



ANNUAL REPORT 2005 - 2006



Louisiana Public Health Institute
Bringing People, Ideas and Resources Together

Our Vision: LPHI creates and fosters collaborative endeavors in the areas of health information, public policy, applied research and community capacity enhancement.

Our Mission: To promote and improve the health and quality of life in Louisiana through public-private partnering at the community, parish, and state levels.

Bringing People, Ideas & Resources Together

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Organizational Overview

The Louisiana Public Health Institute (LPHI) works to promote and improve the health and quality of life in Louisiana through public-private partnering at the community, parish and state levels. LPHI is an independent 501(c)(3) organization with a focus on promoting community-oriented solutions to public health issues and serving as the broker for traditional and non-traditional partnerships.

As a primary strategy, LPHI creates and fosters collaborative endeavors by:

- Promoting policy change on state and local levels
- Enhancing community capacity through training and mentorship
- Expanding knowledge through applied research
- Brokering creative partnerships
- Serving as a fiscal agent
- Compiling and disseminating health information for informed decision-making

Table of Contents

Letter from Chairman and CEO	4
LPHI Role in the Recovery Effort	5
LPHI Service Areas	8
Health Promotion & Disease Prevention	12
Health Systems Development	16
Financial Statement	18

Dear Colleagues,

The year 2005-06 has been the most challenging ever for LPHI. After Hurricane Katrina's devastation in August, we were faced with displaced staff, finding temporary office space in Baton Rouge and relocating our offices in New Orleans. Yet, in the midst of crisis and upheaval, LPHI, acting as a virtual organization, identified and addressed key emergent public health issues and coordinated the rapid expansion of services needed to meet the demands of the post-Katrina/Rita environment in Louisiana.

By early September, we were involved in a variety of recovery efforts across the state. We assisted the legislature in setting up a communications system to respond to constituents and we participated in planning for immediate response activities to meet widespread medical needs. LPHI launched a media campaign to educate storm evacuees and persons returning to affected areas about health issues and safety information.

Throughout the year, LPHI continued to deliver recovery support in the greater New Orleans area and statewide. We helped develop the Framework for Redesign of the Healthcare System in Greater New Orleans, the Bring New Orleans Back Healthcare Report, and the Louisiana Recovery Health Plan. We partnered with the Centers for Disease Control and Prevention (CDC) and Department of Health and Hospitals (DHH) and the Louisiana Recovery Authority (LRA) to conduct a population estimate of the 18 parishes impacted by Hurricanes Katrina and Rita and provided communications support to the City of New Orleans Health Department and the DHH, implementing a school health center recovery initiative.

Despite the challenges, LPHI evolved and strengthened our organizational capacities in 2005-06. We expanded our competency areas to include Policy and Advocacy, Collaborative Leadership, Information Technology, Evaluation and Research, and Communications and Media, which provides support to all other program efforts. This stronger organizational foundation will enable LPHI to respond more effectively to the numerous challenges of our changing environment and enable us to offer better support for our numerous external partners.

The past year exemplifies the fundamental role a public health institute can play in disaster response. LPHI is grateful for and humbled by the opportunities we've had to assist our State in its time of need and particularly to help the CDC and DHH in their various recovery efforts.

Brian P. Jakes
Chairman, LPHI Board of Directors



Joseph D. Kimbrell, MA, LCSW.
Chief Executive Officer, LPHI



LPHI Role in the Recovery Effort

When Hurricane Katrina swept the Gulf Coast on August 29, 2005, our staff was forced to evacuate their headquarters in New Orleans and their homes in the region. Limited to remote access, LPHI responded immediately to connect and coordinate with key regional health leadership, personnel and resources to focus disaster health relief efforts. We also began to lay the strategic framework and ideals for what would become a massive and crucial effort to rebuild and restructure the injured health system in the Greater New Orleans Area.

Our Information Technology Team took the lead in the post-Katrina corporate recovery for LPHI. Our business communications and critical data sharing were restored within two days of the disaster. A new corporate infrastructure in Baton Rouge was up and running within just three weeks. ITG subsequently directed relocation of our entire infrastructure into a new LPHI headquarters in New Orleans. Collaborating with the CDC and DHH, this new, rapidly created infrastructure provided us the critical capacity to impact and address emerging public health issues statewide and influence the recovery health plan for New Orleans.



Three days after the hurricane hit land, the President of the Louisiana Senate and the Speaker of the House turned to LPHI to provide professional assistance to a group of state legislators, many who had lost their homes. Our Director of Policy and Program Development, working with legislative staff, immediately established 'The Louisiana Legislative Resource Center.' From this communications command center, volunteer staff from the Senate and House of Representatives fielded calls from evacuated legislators and constituents and guided emergency resources to where they were needed most.

After the storm, the residents of the Greater New Orleans area and south Louisiana were dispersed nationwide. They struggled to find new housing for their families and to gather information about the condition of the homes they had left behind. DHH partnered with LPHI and the CDC to create 'Stay Healthy Louisiana,' a statewide media campaign that addressed the diverse health issues facing Louisiana. The campaign launched radio and newspaper public service announcements, an interactive website and a national toll-free helpline providing reputable and timely health and safety information to evacuees about the post-disaster environment. Stay Healthy Louisiana offered guidance on injury

LPHI Role in the Recovery Effort

prevention and first aid, infectious disease control, food safety and hygiene and immunization and stress management. As evacuees were allowed to return to their homes to survey damage and begin repairs, Stay Healthy Louisiana continued to keep them informed about managing the dangers related to mold, exposure to toxic substances and the risks of heavy construction and clearing equipment.

The destruction caused by Hurricanes Katrina and Rita was so widespread, that in their wake, the health care services system in southern Louisiana nearly collapsed from the storms' damage and the immense task of restoring basic health services for evacuated and returning residents. Yet in the face of disaster, the system faced an unusual opportunity—through rebuilding, it could resolve many systemic problems that had earned some of the worst health statistics in the nation before the storm. LPHI's leadership helped initiate a process to address this opportunity and provided ongoing support toward a positive outcome. Within days after Katrina, LPHI along with the U.S. Department of Health and Human Services and Tulane University began a process that culminated with planning meetings to coordinate the activities of multiple local, state and federal health agencies, private healthcare providers, nonprofit organizations and community groups.

In May 2006 LPHI's leadership in the rebuilding efforts helped secure an \$8.7 million dollar award from W.K. Kellogg Foundation to underwrite the restoration and expansion of school-based health centers in the Greater Orleans Area.

A rapidly assembled task force, known as the Greater New Orleans Health Planning Group, synthesized input from these stakeholders and published the "Framework for a Healthier Greater New Orleans," a set of guidelines and priorities for the reconstruction process. A redesigned New Orleans, which the Framework counseled, would be grounded in evidence-based practices supported by ongoing demographic analysis, effective health information technology and a healthy neighborhood design. This report became the core guiding document of the Health and Social Services Committee of the Bring Back New Orleans Commission convened by New Orleans Mayor, C. Ray Nagin.

By the beginning of 2006, months after the storm, the majority of storm victims were still unable to return to their homes. Many were living in temporary trailer communities throughout Louisiana and neighboring states, disconnected from local primary and preventive healthcare. In January, LPHI, partnered with DHH, received funds from the Centers for Disease Control Foundation to extend these much-needed services to communities of storm victims living in transitional housing.



Working at 22 trailer sites, project administrators coordinated with local authorities to assure routine services such as immunizations, cancer screening and dental sealants for displaced families. The project also promoted tobacco cessation and healthy nutrition and activity for these families and worked to plan for a walking trail to be built in late 2006 at the Renaissance Village in East Baton Rouge, the largest of the trailer communities.

Additionally, LPHI coordinated the implementation of DHH Social Service Block Grants for the New Orleans and Jefferson Parish region. The Bureau of Primary Care and Rural Health administers this grant program, supported by the technical assistance LPHI provides to the Orleans/Jefferson Area. Our support includes processing invoices, monitoring contracts for compliance and performance measures and directing IT networking for the safety net clinics. All these activities are important steps in rebuilding Louisiana's healthcare infrastructure and fulfilling the Bureau and LPHI's shared mission. In May 2006 LPHI's leadership in the rebuilding efforts helped secure an \$8.7 million dollar award from W.K. Kellogg Foundation to underwrite the restoration and expansion of school-based health centers in the Greater Orleans Area.

In June, from grassroots community recovery planning emerged the Louisiana Healthcare Redesign Collaborative and the Health Services Recovery Council (HSRC). The Redesign Collaborative is producing a practical blueprint for a reformatted Louisiana healthcare system in response to the hurricanes. The Health Services Recovery Council serves as a liaison between high-level planning processes and community stakeholders in affected areas. LPHI provided programmatic expertise to these recovery organizations. We participated in and facilitated the various workgroups of these planning processes, provided staff to the HSRC and gave guidance to the New Orleans neighborhood planning process of the Healthcare Redesign Collaborative.

Throughout the year, LPHI senior leadership devoted its extensive experience to help manage and communicate the health impact from one of the deadliest and the most expensive hurricanes in American history. They shared LPHI's disaster response program with other leaders at national conferences such as the American Public Health Association, the Association for Community Health Improvement, the New York University's Wagner School and the University of North Carolina School of Public Health Grand Rounds.

The Framework for a Healthier New Orleans and all subsequent health planning efforts have identified the need for reliable population estimates in affected regions of Louisiana. This data will guide recovery planning for the drastically altered post-storm human landscape. LPHI partnered with the CDC and the U.S. Census to initiate the 2006 Louisiana Health and Population Survey (PopEst-LA 2006) on behalf of the Louisiana Department of Health and Hospitals and the Louisiana Recovery Authority. PopEst conducted surveys in Orleans, Jefferson, Plaquemines and St. Bernard Parishes to gather detailed population, health, economic and educational data. The results will inform planning and preparedness efforts across sectors, allowing policymakers to respond more effectively to Louisiana population needs post hurricanes Katrina and Rita.





Policy and Advocacy

Accurate research data supports more effective decisions at all levels in organizations and businesses. As part of our focus to shape and support state policy making, LPHI conducts research and translates and disseminates information on a variety of health policy topics. One key example is The Louisiana Campaign for Tobacco-Free Living's work with tobacco-related health issues and lessons learned from nationwide policy efforts. Our collaborative work with other state organizations in 2006 encouraged the Louisiana Legislature to pass a statewide clean indoor air act that will require all but a few public places to be 100% smoke-free.

Our influence on this and the hurricane recovery issue has been widespread across the state, at many levels. Within the first months after Katrina, LPHI participated in many of the health recovery policy discussions. We were active in various formal workgroups and committees that supported redesign efforts of the Louisiana healthcare system. LPHI is also an active member of the State Health Policy Forum's National User's Group, which fosters state institutes' capacity to provide policy research and development. In addition, the LPHI Director of Policy and Program Planning serves as a member of the National Academy of State Health Policy, a well-respected body for non-partisan state health policy research and support. Other members of LPHI sit on the Louisiana Task Force for the Working Uninsured and on the Advisory Committee of the DHH State Planning Grant for the Uninsured.

Information Technology

LPHI's Information Technology Group (ITG) played a key role in post-Katrina response activities, ensuring that our information systems were operational as soon as possible. Beyond this crisis situation effort, ITG's ongoing goals are to develop and implement both short and long-term technology plans for LPHI. They align IT strategies with business strategies and develop the overall technology architecture and multi-year technology plan to support LPHI's operations and growth.

IT designs, plans, executes, directs and monitors all aspects of IT architecture as it relates to security, networks, hardware, applications, database management, Web channels, software development, application hosting, remote access, co-location and compliance.

Post-Katrina, the IT staff installed sophisticated technology architecture at LPHI's new offices in New Orleans, combined with a real-time infrastructure redundancy at a location in Virginia. This mirror system, established in an area less threatened by storms, will better prepare LPHI for future crisis situations. In addition to engineering this offsite state-of-the-art facility, IT managed, developed and implemented several new Web sites and applications for LPHI programs. Working with LPHI's Communications and Media Team, IT launched StayHealthyLA.org, a Web site that delivered crucial information to area residents during the post-hurricane environment. Other IT Web site projects included myTFL.org, the LPHI Intranet and existing site updates and developments.

ITG provides IT strategy and guidance to our partner healthcare organizations to support their technology architecture and resource planning and operations. Our group offers support and direction to both urban and rural health information technology initiatives, with particular emphasis on Healthcare Informatics. Working with the Partnership for Access to Healthcare (PATH), ITG is launching and supporting an information systems platform that will be shared by a diverse group of healthcare providers. This complex project will implement a comprehensive Practice Management and Electronic Medical Record (EMR) system that will enable group members to share patient medical records for more effective disease diagnosis and treatment. ITG is on the Web at itg.lphi.org

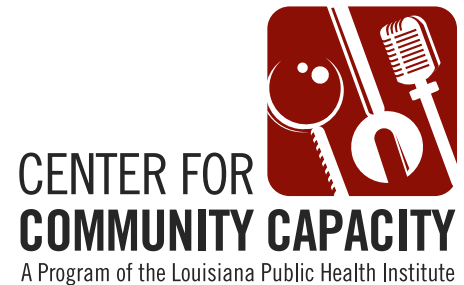
Collaborative Leadership

The Center for Community Capacity (CCC), a program of the LPHI, is dedicated to enhancing the capacity of Louisiana communities to collaborate for better health. We accomplish this by providing community organizations and partnerships with training, technical assistance and access to resources that support cooperative work.

In 2005-06 the CCC staff supported the work of several New Orleans area organizations including the Greater New Orleans Health Planning Group and the Health and Social Services Committee. They helped develop the Framework for a Healthier Greater New Orleans and participated in the Bring New Orleans Back Commission Urban Planning Committee. The CCC staff also gave technical assistance to the Prevention Research Center at Tulane University, contributing their expertise in community-based participatory research. The staff's efforts toward developing principles and characteristics of a healthy neighborhood environment assisted several neighborhood planning activities as part of New Orleans area's rebuilding efforts. Additionally, the CCC's Acting Director taught a semester-long course in Community Organizing for Tulane University's School of Public Health and Tropical Medicine.

In the coming year, the CCC plans to provide research interviewer training for Tulane's Prevention Research Center and training and technical assistance to TFL grant recipients in the areas of evaluation and monitoring, media and public relations and policy and advocacy. CCC is on the Web at www.communitycapacity.org.

... to improve leadership skills,
strategic planning, program
management and evaluation.





Communications and Media

LPHI recognizes the value of social marketing—information distributed to the public health arena to promote behavioral change. Our targeted health communication messaging and the power of the mass media has helped the Communications and Media Team to raise awareness and influence policy change for all LPHI programs. This is accomplished with media advertising campaigns, media advocacy tactics and special event coordination.

In 2005-06, we provided support through paid campaigns in television, radio, newspaper and outdoor media; press conferences and regional special events; through printed materials and promotional items; editorial board presentations and regional media tours; news releases and a letters-to-the-editor and opinion-education program.

For The Louisiana Campaign for Tobacco-Free Living, an integrated media campaign was developed featuring a “secondhand smoke genie” that could grant any wish within its power—as long as it was the wish for lung cancer, heart attack or stroke. To help shape public opinion and influence policy makers, a letter-to-the-editor campaign was used to convince state officials that the public supported the pending state law protecting workers from secondhand smoke. The Louisiana Smoke-Free Air Act was passed in June 2006 prohibiting smoking in most public places, including restaurants and school campuses (grades K–12).

The Communications and Media team also developed a campaign to promote the Louisiana Tobacco Quitline, a free, phone-based cessation service for smokers. Using the theme “Quitting is hard. Dialing is easy,” to promote the campaign, the Quitline received nearly 6000 calls in its first year. This represents the third highest state call volume in the U.S. in 2005.

The Communications and Media Team also worked on a new anti-snack food campaign developed for Steps to a Healthier New Orleans. The simple message of “Don’t Buy Junk” was used in television and radio public service announcements to communicate the harms that junk foods pose to consumers. Radio spots featured the Director of the City of New Orleans Health Department.

Through a partnership between LPHI and the Louisiana Department of Health and Hospitals, The Stay Healthy Louisiana campaign was created in 2005-06 to educate persons affected by hurricanes Katrina and Rita of potential health issues. This campaign included statewide radio and newspaper messages, a community-focused Web site, and informational booklets about the real health threats facing returning evacuees. Also, an automated toll-free phone helpline was established to collect feedback from callers regarding health concerns related to recovery and rebuilding effort.



Evaluation and Research

LPHI's Evaluation and Research Team develops and implements comprehensive monitoring and evaluation systems for all LPHI programs. We enhance evaluation capacity among Louisiana organizations focused on health and social services and expand and improve current public health thinking and practice by creating, using and disseminating public health information.

Among other program support activities in 2005-06, the Evaluation and Research Team began a series of statewide and New Orleans-based behavioral surveys to assess public knowledge, attitudes and behaviors related to tobacco use, obesity, diabetes and asthma. TFL and Steps leadership will use these results to guide future program planning and measure the impact of current activities. The team is also assisting PATH partners to monitor population health through electronic medical patient data and disease registries. These studies could to make delivery of healthcare more efficient and proactive throughout the state and region.

The team provides training and technical support to community organizations to enhance local capacity to design and implement research studies that support programs and policies. Staff members have assisted Second Harvest Food Bank through an assessment of nutrition intervention at several Head Start education sites. We've also consulted for the Capital Area Access Partnership, whose goal is to provide coordinated health services to the uninsured and underinsured in the Baton Rouge community.

Operational Management

In 2005-06 LPHI provided two types of Operational Management services to our community and state partners. First, we serve as a fiscal agent for funds flowing through our organization to others and for funds managed by our Operations Team.

Secondly, LPHI worked with our partner organizations to provide fund management and collaborative leadership. In such situations, we advised partner organizations on diverse operational issues like staff supervision, project direction, project implementation and other business activities that could improve their efficiency and effectiveness.



Steps to a Healthier New Orleans (Steps)

Steps is a partnership of the City of New Orleans Health Department and the Louisiana Public Health Institute. This program was launched in September 2003 as part of the Steps to a HealthierUS five-year cooperative agreement sponsored by the Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Services (HHS). Steps implements health promotion and chronic disease prevention programs to reduce the burden of asthma, diabetes and obesity in New Orleans by addressing the related risk factors of physical inactivity, poor nutrition and tobacco use and exposure.

Like New Orleans itself, Steps has been undergoing a rebuilding process. Many program staff and community partners were adversely affected by the storm. Consequently, implementation of certain interventions and activities were suspended. As staff came on board and community partners re-established their operations, the Steps workgroups began to assess which activities would most benefit the community while efficiently using limited resources.

The Media Workgroup quickly resumed planning the next phase of health promotion by continuing the media campaign. Last year, radio, transit and television advertisements encouraged the community to walk more and to eat more fruits and vegetables. Following the campaign, surveys of New Orleans residents indicated there was a significant increase in message recall and positive attitudes toward walking and fruit and vegetable consumption. This year, the campaign is using radio and television to deliver the initial messages and an additional message to discourage the consumption of junk, or high-calorie drinks and snack foods.

To supplement campaign messages, Steps implemented a multi-phase outreach effort to increase awareness of the importance of good nutrition and physical activity. Outreach workers have been stationed at City Hall, visited trailer communities in Orleans, St. Tammany and East Baton Rouge parishes and participated in community events. These activities help convey the message that now, more than ever, it is important to maintain good health.

The Steps Leadership Team is working with CDC staff are reviewing Community Action Plan interventions to assure the selection of well-defined, evidence-based activities that are relevant in this post-Katrina environment. Logic models and evaluation indicators are also being revised so that the appropriate process and outcome criteria are being measured to inform future programmatic decisions. Steps is on the Web at www.stepsla.org.

Steps' Treat You Right media campaign takes on high calorie drinks and snack foods.

“Don't Buy Junk”



STAY HEALTHY LOUISIANA



“Turn Things
Around”

Stay Healthy Louisiana produced a television spot highlighting Louisiana Spirit’s toll-free crisis hotline.

Stay Healthy Louisiana

Stay Healthy Louisiana was launched in September of 2005 to provide Louisiana residents with easy access to critical public health information needed after the hurricane. Thanks to funding from the Centers for Disease Control Foundation’s Emergency Preparedness and Response Fund, Stay Healthy Louisiana moved forward with a media blitz with messages that focused on preparation for a safe return to recovering areas. Stay Healthy Louisiana launched the Web site www.stayhealthyla.org, a source of disaster readiness and recovery information that stresses “the power of preparation,” including information about recovery strategies and special-needs shelters.

Throughout the 2006 hurricane season, Stay Healthy Louisiana distributed simple, easy-to-understand information and tips for disaster readiness via their Web site, an automated toll-free hotline (1-888-419-HEALTHY, or 1-888-419-4325), through a live operator, a toll-free hotline (1-888-LA-INFO-4-U, or 1-888-524-6364), community outreach events and news releases.

The Web site also offered free, downloadable versions of the Family Readiness Guide, produced by the Louisiana Department of Health & Hospitals’ Office of Public Health, and the Stay Healthy Louisiana Hurricane Recovery Guide, produced by the Louisiana Department of Health & Hospitals and the Louisiana Public Health Institute. Since October of last year, the site has had more than 60,000 unique visitors.

Thus far, Stay Healthy Louisiana has collaborated with the Louisiana Department of Health and Hospitals on several projects including: distribution of 10,000 calling cards to vulnerable populations; production of a radio commercial promoting the Web site and hotlines (distributed to stations across the state); and production of a 30-second television public service announcement to promote the Louisiana Spirit toll-free mental health/crisis counseling hotline. The spot aired throughout the Katrina anniversary week on New Orleans stations WWL, WDSU, WUPL and WGNO, as well as WBRZ in Baton Rouge. Stay Healthy Louisiana also planned and executed preparedness/readiness/health fair events, including “Operation Prepare,” a multi-day outreach to New Orleans-area housing developments and the New Orleans Vietnamese community.

The Stay Healthy Louisiana campaign has now broadened its range of topics beyond emergency preparedness to include other health issues, such as disease prevention, mental health, fitness and nutrition and safe environmental conditions. Stay Healthy Louisiana is on the Web at www.stayhealthyla.org.

DHH Immunization Awareness

The Louisiana Department of Health and Hospitals (DHH) and the Louisiana Hospital Association (LHA) contracted with LPHI last year for media support of their statewide healthcare provider employee education campaign. All healthcare workers were encouraged to receive an annual influenza vaccination to prevent transmission to patients. Only 36%-40% of healthcare workers report receiving influenza vaccination each year. Vaccination is an important patient safety issue because unvaccinated staff can spread influenza to patients, coworkers and family members, leading to influenza-related illness and death. As an incentive to support immunizations, hospitals and clinics that participated in the campaign were recognized in a statewide news release that promoted the DHH and LHA campaign.

LPHI also created an infant immunization campaign to promote National Infant Immunization Week (April 22-29, 2006) to raise awareness of this important health issue. Newspaper public service announcements were created for the nine different health regions in Louisiana. The message promoted NIIW and the need to get infants immunized. The healthcare institutions in each region that provided infant immunizations were featured.

The Louisiana Campaign For Tobacco-Free Living (TFL)

The Louisiana Campaign for Tobacco-Free Living (TFL) is a statewide tobacco control program funded by a state excise tax on tobacco. Its goals are to eliminate exposure to secondhand smoke; prevent youth from starting to smoke; promote cessation; and identify and eliminate tobacco-related disparities.

In 2006, TFL awarded 17 Community Program Grants to implement an evidence-based youth prevention plan. Five Partnership Grants were also awarded, each with a different scope of work, including youth smoking prevention, policy and advocacy, and cessation. The Communities of Color Network—a community networking and advocacy group in north Louisiana was also awarded to reduce tobacco-related disparities. TFL also awarded the Historically Black Colleges and Universities (HBCU) Diversity Initiative—a collaborative effort between Dillard, Xavier and Grambling Universities—to assess campus tobacco knowledge, attitudes and practices, and to develop a result-based action plan.

TFL offered a comprehensive approach to assist smokers to quit smoking. The Louisiana Tobacco Quitline (1-800-QUIT-NOW) is a free service, available to Louisiana residents, 24 hours a day, 7 days a week. TFL contracts with the American Cancer Society to provide this service. Within the public hospital system, patients and employees have access to the Public Hospital Cessation Program run by the Louisiana Tobacco Control Initiative, a TFL contract through the LSU Health Care Services Division. Through Freedom from Smoking Clinics, a program contracted to the American Lung Association, TFL offers free walk-in assistance and support to smokers who are ready to quit. And finally, TFL's Healthcare Provider Education programs, such as Make Yours a Fresh Start Family, provide training and education on cessation screening and counseling to healthcare professionals, particularly those serving perinatal women.

TFL achieved several key victories and underwent a transformation through policy and advocacy efforts. State legislators and local government officials sent a clear message of support for smoke-free environments through passage of local smoke-free ordinances and the historic passage of the Louisiana Smoke-Free Air Act (Act 815), effective January 1, 2007. This act protects Louisiana citizens and workers from secondhand smoke exposure and repeals other preemptive language. As a result, communities will be able to enact more stringent local ordinances to protect additional citizens from secondhand smoke. Community analysis, planning and implementation of tobacco-control initiatives such as these are essential to community mobilization made possible by TFL's regional coalitions, TFL's 9 Regional Coordinators, and the Coalition For Tobacco-Free Louisiana (CTFLA).

Working with LPHI's Evaluation and Research Team, TFL monitors and evaluates each of its programmatic components. From population-level surveillance such as the statewide Adult Tobacco Survey to more program-level evaluation such as quarterly grantee and field staff reporting systems encouraging accountability, TFL is dedicated to evidence-based and data-driven decision making.

With help from LPHI's Communications and Media Team, TFL launched a new consumer-based Web site, myTFL.org, and revamped the existing tobaccofreeliving.org for more institutional use. The LPHI Communications and Media team promoted TFL by coordinating statewide efforts for the three major tobacco observances (World No Tobacco Day, Kick Butts Day and Great American Smoke Out.) The team also developed two media campaigns. One campaign featured a "secondhand smoke genie" to help illustrate the dangers of second hand smoke. The other campaign used the theme "Quitting is hard. Dialing is easy," campaign to promote the Louisiana Tobacco Quitline, a free, phone-based cessation service for smokers. TFL is on the Web at www.tobaccofreeliving.org.

TFL has begun a major initiative in smoking cessation.



TFL promotes the Louisiana Tobacco Quitline.



"Quitting is Hard, Dialing is Easy."

TFL illustrates the dangers of second hand smoke.



"Second Hand Smoke Genie Grants Asthma"



The Partnership for Access to Healthcare (PATH)

PATH is a collaborative of New Orleans leaders in the health and social service sectors. Its vision is to work together to achieve quality, equity and access to comprehensive health and social service systems for people with limited access to care in the New Orleans area.

PATH is dedicated to creating a culturally sensitive and seamless health and social services delivery system that is patient-centered, timely, safe, effective, efficient and equitable. PATH works to coordinate existing community assets and health system resources among its many partner organizations:

- Catholic Charities of the Archdiocese of New Orleans
- Common Ground Health Clinic
- Daughters of Charity Services of New Orleans
- EXCELth, Inc.
- Jefferson Community Health Centers, Inc.
- Jefferson Parish Human Service Authority
- Louisiana Department of Health and Hospitals
- Louisiana State University Healthcare Services Division
- Louisiana State University Health Sciences Center
- Metropolitan Human Service District
- New Orleans Health Department
- SSI Homeless Outreach Project
- St. Charles Community Health Center
- St. Thomas Community Health Center
- Tulane Community Health Center at Covenant House
- Tulane University Health Sciences Center
- UNITY for the Homeless



PATH's key objectives in 2005-06 included increasing access to care and development of an integrated system of care for all New Orleans residents by creating more effective information systems, quality improvement initiatives, neighborhood-level primary care efforts, planning and resource development, referral processes across public and private providers and care coordination for populations with special access barriers (e.g. recent immigrants, homeless individuals).

Since Hurricane Katrina, PATH staff and partners contributed to establishing principles for rebuilding the health system in the Greater New Orleans Region, including working on the Framework for a Healthier Greater New Orleans, Bring New Orleans Back Commission, and the Louisiana Healthcare Redesign Collaborative.

PATH Health Information Systems (PHIS), with funding from the Health Resources and Services Administration, made significant progress towards establishing electronic registration, billing and health records systems in community health clinics throughout the New Orleans Region that operate using a common standard so they may be linked in subsequent phases of the project.

Also in the past year, PATH created the Regional Ambulatory Care Planning Committee to coordinate planning and development of community clinics in the city. Since its creation, the Committee has secured \$13.5 million through the Social Services Block Grant program in partnership with the LA Department of Health and Hospitals for this project. PATH is on the Web at www.pathla.org.

School Health Connection

A result of LPHI working with a coalition of School Based Health Center (SBHC) providers and the W.K. Kellogg Foundation, School Health Connection was developed to coordinate response to the crisis following Hurricane Katrina. The strategy involves five critical actions: recover the SBHCs that were lost to Hurricane Katrina; improve their behavioral and mental health services; expand SBHCs in the Metropolitan area beyond the pre-Katrina level; develop a strategy to ensure that the new clinics are better and that they are sustained; and work with the communities surrounding the SBHCs to train them in community advocacy.

SCHOOL HEALTH CONNECTION

HEALTHY KIDS + HEALTHY COMMUNITIES

LPHI created the School Health Connection program as the coordinating vehicle for carrying out these goals. All of the crucial partners participate, including the Adolescent School Health Program, Louisiana Office of Public Health, the Recovery School District, the Orleans Parish School Board, Methodist Foundation, Baptist Community Foundation and others. The first three new replacement SBHCs will open their doors by or before January 2007. The current planning activities provide for up to seven new SBHCs over the next several years. School Health Connection is on the Web at www.schoolhealthconnection.org.

The Bureau of Primary Care and Rural Health

The Bureau of Primary Care and Rural Health partnered with LPHI in 2005-06 to provide technical support and resources to communities and to develop access to healthcare services and reduce health disparities. Last year, healthcare services recovery planning brought LPHI and the Bureau's mission even closer. Through the year of planning, LPHI served an important role in returning ambulatory care to the Orleans region.

LPHI provided invaluable leadership to community stakeholders to guide the recovery process which will continue in 2006-07 through the coordination of activities of the healthcare services recovery council. LPHI's leadership has supported council members involved in the recovery plans in the parishes of Cameron, Orleans, Jefferson, St. Bernard, Plaquemines and St. Tammany Parishes, as well as the Capital Area.



Financial Statement

An annual independent audit is conducted by the firm LaPorte, Sehr, Romig & Hand, CPAs.

Financial Activities

	For the Year Ended June 30, 2006	For the Year Ended June 30, 2005
SUPPORT AND REVENUE		
Grants and Contracts	\$10,784,637	\$9,303,901
Other Revenue	322,040	194,719
Interest Income	8,277	1,513
Total Support and Revenue	11,114,954	9,500,133
EXPENSES		
Program Services and Grants		
Louisiana Campaign of Tobacco Free Living	7,719,351	6,621,075
Step Together New Orleans	1,433,920	1,596,109
Metro Access Project (MAP)	677,912	158,347
SSI- Unity for the Homeless	144,986	148,112
CDC Recovery & Response	132,951	-
Children's Health Services	113,909	102,065
Maternal & Child Health	109,313	-
Partnership for Access to Healthcare (PATH)	97,947	179,479
Ascension Health	94,409	262,149
GNO Planning Group	71,063	-
Louisiana Population Estimates	38,091	-
Bayou Teche Community	28,185	-
Health Information Exchange	27,903	-
DHH -Stay Healthy LA	24,332	-
Coalition for Tobacco-Free Louisiana (CTFLA)	12,429	21,490
RWJ-Smokeless States	-	12,923
RWJ- LA Recovery Coordination	9,329	-
Rapides Foundation	8,675	11,960
Kellogg Foundation: Coordinated School Health	3,996	-
OPH-Folic Acid Council	3,528	45,621
March of Dimes	150	2,501
Better Health for the Delta	-	49,825
Catholic Health Systems	-	35,444
Healthcare for the Homeless	-	32,846
Other	32,257	23,957
Total Program Services and Grants	10,784,636	9,303,903
General and Administrative	98,509	27,844
Total Expenses	10,883,145	9,331,747
Increase In Unrestricted Net Assets	231,809	168,386
Unrestricted Net Assets - Beginning of Year	382,038	213,652
Unrestricted Net Assets - End of Year	\$613,847	\$382,038

LPHI Funding Sources

American Heart Association

Ascension Health

Baptist Community Ministries

Catholic Charities Archdiocese of New Orleans

The Centers for Disease Control and Prevention (CDC)

CDC Foundation

City of New Orleans, Department of Health

Health Resources and Services Administration (HRSA)

Louisiana Cancer Research Center

Louisiana Office of Public Health

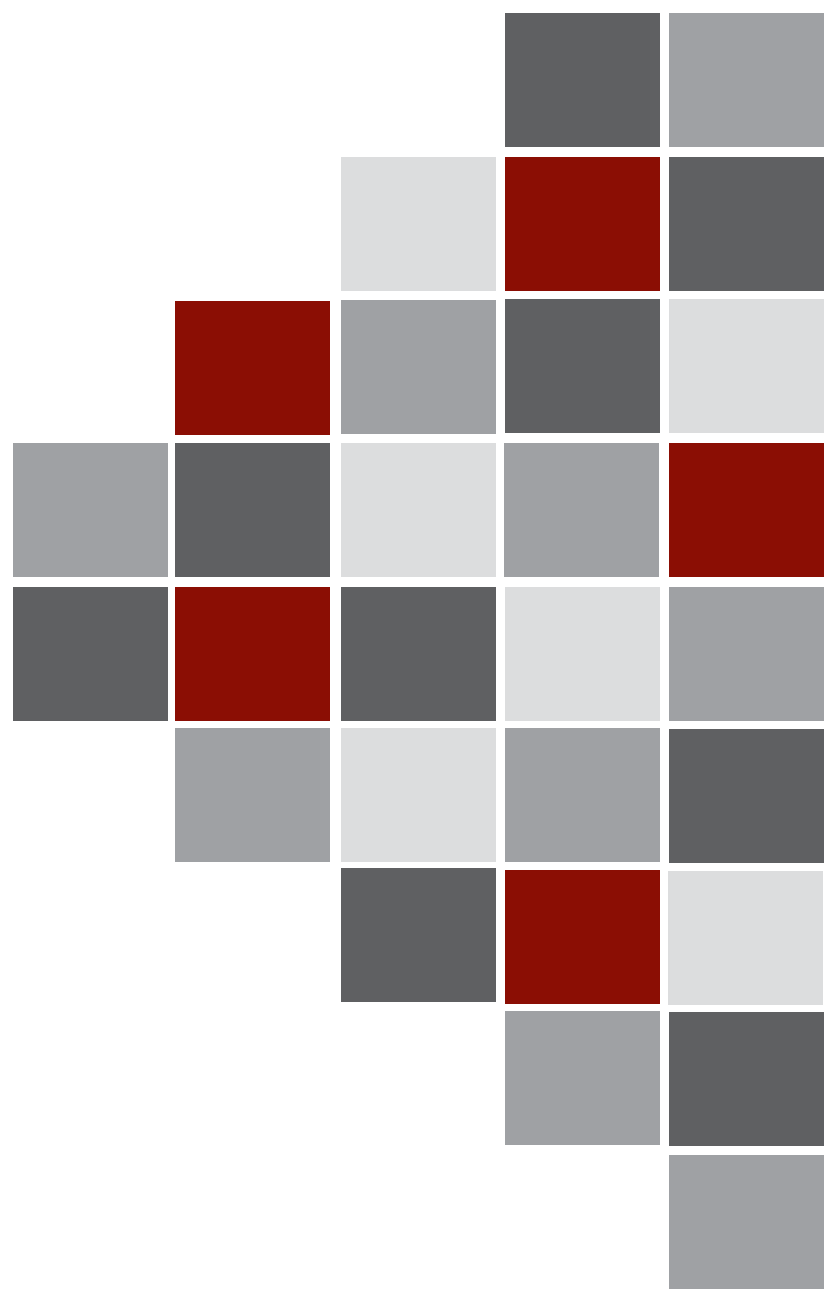
Rapides Foundation

The Robert Wood Johnson Foundation

W.K. Kellogg Foundation

In-kind contributions from partner organizations





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