

# SOUTHWEST LOUISIANA AREA HEALTH EDUCATION CENTER 2016 ANNUAL REPORT CELEBRATING 25 YEARS

## SWLAHEC Receives Statewide Award



In March 2016, SWLAHEC celebrated 25 years of service to its region and the state of Louisiana. The organization has accomplished much in its first 25 years, evidenced by the fact that it has successfully administered over \$52 million in grants and contracts. The current staff and Board of Directors wish to thank all SWLAHEC's current and former partner organizations, and former staff and board members for enabling SWLAHEC to continue fulfilling its mission of improving health.



The Southwest Louisiana Area Health Education Center was named as co-recipient of the Nonprofit of the Year Award. This honor is bestowed annually by the LA Association of Nonprofit Organizations to one or two organizations. Several department directors and long time staff members were in attendance when the award was presented at the LANO "Force for Good" luncheon. The event was held in August at the Baton Rouge Crown Plaza. During her acceptance speech, CEO Bootsie Durand thanked Kathy Richard, a former board member and staff member, for nominating the organization.

## Two 5 year service awards earned

Marsha Goodly, RN, was presented with a five year service award at SWLAHEC's first staff meeting of 2016. Marsha, a Public Health Nurse for Region 5, has been employed by SWLAHEC since March 1, 2011.



Marsha Goodly, RN

Contessa Guillory-Brown, RN, was presented with a five year service award at SWLAHEC's first staff meeting of 2016. Contessa, a Public Health Nurse for Region 5, has been employed by SWLAHEC since March 1, 2011.



Contessa Guillory-Brown, RN

## Staff members recognized for AHEC of a job

Tara Gary (right) was selected as the first AHEC OF A STAFF MEMBER for 2016 in April. She was presented the plaque engraved with her name by the previous recipient, Sebreana Domingue. Tara has been employed by SWLAHEC since January 2013 and is a Health Interventions Educator and Health Insurance Navigator.



The August 2016 AHEC OF A STAFF MEMBER recipient was Lou Hulin (right). She was presented the engraved office plaque by former recipient Tara Gary. Lou has been employed by SWLAHEC since November 2013 and is the Director of Office Operations/Human Resources.



Chris Cornell (right) was chosen as the December 2016 AHEC OF A STAFF MEMBER. She was presented the engraved office plaque by former recipient Lou Hulin. Chris has been employed by SWLAHEC since December 2012 as the Maternal and Child Health Regional Coordinator for Region 4.



## DEPARTMENT REPORTS

### ✓ CAREER & PROFESSIONAL EDUCATION

The Career & Professional Education Department works to increase the number of workforce professionals in healthcare occupations. This department operates career exposure programs for students in middle, high and postsecondary schools. The department also provides support to the UHC Learning Resource Center and operates the Louisiana HOSA chapter.

#### 2016 Statistics

- ◆ **184 high school students took part** in AHEC of a Summer at **20 healthcare facilities**
- ◆ **891 students** participated in HOSA-Future Health Professionals
  - **473** attended the Fall Leadership Conference held at UL Lafayette
  - **374** took part in the Spring State Leadership conference held at UL Lafayette
  - **17** attended the National Leadership Conference in Nashville, TN
  - **Six** attended the HOSA Washington Leadership Academy
  - State Advisor is a Chairperson on the National HOSA Competitive Events Committee and was sent to American Samoa to train members and help with their conference
- ◆ **13 medical students** were placed with rural physicians for Primary Care Elective and Primary Care Rural Preceptorship Program
- ◆ **65 7th and 8th grade students and 11 teachers** attended the Gear Up Introduction to First Responders & Veterinarian events
- ◆ **80 students and 10 teachers** attended Day with the Docs to learn about life as a medical student
- ◆ Health Career information was made available to more than **4,800 10th graders** during career fairs



*A student gets to see a "flying ambulance" firsthand*



*GEAR UP students practice bandaging each other*

The Learning Resource Center at UHC provides medical library services to healthcare students, professionals, hospitals, and clinics in the 13 parishes of the Southwest Louisiana AHEC region.

Visit [www.lahosa.org](http://www.lahosa.org)

### ✓ HEALTH INTERVENTIONS

The vision of the Health Interventions Department is to be a reliable, reputable, proactive and diverse group of health educators who are committed to the goal of improving personal health through effective prevention programs and intervention strategies. This vision is accomplished through the following programs:

#### HIV/AIDS Program (HAP) -

The HAP Program has multiple functions.

Program staff maintains **53**

**prevention materials sites** located across Imperial Calcasieu. The HAP Program provides free and confidential HIV counseling, testing and referral services at **three locations** in Lake Charles. The HAP program also includes street outreach and recruitment activities used to meet high risk people in the communities where they reside.

**Social Norms for Alcohol Prevention (SNAP)** - The SNAP Project addresses the community norms surrounding alcohol use and abuse by the youth and college students across south Louisiana. The SNAP Project combines social norms theory and practices with social marketing techniques to create unique prevention campaigns that are being implemented in **five public and private high schools**, as well as **four universities**.

**Navigators for a Healthy Louisiana (NHL)** - Navigators play a vital role in helping consumers across the state understand and complete their applications for health care insurance coverage offered through the Affordable Care Act. This project is a consortium of all three LA AHECs and employs 19 Navigators.

#### Health Interventions Department 2016 Statistics:

- ◆ **HIV Tests Conducted = 400**
- ◆ **Visits to Materials Sites = 216**
- ◆ **Prevention Materials Distributed = 66,500**
- ◆ **Referrals to Other Services = 1,263**
- ◆ **Youth Program Participants = 3,297**
- ◆ **College Student Participants = 17,962**
- ◆ **People reached through social media = 571,838**
- ◆ **Community Events participated in = 1,014**
- ◆ **Consumers who have sought enrollment assistance = 4,110**



*Tara Gary conducting HIV/AIDS Outreach in Lake Charles*



*SWLAHEC Navigators Jacob Shei and Karen Gallaspy provide community outreach*

## ✓ PREVENTIVE HEALTH



Well Ahead contractor Bradley Richard gives a thumbs up at the event marking Stuller achieving a Well Ahead Level 1 designation

The Partnership hosted a successful Complete Streets Workshop where experts were brought in to educate over 70 **local policy makers and elected officials** on the importance and execution of passing a Complete Streets Policy. Complete Streets is a policy that states that any infrastructure improvements done in a municipality have to include bicycle and pedestrian infrastructure as well as public transportation, cars and freight.

The Partnership For A Healthier SWLA's Fit Kids Program hosted over **320 children** for the entire summer of 2016. Fit Kids is a program that pairs personal trainers with area summer camps and teaches fitness and nutritional fundamentals to the children in the camps.

The KISS Project celebrated its **5<sup>th</sup> year** of existence. The KISS (Keep It Simple Sisters) Project provides free fitness and nutrition classes to low income African American women who want to lose 20lbs or more. In 2016 KISS was rebranded as "Keep It Simple Saints". The program now includes men and children and focus on family fitness and health. In 2016 **125 people** participated in the KISS Project.

The Partnership For A Healthier Southwest Louisiana also drastically grew and diversified our coalition. In 2016 we added over **40 new partners** from a diverse group of organizations, businesses and governments. This diversification will allow us to utilize more resources and create more of an impact.



Partnership members participate in a trail clearing event at Tuten Park in Lake Charles

**Well-Ahead Louisiana** is administered by SWLAHEC through a grant funded by the CDC. SWLAHEC oversees five Well Ahead regional coordinators and seven parish level contractors in regions 1, 3, 4, 5 and 9 to provide assistance to worksites, hospitals, schools, daycare centers, restaurants and colleges/universities to become healthy workplaces. By helping companies and organizations to complete healthy guidelines set by the LDH Health Promotion Team, SWLAHEC's efforts resulted in **226 new WellSpot designations** in those five regions. Through the Well-Ahead program, a tobacco-free campus policy is mandated for every workplace to become a WellSpot. **54 schools, 1 college, 14 daycare centers, 7 hospitals, 22 physician clinics, 6 restaurants and 143 workplaces** developed a tobacco-free workplace policy and promoted the Louisiana Tobacco Quitline to over **200,000 workplace employees and patrons**.

**Partnership For A Healthier SWLA** - In 2016 The Partnership For A Healthier Southwest Louisiana worked to increase access to green spaces and parks by advocating for and volunteering to **help clear 1½ miles** of dense forest from old walking trails at Tuten Park that had been closed for over a decade.

The Partnership

## ✓ PUBLIC HEALTH SUPPORT

The mission of the Public Health Support Department is to improve the health status of the region by supplying staff and services to meet the health needs of its citizens. This mission is accomplished through contracts with and funding from the LA DHH Office of Public Health's Fetal and Infant Mortality Review Program, the Nurse - Family Partnership (NFP) Program, Women, Infants, and Children (WIC), Project LAUNCH (Linking Actions for Unmet Needs in Children's Health) and the Calcasieu Parish Police Jury.

### 2016 Public Health Support Statistics

- ◆ The NFP Home Visitors helped over **88 income-limited, first time moms** to have healthy pregnancies.
- ◆ **Over 350 people** attended My Fair Baby Safe Sleep Baby Shower at the Lake Charles Civic Center in May.
- ◆ Project LAUNCH completed **78 outreach events** with local social service agencies to promote the program and create collaboration in regard to the referral process.
- ◆ WIC (also called the Special Supplemental Nutrition Program) for pregnant, breastfeeding and postpartum women, and infants and children up to 5 years of age, had an average monthly participation of **127,000** in Louisiana in 2016.



Safe Sleep Task Force members (front row, left to right) Nancy Roach, Linda Pickett, Kelly Smith, Back row (from left to right) Guest Speaker - Dr. Raymond Poliquirt, Mary Ann Mason, Charlie Hunter, Monique Kilburn, Dr. Terry Welke.

**SWLAHEC's mission is to improve health status through access to information, education and health services.**

Visit [healthierswla.com](http://healthierswla.com)

## 2016 BOARD OF DIRECTORS

President - **Alan LeBato, MD**  
Lake Charles Memorial Hospital

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ATI/Ascend Learning

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Service Machine Specialties, Inc.

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SWLAHEC

**Sherri H. Gage, MSN, FNP-BC**  
Iberia Comprehensive Community Health Center

**Tarek Polite**  
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McNeese College of Nursing

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**Craig A. Mathews**

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**Vashaun' Rodgers, BSN, RN**

## DEPARTMENT DIRECTORS

**Shirlene Bender, Career & Professional Education**

**Jennifer Burris, Preventive Health**

**Brian Burton, Health Interventions**

**Greg Cart, Public Health Support**

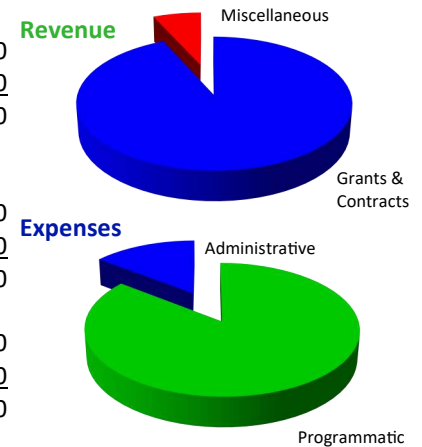
**Cindy Gary, Finance**

**Louisette Hulin, Office Operations/Human Resources**



## FY 2015 - 2016 FINANCIAL INFORMATION

<b>Revenue</b>	
Grants & Contracts	\$3,795,646.00
Miscellaneous	<u>271,900.00</u>
<b>Total Revenue</b>	\$4,067,546.00
<b>Expenses</b>	
Programmatic	\$3,369,924.00
Administrative	<u>589,232.00</u>
<b>Total Expenses</b>	\$3,959,156.00
<b>Total Revenue</b>	\$4,067,546.00
<b>Total Expenses</b>	<u>3,959,156.00</u>
<b>Net Change</b>	\$108,390.00



## FY 2015 - 2016 MAJOR FUNDING SOURCES

LA State University Health Sciences Center School of Medicine -  
New Orleans

US DHHS - Centers for Medicare and Medicaid Services

US DHHS - HRSA - Bureau of Health Workforce

LA DPS - Louisiana Highway Safety Commission

LA Dept. of Health - STD/HIV Program

LA Dept. of Education

LA Dept. of Health - OPH Bureau of Family Health (Maternal &  
Child Health)

LA Dept. of Health - Health Promotion Team

Lafayette Parish School System

Calcasieu Parish Police Jury

City of Lake Charles

USDA Local Food Promotion Program

The Health Enrichment Network

LA Dept. of Health - OPH Family Planning Program

## PRINCIPALLY SERVING THE PARISHES OF

<i>Acadia</i>	<i>Calcasieu</i>	<i>Iberia</i>	<i>St. Landry</i>
<i>Allen</i>	<i>Cameron</i>	<i>Jeff Davis</i>	<i>St. Martin</i>
<i>Beauregard</i>	<i>Evangeline</i>	<i>Lafayette</i>	<i>St. Mary</i>
	<i>Vermilion</i>		

**SOUTHWEST  
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