BLUE CROSS AND BLUE SHIELD OF LOUISIANA FOUNDATION

ANNUAL CONVENING

Foundation Priorities

Louisiana FOUNDATION

Louisiana's Declining Health

Ranked 4th in Childhood Obesity

In Louisiana, **20.7% of children are obese**, compared to 16.4% nationwide.

Ranked 5th in Adult Obesity

In Louisiana, **31.2% of adults are obese**, compared to 22% nationwide.

Ranked 8th in Rising Obesity Rates

Louisiana is tied with West Virginia for 8th fastest growing obesity rate since 1995.

Five Lessons Learned

#1

Project leadership = success.

Smart, adaptive leadership at a project/grantee level is more important than a perfectly structured project plan or a beautifully written grant application. Look for leaders with strong vision who can sell it and get buy-in.

#2

Ongoing, short-term and manageable benchmarks are key.

Without them, it's easy to fall into a pattern of lapses and jumpstarts without structured benchmarks along the way. Collaborate to set flexible, short-term benchmarks at regular intervals.

#3

Be hands-on at every phase.

Achieving success via grantmaking is an investment of money and time. We want to be on the ground with our partners, understanding their challenges in real-time and helping them formulate strategies to adapt to challenges that arise.

Five Lessons Learned

#4

Good ideas don’t share themselves.

Without constant work to share, connect and get attention for great ideas, they will wither on the vine. Grant announcements, PR, blogs, convenings, etc. are necessary to keep ideas moving forward.

#5

Leaders and partners working together can make a difference.

The most successful projects in our grant portfolio have been those led by people who know how to get people past turf issues, to roll up their sleeves and be ready to collaborate.

Ideas to Share

- **232-HELP:** We can lower ER readmission rates through thorough care navigation that matches patients in need to housing, food, mental health services and more.
- **Health and Education Alliance of Louisiana:** We can dramatically improve children's performance in school by seeing about healthcare needs (plus there is a way to pay for it)
- **Workforce Development Board 83:** We can tackle healthcare workforce development issues more effectively when training and hiring entitites agree to share data and a common plan.

Ideas to Share

- **CLEDA:** We can create a local, healthy food economy where one didn’t exist before through sustained, thoughtful programming and leadership.
- **NOLA Bike Easy/City of Ruston:** We can get communities walking and biking more through smart community design and execution.

Progress

- Obesity
- Immunizations
- Supporting children with high needs

Opportunity

- Healthcare human capital
- Opioids
- Early care and support for moms and kids with high needs
- Regional: Houma/Bayou Region, Lake Charles/Southwest Louisiana

Questions/Discussion

Louisiana FOUNDATION

Thank You!

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