A message from the Director

It is my pleasure to present the New Orleans Health Department’s 2014 Annual Report.

In 2010 Mayor Mitch Landrieu called for a transformation of the department from one that treats disease to one that prevents disease and promotes health. Over the past four years, we have moved away from a focus on direct services, except where appropriate, to focusing on assessment, assurance, and policy making to improve health.

Our process of transformation culminated this year, as we achieved national accreditation from the Public Health Accreditation Board. We were the first public health department in Louisiana and one of the first 44 departments across the nation to receive this designation. Accreditation reflects the high quality of services NOHD brings to the community, and it is something our entire city can be proud of.

We had a very busy and successful year. Among many other achievements, the opening of the New Orleans East Hospital was a momentous occasion that fulfilled a promise to bring a state-of-the-art facility back to the East.

Our journey does not end with accreditation. We are committed to continuing to strengthen our ability to bring quality public health services to New Orleans in partnership with our community.

We are confident that we are on the right path towards improved health for all who live, learn, work and play in New Orleans. We would like to thank all of our partners for your dedication and commitment to this goal.

On behalf of the Health Department team,

Charlotte M. Parent

Health Department Executive Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte M. Parent, RN, MHCM</td>
<td>Director of Health</td>
</tr>
<tr>
<td>Alicia Barthé-Prevost, RN, MSN</td>
<td>Deputy Director of Health</td>
</tr>
<tr>
<td>Joe Kanter, MD, MPH</td>
<td>Medical Director</td>
</tr>
<tr>
<td>Tomekia Dunkley, MPA</td>
<td>Manager of Administrative Services</td>
</tr>
<tr>
<td>Chris Gunther, MPH</td>
<td>Manager of Strategic Initiatives</td>
</tr>
<tr>
<td>Katherine Cain, MPH</td>
<td>Manager of Strategic Performance &amp; Partnerships</td>
</tr>
</tbody>
</table>
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Vision, Mission, Values

Vision
To serve New Orleanians as a model 21st century health department able to improve the public’s health through data-driven decision making, effective programming and policy development

Mission
Protect, promote and improve the health of all where we live, learn, work and play

Values
The following core values are the principles and beliefs that inspire our work and guide our behavior:

- Integrity
- Excellence
- Transparency
- Teamwork
- Responsiveness
- Innovation
- Diversity and Inclusion
- Respect
- Customer Service
- Accountability

2014 Goals
We set our goals for 2014 based on available information about the major public health challenges facing our community and on broad input from a diverse set of community members. The goals were to:

- Improve access to health care, including behavioral health (mental health and substance abuse) services
- Reduce the burden of chronic disease by improving nutritional and physical fitness
- Reduce the rate of murder and family violence
- Improve child and family health and vitality
- Protect the community’s health in the event of emergencies
- Address the social determinants of health through Health in All Policies work
- Improve Environmental Health
- Enhance senior services
- Establish the department as a public health model for the nation
Improve Access to Health Care

- *Increase the proportion of persons with medical insurance*
- *Reduce the proportion of persons who are unable to obtain or experience delays in obtaining necessary medical care, dental care, or prescription medicines*

NOHD works to ensure access to quality, affordable health care for everyone in New Orleans.

New Orleans East Hospital

The New Orleans East Hospital, an accredited state-of-the-art facility, opened in August 2014. This $130 million project is an 80-bed facility providing primary and pediatric care, pharmacy services and surgical services, with over 160 full time employees.

ACA Marketplace Enrollment Targets Exceeded

NOHD led a campaign that enrolled 13,178 New Orleanians in Marketplace health insurance plans during the first enrollment period ending March 31, 2014, which is 181% of the citywide goal. Throughout 2014, NOHD participated in 202 outreach events touching 5,002 individuals, and assisted 1,622 individuals with enrollment.

Greater New Orleans Community Health Connection (GNOCHC)

In the absence of Medicaid expansion, NOHD and partners successfully advocated for renewal of the GNOCHC waiver through December 31, 2016. The GNOCHC program provides free primary care at over 40 community health centers and clinical sites to income-eligible adults ages 19-64. The eligibility criteria for GNOCHC decreased from 200% of the Federal Poverty Level to 100% in 2014. GNOCHC enrollment was approximately 56,000 individuals at the end of 2014. NOHD and partners continue to identify and enroll eligible individuals into GNOCHC and to promote utilization of services.
Improve Access to Health Care: Safety Net

Dental Services

Through partnerships, we continued to operate our mobile van that provides improved access to dental services to children and the elderly throughout the city. In 2014, our Central City clinic at Health Care for the Homeless began providing routine dental cleaning and care to children.

Health Care for the Homeless

Our Health Care for the Homeless clinics provide comprehensive primary care services. While catering specifically to the homeless, the clinic is open to all who seek care, and offers a reasonable sliding-fee scale based on one's income level. In 2014, the program had approximately 6,500 patient visits.

In addition to the main clinic site in Central City, Health Care for the Homeless opened a second clinic site housed within the VA’s Community Resource and Referral Center (CRRC). This second clinic site provides full primary care services to nonveterans in a downtown location that is more convenient for many homeless persons to reach. The facility in which we are housed, the CRRC, is a day-shelter and resource center offering showers, laundry, employment, housing, and legal counseling services to both veteran and nonveteran clients.

Health Care for the Homeless implemented a prescription medication program with a neighboring commercial pharmacy, the Crescent City Pharmacy. This arrangement allows our patients to conveniently obtain prescription medications at a full-service pharmacy.

Ryan White HIV/AIDS (Office of Health Policy and Funding)

Ryan White Part A provides access to medical and supportive services for people living with HIV and AIDS. Our Ryan White Part A HIV/AIDS program serves as the grant administrator for an 8-parish area which includes Orleans, Jefferson, Plaquemines, St. Bernard, St. Charles, St. James, St. John, and St. Tammany Parishes. In 2014, this program made life saving medications and vital services available to 4,470 clients through local hospitals and clinics, with 100% of grant funds expended. Highlights include:

- Addition of a health care provider in New Orleans East.
- Conducting health education for teens at local schools in conjunction with Healthy Start New Orleans.
- Hosting a half-day “Link and Learn” professional development and networking session for approximately 50 case managers from New Orleans and surrounding areas with Healthy Start New Orleans.
- Implementing the Flash Project to provide jump drives to participants containing their essential health data, should they require it in case of emergency or evacuation.

Commemorating World AIDS Day
Improve Access to Behavioral Health Services

- Enhance the capacity and quality of the local behavioral health system

Community Alternatives Program

The Community Alternatives Program at Municipal Court is a diversion program that diverts defendants with mental illness to treatment in lieu of incarceration. This program will serve 75 individuals over an 18 month period. In 2014, this program moved from planning to implementation, with the program manager located at Municipal Court and relationships built with treatment providers.

As of the end of 2014, eight participants have successfully completed the six-month program, resulting in their charges being dismissed. An additional 20 participants are working towards the same goal.

Behavioral Health Council

We continued our work to improve access to behavioral health services in partnership with a broad community coalition, the Behavioral Health Council. In 2014 this group engaged in a restructuring process; it will be relaunched in 2015.

Behavioral Health Trainings

Along with academic and community-based partners, we co-sponsored 4 behavioral health trainings that served 160 individuals from 123 organizations. These trainings were open to professionals across the city but targeted the school system so that teachers, school mental health professionals and administrators have the tools they need to address trauma and build resiliency in the student population.

Behavioral Health Resource Guide

We have continued to update our Behavioral Health Resource Guide. An updated version – the fourth edition – will be printed in early 2015. A full list of behavioral health providers have been added to NOHD’s Real Time Resources mobile-friendly website at www.nola.gov/health/resources.

Mental Health Dashboard

We continued to publish the Mental Health Dashboard monthly on our website, which provides a snapshot of data across the mental health system so that all stakeholders may identify progress and areas for improvement.
Prevent Murder

• Improve community safety and well-being

NOHD continued its involvement in the implementation of NOLA FOR LIFE, Mayor Mitch Landrieu’s murder reduction strategy. We are active in all of the five pillars of the strategy:

• With Total Community Action and a team of service providers, NOHD offered support services to individuals identified through the City’s Group Violence Reduction Strategy, which targets group and gang members who are at high risk of violence. As of December 2014, 19 young men from this program are employed (six over six months), six are in vocational training, and two are in college.

• We are working to implement The NOLA FOR LIFE PLAYbook: Promoting Life for All Youth, a strategic plan to prevent violence in New Orleans as one of 15 cities selected from across the country to join the National Forum on Youth Violence Prevention.

• We continue to implement our School Trauma Response communication protocol to link schools with resources for addressing students’ psychosocial and emotional needs in the event of a student-involved homicide.

• In partnership with the New Orleans-based Center for Restorative Approaches, NOHD launched a new project to promote conflict resolution in New Orleans public schools through the use of restorative approaches. Restorative approaches are an alternative discipline strategy that emphasizes the reparation of harm and relationship-building over punitive discipline. Recognized as a best practice by President Obama’s Supportive School Discipline Initiative, this approach has been shown to reduce suspension rates and improve school climate. An implementation guide for schools has been completed.

• NOHD coordinated social services for participants across NOLA FOR LIFE initiatives, including re-entry. The NOLA FOR LIFE Services Collaborative launched in June 2014, bringing together 20 organizations to build a continuum of services for boys and men of color.

• NOHD launched the Realtime Resources mobile website in June 2014 which contains up-to-date, detailed listings of all social and community-based services available to residents of New Orleans. www.nola.gov/health/resources

• NOHD actively engaged in NOLA FOR LIFE Days through staff participation, providing tables at the resource fair, and scheduling activities on site.

• In 2014, NOHD began working with NOPD on providing specialized training to NOPD officers to promote positive relationships between youth and law enforcement. These efforts will continue in 2015.
Prevent Domestic and Family Violence

- Identify and prevent family violence through screening and supportive services

Blueprint for Safety

New Orleans is one of three demonstration sites funded by the Department of Justice’s Office on Violence Against Women to adapt and implement the Blueprint for Safety, a single policy coordinating the response to domestic violence from 911 through probation and parole. In 2014, New Orleans became the first demonstration site to launch the Blueprint, improving criminal justice practice locally and modeling a new approach to domestic violence for other communities around the nation.

In partnership with six criminal justice agencies, including the New Orleans Police Department, NOHD designed the Blueprint to prevent victims of domestic violence from falling through the cracks by institutionalizing ways to collect and share information about risk and danger. Our mission is to respond more quickly and ably to domestic violence, so that we can stop the violence and save lives.

Coordinating the community’s response to domestic violence and sexual assault

NOHD continued to be a leader in coordinating the City’s response to domestic violence and sexual assault, hosting monthly Domestic Violence Advisory Committee meetings, and co-hosting monthly Sexual Assault Response Team meetings with the New Orleans Family Justice Center. This year the Health Department partnered to offer 20 trainings, including a Sexual Assault Best Practices Conference that brought over 100 practitioners together to learn from the nation’s leading experts, and providing a train the trainer program for the NOPD on addressing sexual assault through the National Law Enforcement Training Enhancement and Capacity Building Project.

Domestic violence screening through WIC

Sixty-five percent of children under age 5 in our community are eligible for WIC benefits. To utilize the reach of this program to address domestic violence, last year the Health Department piloted a program in its Central City WIC clinic screening participants for domestic violence and linking families to services if needed. This year, the domestic violence screening program was expanded to all of the Health Department’s WIC clinics.
Reduce Burden of Chronic Disease

- Become a top ten fittest city in the United States by 2018

Fit NOLA is Mayor Mitch Landrieu’s initiative to address obesity and chronic disease through promotion of physical activity and healthy eating.

**Fit NOLA Business Designations**

Sixteen businesses completed the Fit NOLA Business Assessment and received designation as a Fit NOLA Business. As of the end of 2014, over 27,000 employees in the New Orleans area work for a Fit NOLA Business.

The Fit NOLA Business Assessment is part of the Fit NOLA Business Toolkit, a guide on incorporating wellness in the workplace. The toolkit identifies policies and practices businesses can use to promote wellness for their employees.

<table>
<thead>
<tr>
<th>Level</th>
<th>Fit NOLA Businesses</th>
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<tbody>
<tr>
<td>Platinum</td>
<td>GE Capital</td>
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<tr>
<td></td>
<td>United Healthcare Community Plan</td>
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<tr>
<td>Gold</td>
<td>BCBSLA</td>
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<td></td>
<td>Louisiana Public Health Institute</td>
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<td>Ochsner Health System</td>
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<td></td>
<td>Tulane University</td>
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<td></td>
<td>The New Orleans Saints</td>
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<td></td>
<td>The New Orleans Pelicans</td>
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<tr>
<td>Silver</td>
<td>American Heart Association of Greater NO Advocate New Orleans</td>
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<td></td>
<td>Coca-Cola</td>
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<td>New Orleans City Hall</td>
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<td>REO, L.L.C.</td>
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<td>Bronze</td>
<td>Up2Us</td>
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<td></td>
<td>Propeller</td>
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<td>New Orleans Public Library</td>
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**Fit NOLA Parks and Playgrounds**

The Fit NOLA Parks program offers free activities along with healthy food options at the concession stands at three NORDC playgrounds: Taylor, Norwood Thompson and St. Roch. In 2014, over 3,000 people attended free recreation activities including Zumba, CrossFit NOLA Boot Camp, hula hooping, yoga, and line dancing. The initiative is a partnership between the NORDC, the Louisiana Public Health Institute, and NOHD and is supported by the Blue Cross Blue Shield of Louisiana Foundation and Chevron.

**Silver Bicycle Friendly Community**

NOHD led the City’s successful application to earn the designation of a Silver Bicycle Friendly Community by the League of American Bicyclists.

**School Resource Guide**

Fit NOLA partners collaborated with the Institute of Women and Ethnic Studies (IWES) to produce Healthy by Default, a resource guide for schools to assist them in promoting physical activity and healthy eating.

**Ongoing partner engagement**

Fit NOLA maintains over 180 organizational partners and 6 active sector groups: Active Community Design, Business, Community, Early Childhood, Health Care, and School and Out-of-School.

In 2014, two Fit NOLA Forums were held to convene Fit NOLA partner organizations with over 200 participants. Fit NOLA has over 600 newsletter subscribers and over 2,000 social media followers.
Improve Child and Family Health and Vitality

- Reduce low birth weight and very low birth weight

Healthy Start New Orleans

Healthy Start provides case management, health education, and referrals to other services for women in Orleans Parish who are pregnant or have a child under two. In 2014, HSNO served 852 participants through case management and health education. In addition to building upon existing projects including the Best Babies Zone to address social determinants of health in Hollygrove and the NOLA Dads program to provide support and education for fathers, successes this year included:

- Receipt of HRSA award of almost $10 million to be used over a five year period to address infant mortality and low birth weight outcomes. New Orleans Healthy Start has been designated as a Level 3 Healthy Start and will mentor other Healthy Start sites in Louisiana, Mississippi, Arkansas and Alabama.

- Expansion of multicultural services and competency by adding two new bilingual case managers to serve Latino families and sponsoring the Undoing Racism training for area social service agencies.

- Launching “Mom2Mom” support groups at five locations, including two Spanish-language groups, that bring mothers together to explore health education topics and share resources.

WIC enhancements

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides healthy foods, nutrition education, and referrals to other health and social services. Pregnant, breastfeeding, and post-partum women, infants, and children up to 5 may be eligible for WIC. Participation averages 5,200 visits per month for a total of 62,333 visits in 2014.

- WIC’s partners include Just Kids Dental to provide dental hygiene information and products to all participants; Tulane’s Positive Parenting Study to educate WIC moms on parenting techniques; and the New Orleans Public Library, which brings a bookmobile to classes, reads to the kids and gives out books.

- Our three WIC clinic sites beautified their spaces with new furniture and A/V equipment for waiting rooms, training/class rooms, and new play area equipment in waiting rooms for kids.

- All three WIC sites currently screen for domestic violence. Each site is outfitted with a computer in a secure area for mothers who screen positive to access to state and national DV web-based resources.

- WIC plans to add a site in A.P. Sanchez Multi-service building in the Lower Ninth Ward in 2015.

The Strong Start program is co-located within WIC and aims to increase breastfeeding rates. In 2014, Strong Start piloted a breastfeeding support group program at NOHD’s WIC clinics. It also hosted “Latch Lounge” breastfeeding workshops; participated in a successful transit campaign: the "Breastfeeding: Eat Local" Campaign, which featured breastfeeding WIC participants and their families; and established a community workgroup which includes stakeholders from local hospitals, the public, non-profit, and private sectors, all working together to promote consistency of breastfeeding support and messaging across the New Orleans area.
Protect Health in the Event of Emergencies

- Strengthen preparedness planning for all-hazard and planned events

The Health Department’s Emergency Preparedness Program plans for and responds to all public health emergencies in New Orleans including natural disasters, disease outbreaks, mass casualty incidents and more. We monitor the availability of public health and medical services and provide evacuation/sheltering assistance to medically vulnerable populations.

Key 2014 accomplishments

- Successfully responded to 13 emergencies.
- Held 43 hurricane season outreach events.
- Enrolled 833 new people in the Special Needs Registry, for a total of 3,296 registrants.
- Added 49 new members to the Medical Reserve Corps (MRC), for a total of 72 members.
- Held two emergency preparedness exercises in conjunction with the Louisiana Department of Health and Hospitals (DHH) and the New Orleans Office of Homeland Security and Emergency Preparedness (NOHSEP).
- Prepared to apply for Project Public Health Ready (national certification).

Winter Storm Activation

NOHD opened and staffed freeze shelters during Winter Storm Leon serving 84 citizens.

Ebola Preparedness & Response

- All emergency operation plans were updated according to CDC guidelines for Ebola in coordination with NOHSEP, DHH and the Governor’s Office of Homeland Security and Emergency Preparedness.
- NOHD regularly provided Ebola information to all health care providers and engaged in on-site meetings to discuss preparedness activities.
- Door to door outreach and call center teams were identified and trained to respond if there were a confirmed case of Ebola in New Orleans. NOHD and MRC assisted DHH to conduct direct active monitoring of individuals returning from travel to the countries affected by Ebola.
- Made updated Ebola information available at www.nola.gov/health, 311 and healthdepartment@nola.gov.
Address Health through Policy

Public Health Law Fellowship

With support from the Network for Public Health Law and the Robert Wood Johnson Foundation, NOHD hosted a public law fellow in 2014. This fellow worked closely with the law department to examine and improve the city’s public health ordinances, with an emphasis on smoking and environmental health. It is expected that the City Council will take up these ordinances in 2015. The fellow also provided guidance on HIPAA compliance.

Health Impact Assessment

NOHD partnered with the Network for Economic Opportunity, Alembic Community Development, the New Orleans Redevelopment Authority, the Healthy School Food Collaborative, and a range of Central City-based partners to conduct the first official Health Impact Assessment in the state of Louisiana around the issue of healthy food access.

The purpose of the assessment was to inform the programming and community engagement strategies at the new Jack and Jake’s fresh food market – a Fresh Food Retail Initiative recipient – scheduled to open in 2015. All data was collected for the assessment; the report will be published in early 2015.

Health in All Policies

In addition to its Health Impact Assessment and work with the law department, NOHD continues to coordinate across City departments to promote policies and programs that impact health and the social determinants of health. In 2014, areas of emphasis included:

- Violence prevention through Blueprint for Safety
- Infectious disease prevention and planning in collaboration with first responders
- Promotion of healthy lifestyles through expanded physical activity programming and built environment considerations

NOHD aims to continue to expand its capacity to address Health in All Policies in 2015.

Improve Environmental Health

NOHD is in the process of building an environmental health program as part of a project to educate the community about sound. Recruitment of personnel is underway. We expect the program to be fully operational by mid-2015.
Establish the Department as a Model for the Nation

- **Strengthen department infrastructure in order to meet or exceed Public Health Accreditation Board standards**

**Achieving National Accreditation**

In 2014, NOHD achieved its goal of becoming a nationally accredited health department. We were one of the first 44 public health departments in the country to receive this designation.

This achievement marks the advances in quality and performance of the department since its transformation that began in 2010. It means that the department operates with strong fiscal management, an organizational culture that fosters skill and dedication to protecting the health of our community, and an ongoing commitment to community partnerships.

**Hosting the APHA Annual Meeting**

In November, the American Public Health Association convened its annual membership meeting in New Orleans. The conference welcomed 13,000 attendees, including many of the nation’s leading public health professionals and advocates, and featured 1,000 scientific sessions. This year’s meeting theme was “Healthography: How Where You Live Affects Your Health and Well-Being.”

Director Charlotte Parent presented at the opening plenary and Mayor Mitch Landrieu presented on a special session on youth violence prevention through community change. Other presentations by Director Parent and NOHD staff included building a culture of health, public health and social justice, perinatal support during disaster recovery, violence prevention, NOLA FOR LIFE, Fit NOLA, community health improvement, and quality improvement. NOHD also co-hosted a welcome reception for conference attendees.

**Addressing the Public Health Needs of the Latino Population**

Puentes New Orleans and the Committee for a Better New Orleans, in collaboration with the New Orleans Health Department, surveyed 279 Latino residents about their health and related issues to produce a report on Latino community health. The report indicated that the primary health issues among Latino residents are access to health services and resources, along with lifestyle-related medical conditions including high blood pressure, high cholesterol and obesity. The recommendations contained in the report will better enable NOHD and public health system partners to better address the needs of Latinos in New Orleans.
Facilitate, Link and Leverage

In 2014 we continued to facilitate aligned NOHD programs and link external partnerships to maximize collective impact. We also continued to leverage external resources to support our goals.

Community Health Improvement Steering Committee

To facilitate collaboration around the city’s public health priorities, NOHD reconvened its Community Health Improvement Steering Committee, consisting of leaders from the local public health system and community at large. Achievements this year include reporting on progress towards the goals set in the Community Health Improvement Plan (2013) and organizing to revise the plan.

Management of Municipal Contracts

To link important social services with NOHD programs and initiatives, NOHD manages the following municipal contracts on behalf of the City:

- Louisiana SPCA, for provision of animal control services - $1,846,440
- New Orleans Council on Aging, for provision of senior centers - $662,952
- LSU Ag Center, for provision of education around nutritional services - $101,150
- Total Community Action, Inc., for provision of senior feeding programming - $42,451
- LA Dept. of Veterans Affairs, for provision of veteran outreach services - $9,000

Resource Generation

Leveraged resources accounted for the majority of critical community programs and services. In 2014, NOHD’s total funding was $23,015,544, 7% of which came from the City of New Orleans General Fund, and 93% of which came from externally leveraged resources, which included both new grant-funded initiatives and longstanding federal and state-funded core programs.

<table>
<thead>
<tr>
<th>Source of Funding</th>
<th>Amount</th>
<th>Percentage of budget</th>
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<tbody>
<tr>
<td><strong>External</strong></td>
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<tr>
<td>Federal</td>
<td>$18,661,266</td>
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</tr>
<tr>
<td>State</td>
<td>$1,540,890</td>
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</tr>
<tr>
<td>Private</td>
<td>$1,213,053</td>
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<tr>
<td><strong>City</strong></td>
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<tr>
<td>General Fund</td>
<td>$1,600,335</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>$23,015,544</td>
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## 2014 Performance Summary

<table>
<thead>
<tr>
<th>Measure</th>
<th>2013 Actual</th>
<th>2014 Target</th>
<th>2014 Total</th>
<th>Target met</th>
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<tbody>
<tr>
<td><strong>ACCESS TO CARE</strong></td>
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<tr>
<td>Number of unduplicated clients receiving Health Care for the Homeless services</td>
<td>3,468</td>
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<td>Number of patient visits to the Health Care for the Homeless program</td>
<td>7,070</td>
<td>6,500</td>
<td>8,666</td>
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<tr>
<td>Number of unduplicated clients served through Ryan White Part A HIV/AIDS services</td>
<td>4,046</td>
<td>4,100</td>
<td>4,470</td>
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</tr>
<tr>
<td>Percent of patients who report satisfaction with HIV/AIDS care</td>
<td>89%</td>
<td>90%</td>
<td>90%</td>
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</tr>
<tr>
<td>Number of Behavioral Health trainings convened</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>Yes</td>
</tr>
<tr>
<td>Number of people enrolled in health insurance programs through GNOCHC and marketplace</td>
<td>64,183 (GNOCHC only)</td>
<td>58,000</td>
<td>70,546</td>
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<td><strong>FAMILY HEALTH</strong></td>
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<tr>
<td>Number of Healthy Start Services recipients</td>
<td>1,119</td>
<td>1,000</td>
<td>852</td>
<td>No¹</td>
</tr>
<tr>
<td>Number of client visits to Women Infant and Children (WIC) clinics</td>
<td>64,374</td>
<td>66,000</td>
<td>62,333</td>
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<tr>
<td>Percent of WIC mothers who initiate breastfeeding</td>
<td>12%</td>
<td>25%</td>
<td>29%</td>
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<tr>
<td><strong>HEALTHY LIFESTYLES</strong></td>
<td></td>
<td></td>
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<tr>
<td>Number of community organizations or institutions that adopt Fit NOLA standards</td>
<td>0</td>
<td>10</td>
<td>16</td>
<td>Yes</td>
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<tr>
<td><strong>PREVENT VIOLENCE</strong></td>
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<tr>
<td>Percent of women screened for domestic violence at Central City WIC</td>
<td>15%</td>
<td>50%</td>
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<td>Number of unique visits to the Real Time Resources mobile website</td>
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</tr>
<tr>
<td>Number of individuals with medical needs registered for sheltering and evacuation</td>
<td>2,400</td>
<td>3,000</td>
<td>3,296</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>INFRASTRUCTURE/POLICY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of city gov't entities implementing new or revised policies that address public health in partnership or consultation with the Health Department</td>
<td>9</td>
<td>9</td>
<td>14</td>
<td>Yes</td>
</tr>
</tbody>
</table>

¹ The program was in transition between funding cycles mid-year and was asked by its funder to stop serving community participants (i.e., non-enrolled participants) as of June 1, 2014. This caused a decrease in the total number of people served.

² Our WIC clinics faced chronic computer outages due to factors out of our control, leading to a decrease in the number of participants served. These issues have been resolved and participation is expected to rise in 2015.
2015 Goals

In 2015 we will continue to build on our 2014 goals designed to:

- Improve access to health care and behavioral health services
- Reduce the rate of murder and family violence
- Reduce the burden of chronic disease by improving nutritional and physical fitness
- Improve child and family health and vitality
- Protect health in the event of emergencies
- Address social determinants of health by advocating for health to be considered in decisions across all sectors (“Health in All Policies”)
- Continue to protect vulnerable populations
- Continue to support the New Orleans East Hospital
- Provide environmental health education and enforcement
- Serve as a model health department