

2013-2014 Strategic Plan

Vision

To serve New Orleanians as a 21st century health department and a model for the nation, capable of improving population health through data-driven decision making and policy development.

Mission

It is our mission to:

- Protect, promote and improve the health of all community members so they can achieve their full potential
- Foster an optimum health-related quality of life for those that live, learn, work, and play in New Orleans
- Ensure conditions that enable health and healthy choices

To achieve this mission, we will:

- Assess and address both health issues and health assets in the community
- Assure the availability of quality preventive and clinical health services and health programming
- Promote legislation and policies that incorporate “health in everything”

Core Values

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

Strategic Priorities and Objectives

Improve Access to Health Care

- Increase the proportion of persons with medical insurance
- Enhance the capacity and quality of the local behavioral health system
- Reduce the proportion of persons who are unable to obtain or delay in obtaining necessary medical care, dental care, or prescription medicines

Health Care for the Homeless
Violence & Behavioral Health
Health Care Policy
Ryan White

Prevent Violence

- Improve community safety and well-being
- Identify and prevent family violence

Violence & Behavioral Health
Women, Infants, & Children

Promote Healthy Lifestyles

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

Healthy Lifestyles
Community Health Improvement

Enrich Family Health

- Reduce low birth weight and very low birth weight

Healthy Start
Women, Infants, & Children

Prepare for Emergencies

- Strengthen preparedness planning for all hazard and planned events
- Improve response capabilities of the Health Department during emergencies

Emergency Preparedness

Enhance Health Department Infrastructure

- Strengthen department infrastructure in order to meet or exceed PHAB standards

Quality Improvement &
Performance Management
Administration

Department Contact Information

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New Orleans Health Department Performance Management

Performance Indicators	End 2012	Target 2013	Target 2014	Lead
1) Improve Access to Health Care				
Number of enrollees in GNOCHC Medicaid Waiver Program*	56,000	65,000	--	Health Policy Lead
Number of Behavioral Health Interagency Council meetings per year	--	4	4	Violence and Behavioral Health Program Lead
Number of behavioral health trainings convened*	--	4	--	
Number of unduplicated clients served through Ryan White Part A HIV/AIDS services*	4,627	3,990	4,650	Ryan White Program Director
Percentage of patients who report satisfaction with HIV/AIDS care services*	89%	89%	TBD	
Number of unduplicated clients served by the Health Care for the Homeless Program*	2,031	2,000	2,300	Health Care for the Homeless Program Director
Number of patient visits to the Health Care for the Homeless Program*	6,801	4,000	TBD	
New Orleans East Hospital Operational Status	Funded	Construction complete	Fully operational	Health Commissioner
2) Prevent Violence				
Percentage of population surveyed that feels "safe" or "very safe" around their homes during the day (Source: UNO Quality of Life Survey)	84%	--	90%	Violence and Behavioral Health Program Lead
Percent of women who are screened for domestic violence at Central City WIC clinic*	0%	50%	60%	WIC Program Director; Violence and Behavioral Health Program Lead
3) Promote Healthy Lifestyles				
City's ranking in American College of Sports Medicine Fitness Index	37	34	30	Fit NOLA Program Lead
Number of Play Streets fitness promotion events held*	0	4	--	
4) Enrich Family Health				
Number of Healthy Start service recipients*	946	1,000	1,000	Healthy Start Program Director
Percentage of women between pregnancies participating in Healthy Start who have a medical home*	88%	92%	94%	
Number of client visits to WIC clinics*	64,602	66,000	66,000	WIC Program Director
Percentage of WIC mothers who breastfeed*	10%	12%	15%	
5) Prepare for Emergencies				
Number of medically needy individuals registered for sheltering and evacuation	724	900	1,000	Emergency Preparedness Program Lead
Number of Health Department-led exercises and drills	0	1	2	
Number of Medical Reserve Corps Volunteers	13	30	50	
Number of employee trainings	0	2	4	
Time it takes employees and volunteers to respond during a call-down	--	TBD	10% faster than 2013	
6) Enhance Health Department Infrastructure				
Percent of accreditation milestones achieved*	20%	90%	100%	QI & PM Program Lead
Accreditation Status	Not accredited	App & docs submitted	Accredited	
Percent total budget coming from external resources rather than city General Fund (grants and in-kind)*	90%	75%	TBD	Deputy Director
Number of city government entities implementing new or revised policies that address public health in partnership or consultation with the Health Department*	10	9	TBD	Health Commissioner

Notes:

a) These measures are taken from the 2013 Strategic Plan and Results NOLA.

b) *Starred items are Results NOLA measures, reported to the public by the City of New Orleans Office of Performance and Accountability.

c) 2014 Targets are estimated and subject to change.