the 2016 OYOH fitness challenge; it was available to all 2016 OYOH challenge participants. The follow-up survey was implemented 6 months later, in November 2016, to all those completing the initial survey. The purpose of the follow-up survey was to find out if the key healthy behaviors reported after the OYOH challenge (presented in Table 2) are being maintained. Over time, the systematic surveying of OYOH participants is expected to provide data that describe the extent of the OYOH impact on these key healthy behaviors.

Typically, the OYOH website is underutilized during the month of November when there are no public challenges. So, a series of e-mails (an original and several reminders) was sent to all OYOH registrants asking those who participated in the initial OYOH survey in May 2016 to log onto the site to complete the follow-up survey. Of the 75 initial survey participants, a total of 74 logged on. Of these 74 past participants, 44 (~60%) agreed to complete the follow-up survey. The follow-up survey was similar, but not exactly the same as the initial survey. Below is a summary of the follow-up data; a comparison to the initial survey data is made for the repeated items.

The group of follow-up survey participants is a representative subset of the group of initial survey participants. Though smaller in number, the group of follow-up participants was found to be demographically similar to the group of initial survey takers (Table 1).

Table 1. Initial and follow-up survey participants: group comparison of select demographic indicators.

	Initial Survey (N=75)	Follow-up Survey (N=44)
Ethnicity: Non-Hispanic White or Caucasian	44%	47%
Non-Hispanic Black or African American	42%	42%
Age: Range (in years)	25-65+	31-65+
51 – 60 years	42%	36%
Sex: Female	88%	68%
Male	12%	5%
Food Security: Enough food/ type of food wanted	63%	55%
Enough food/not always type wanted	36%	43%

NOTE: Values refer to the percent of those responding to that particular survey item.

As a program, OYOH promotes physical activity, healthy eating/weight management, and disease prevention. For the purpose of program evaluation, these objectives are being assessed in terms of key components of a healthy diet (*Diet*), relative physical activity and physical inactivity (*Physical Activity*), and health seeking/health quantifying actions (*Health Assessments*). The specific indicators being used to track these key components are presented in Table 2.

Table 2. Indicators of key behaviors associated with fitness and chronic disease prevention.

				Time points:		
				Post-Challenge, Initial Survey		6-Month Follow-up Survey
Diet:						
Watching or reducing fat intake or changing the type of fat consumed:				75%	→	86%
Watching or reducing sodium intake:				56%	→	66%
Number of times/day participant consumes:						
Mean number of times/day				At least once/day		
	Initial survey		6-month follow-up			
<i>Fruit</i>	1.4	↔	1.2	62%	↔	43%
<i>Green vegetable</i>	1.1	↔	1.0	42%	↔	46%
<i>Orange vegetable</i>	0.4	↔	0.5	13%	↔	18%
<i>Whole grain breads</i>	0.8	↔	0.8	37%	↔	26%
<i>Whole grains or cereals</i>	0.7	↔	0.7	32%	↔	39%
Physical Activity:						
more time spent being physically active now than 6 months ago				51%	→	34%
Time (hours) spent sitting on a typical day				7.8	↔	7.9
Health Assessments:						
Blood pressure screen within the past year				89%	→	98%
Blood sugar screen within the past year				73%	→	96%
Cholesterol screen within the past year				72%	→	96%
Obesity screen within the past year				69%	→	91%
Stress screen within the past year				49%	→	73%

NOTE: Values refer to the percent of those responding to that particular survey item.

An overarching goal of any health promotion program is to improve quality of life. Health and physical well-being are integrally related to quality of life; emotional well-being (reduced stress, improved self-concept) and social-inclusion (community participation and support) are additional factors, all of which could be affected, to varying degrees, by the OYOH program. A global measure of Quality of Life and of Quality of Health has been included in the OYOH participant survey as a means of monitoring changes in these factors over time (Table 3).

Table 3. OYOH participant ratings: Quality of Life; Quality of Health.

	Initial Survey		Follow-up Survey
Rated their Quality of Life as <i>very good or excellent</i>	45%	→	57%
Rated their Quality of Health as <i>very good or excellent</i>	56%	←	50%

The OYOH program administrator disseminates motivational messages and shares testimonials/success stories among all registered participants. The intent is to maintain momentum, interest, and participation, and to encourage long-term adoption of physical activity and related healthy behaviors. All registered OYOH participants have year-round access to the program website; however, there is currently only one public fitness challenge each year. The following three survey questions (appearing in the follow-up survey only) were developed to indicate program utility and inform future modifications.

- Did OYOH help motivate you to get a health screening or a health assessment?
 - ✓ 36% of participants responded **yes**, conclusively;
 - ✓ 39% of participants communicated that OYOH influenced their decision **to some degree**.



75% of respondents indicated that OYOH prompted them to get a health screening or health assessment.

- Would you participate in more than one OYOH challenge each year if more than one was offered?
 - ✓ 39% of participants responded that they **definitely** would;
 - ✓ 50% of participants responded that they **probably** would;
 - ✓ 11% of participants indicated that they were **not sure**; (Nobody checked "no").



89% of respondents would likely participate in at least two OYOH challenges each year.

- Have you remained physically active since your last OYOH challenge?
 - ✓ 39% of participants responded **yes, just as active**;
 - ✓ 48% of participants responded **yes, but not as active**;
 - ✓ 9% of participants responded **no**.



86% of respondents have maintained some degree of physically activity during the past 6 months.

The value of the OYOH survey data will continue to increase with the number and range of respondents. This first year's round of surveys confirms that the survey structure is manageable and serviceable; it has provided initial insight into the potential impact of the OYOH program.