

November 9, 2015

Community Indicators Consortium Impact Summit

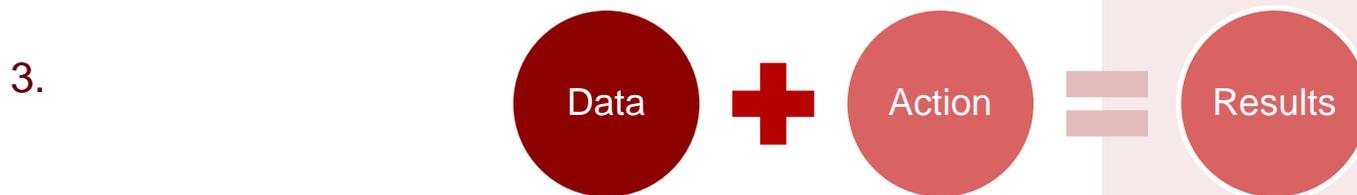
Austin, TX

MORE THAN TRACKING PROGRESS: USING INDICATORS AS TOOLS FOR ENGAGEMENT

Objectives

Together we will explore...

1. East Baton Rouge Parish's very own community indicators platform, BR City Key, and the leadership & involvement necessary to keep the site current and relevant

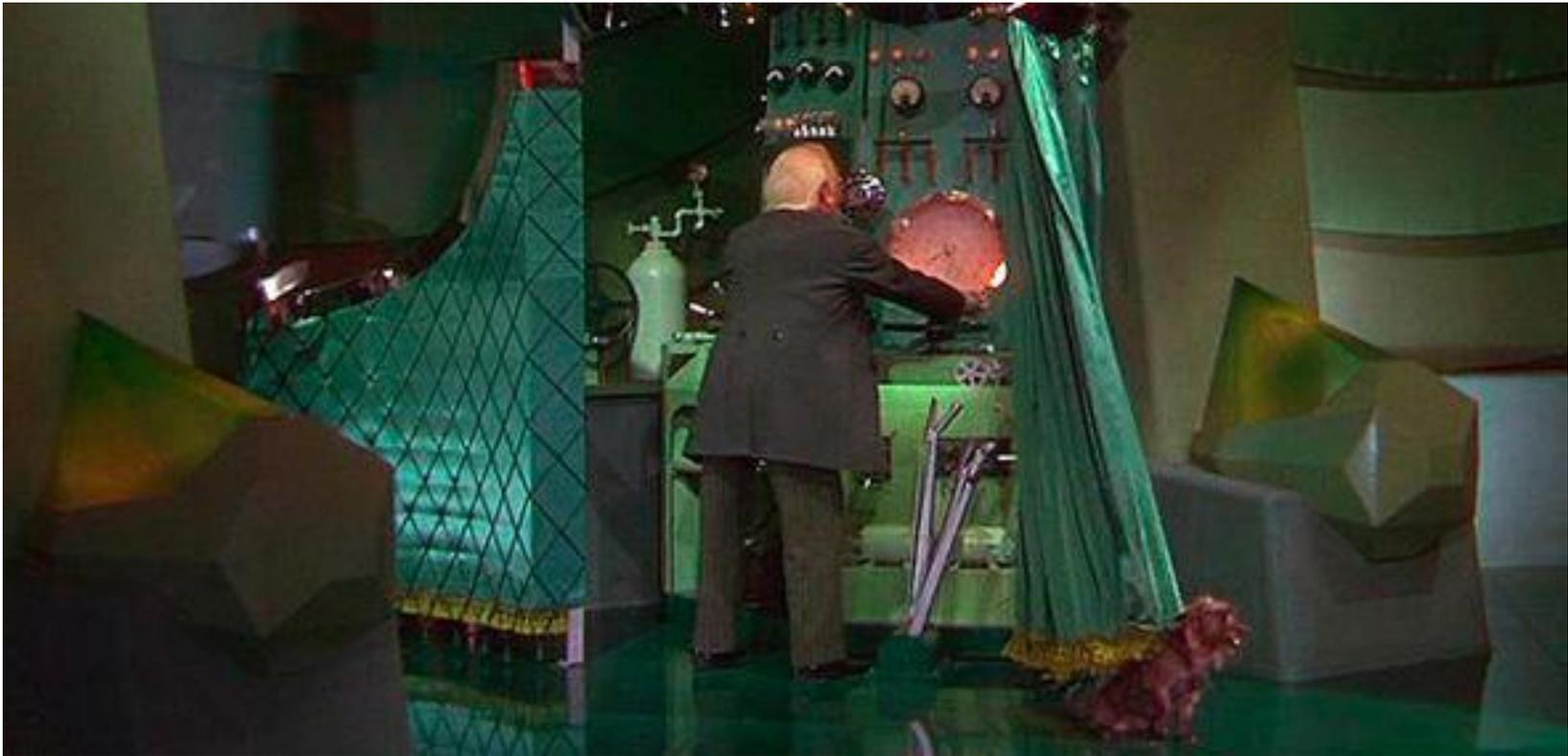


Presenters

- Sandra Veronica Serna, MPH
Manager, Gulf Coast Healthy Communities
Louisiana Public Health Institute
New Orleans, LA

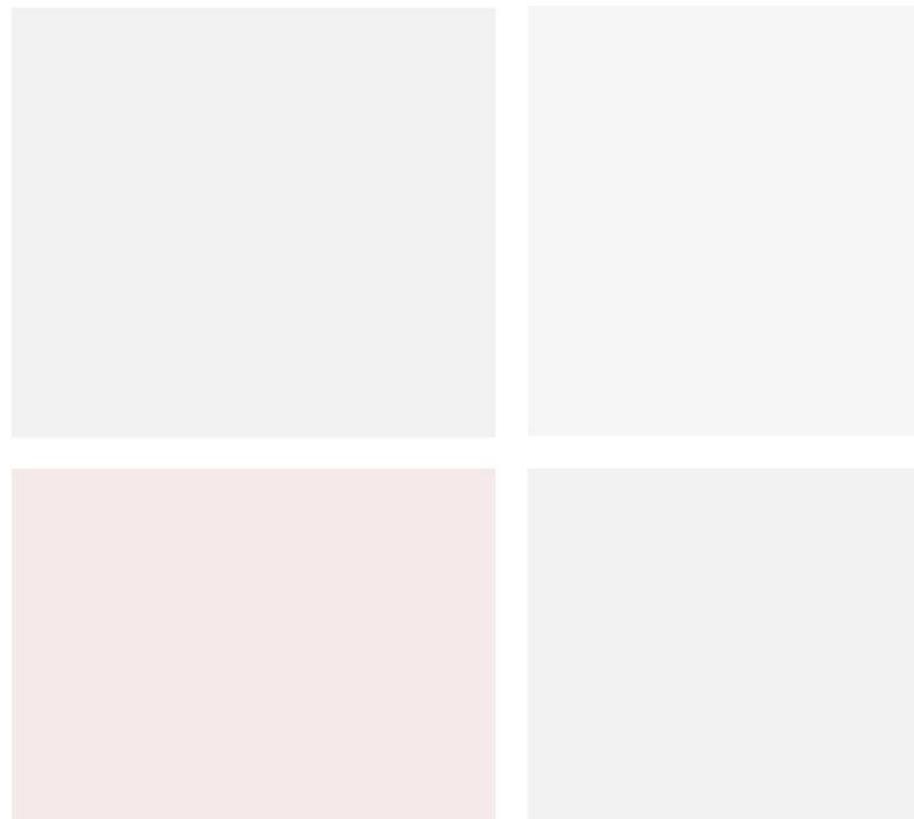
- Andrew Tadman
Division Coordinator, Reference Services & Computer Services
East Baton Rouge Parish Library
Baton Rouge, LA

A Peek Behind the Curtain: History of BR City Key



About East Baton Rouge Parish

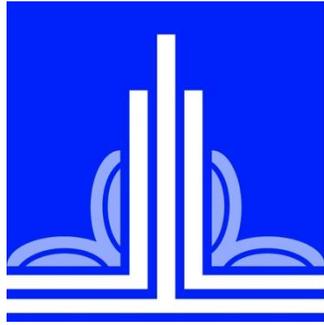
- East Baton Rouge Parish: Population of approximately 450,000
- Significant permanent population jump following Hurricane Katrina
- Parish is a mix of urban and rural areas to the north
- State Capital



Origins of BR City Key

- September 2010: Metromorphosis / Better Baton Rouge Summit: Social innovation workshop
 - 17 Fellows from Harvard's Advanced Leadership Initiative
 - 150 Baton Rouge Citizens

- Two of the outcomes from the summit:
 - Utilize community gardens as a catalyst for combating childhood and adolescent obesity in our city.
 - Explore the possibilities of establishing a retail operation that would distribute food in "food deserts," serving those most in need of additional food assistance.



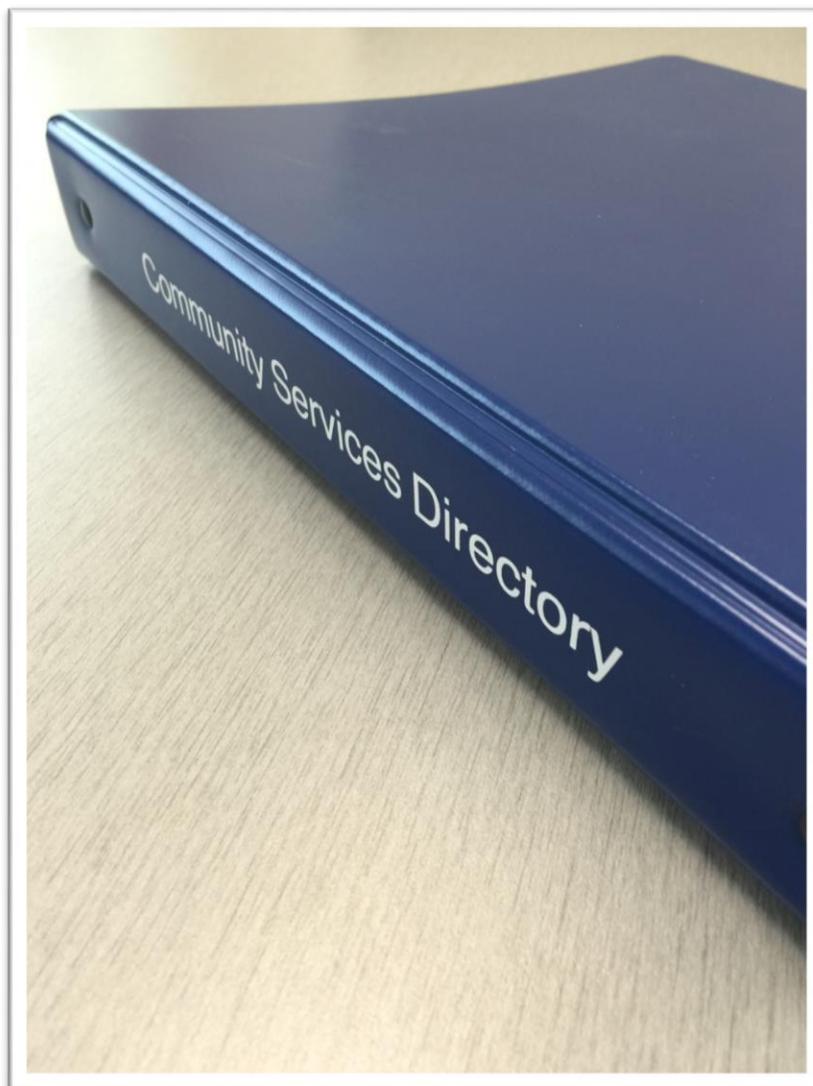
EAST BATON ROUGE PARISH LIBRARY

The Role of EBRPL

- Mission: The East Baton Rouge Parish Library is a community service organization that connects our citizens with information, resources, materials, technology, and experiences in order to make a positive difference in their lives
- 14 branches throughout the parish
- Took part in the 2010 summit
- Leadership role in answering the mapping question

Interest in Asset Mapping

- 1979-1995: Community Services Directory



1995: Community Information Database

CELEBRATING 75 YEARS EAST BATON ROUGE PARISH LIBRARY

SIMPLE SEARCH **MORE SEARCH OPTIONS** **COMMUNITY INFORMATION**

Search Term:

Sort by: Author Title Year Publisher Page 1 / 1 (9 Items)

<input type="checkbox"/>	Cover	Brief Description	Call Number	Format	Status
<input type="checkbox"/>		Quota International of Baton Rouge			
<input type="checkbox"/>		LOUISIANA SCHOOL FOR THE DEAF			
<input type="checkbox"/>		LOUISIANA RELAY SERVICE			
<input type="checkbox"/>		LOUISIANA ASSOCIATION OF THE DEAF			
<input type="checkbox"/>		THE ARC - LOUISIANA CAREER DEVELOPMENT CENTER			
<input type="checkbox"/>		EAST BATON ROUGE PARISH SCHOOL BOARD - HEARING IMPAIRED AND VISUALLY IMPAIRED PROGRAM			
<input type="checkbox"/>		BOY SCOUTS OF AMERICA - ISTROUMA AREA COUNCIL			
<input type="checkbox"/>		CAPITAL AREA DEAF EDUCATION & ADVOCACY FORCE			
<input type="checkbox"/>		Deaf Focus Services, LLC			

Search for "DEAF" on Internet

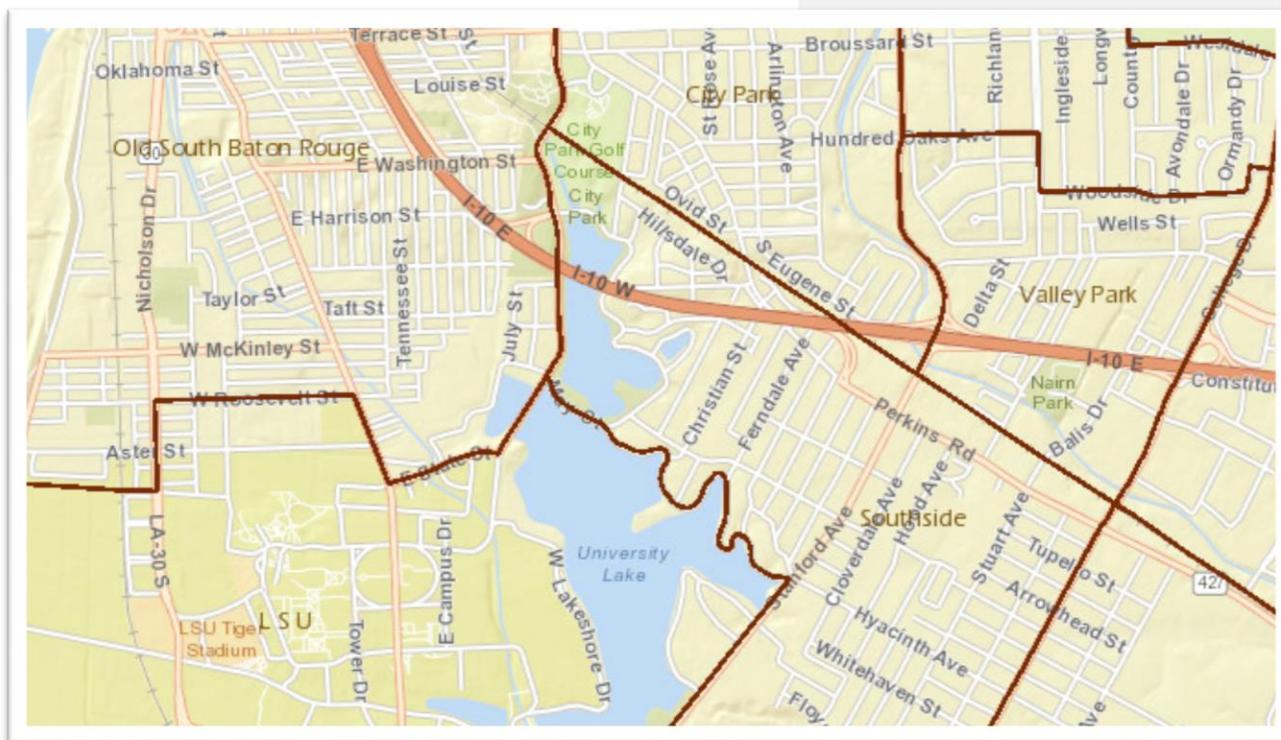
Would you like your Organization to be added to our Community Info Database?
New Organization form is here!

Partners



Defining the Neighborhoods

- Mayor's Office of Neighborhoods led the way
- 58 neighborhoods decided upon



BR City Key Tour

[what's near me](#) | [health dashboard](#) | [events](#) | [maps & data](#) | [community](#)



Search this site

A red horizontal banner with five white icons and their corresponding text:

-  **My Neighborhood**
events & resources near you
-  **Health Dashboard**
indicators & best practices
-  **Events**
parish-wide events
-  **Maps & Data**
community resources & info
-  **Community**
neighborhood discussion board

A screenshot of the City Key web application interface. At the top, a black navigation bar contains the 'City Key' logo and links to 'EBRP Library', 'Healthy BR', 'City-Parish Government', and 'eBRGIS Map Portal'. Below the navigation bar is a search bar with the placeholder text 'Find address or place'. The main area is a map of Baton Rouge, Louisiana, showing various streets and landmarks. On the right side of the map, there are several utility icons: a search icon, an information icon, a zoom in/out icon, a print icon, and a 'Details' icon. The map shows the area around Baton Rouge, including neighborhoods like Merrydale and Monticello.

Partnering for a Data Platform: LPHI's Perspective

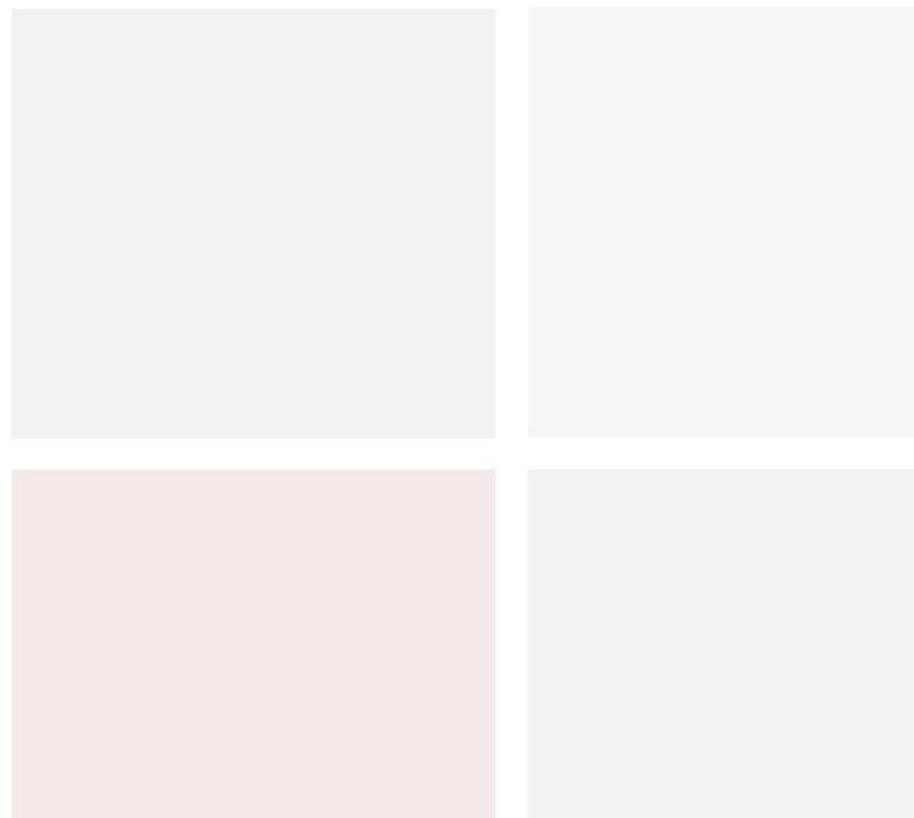
- Precursor to BR City Key: Healthy NOLA Neighborhoods
- Major premise #1: Health is so much more than disease morbidity & mortality
- Major premise #2: Effective change is neighborhood driven & this cannot occur without accurate and accessible data
- LPHI partnered with the Neighborhood Partnership Network (NPN)
 - Community liaisons were funded to provide information and train grassroots leaders on how to use the site
- Just one major problem with our theory of change...data driven change also needs investors outside of the “usual” (aka nonprofit) suspects

Opportunity to Reboot: Baton Rouge & Beyond

- LPHI's New Orleans experience, as well as health expertise (with special access to state health data) allows us to partner with East Baton Rouge Parish on BR City Key
- Baton Rouge serves as an example to other communities – not only in Louisiana but across the Gulf Coast
 - LPHI recently started a project funded by the Baton Rouge Area Foundation to replicate this model in Biloxi, Mobile, and Pensacola
 - The “East Baton Rouge Parish Library” in these sites are a community foundation, a design/ planning group, and a multi-system hospital created-501c3
 - Common interest: economic development & opportunity as it relates to health, education, and environmental sustainability

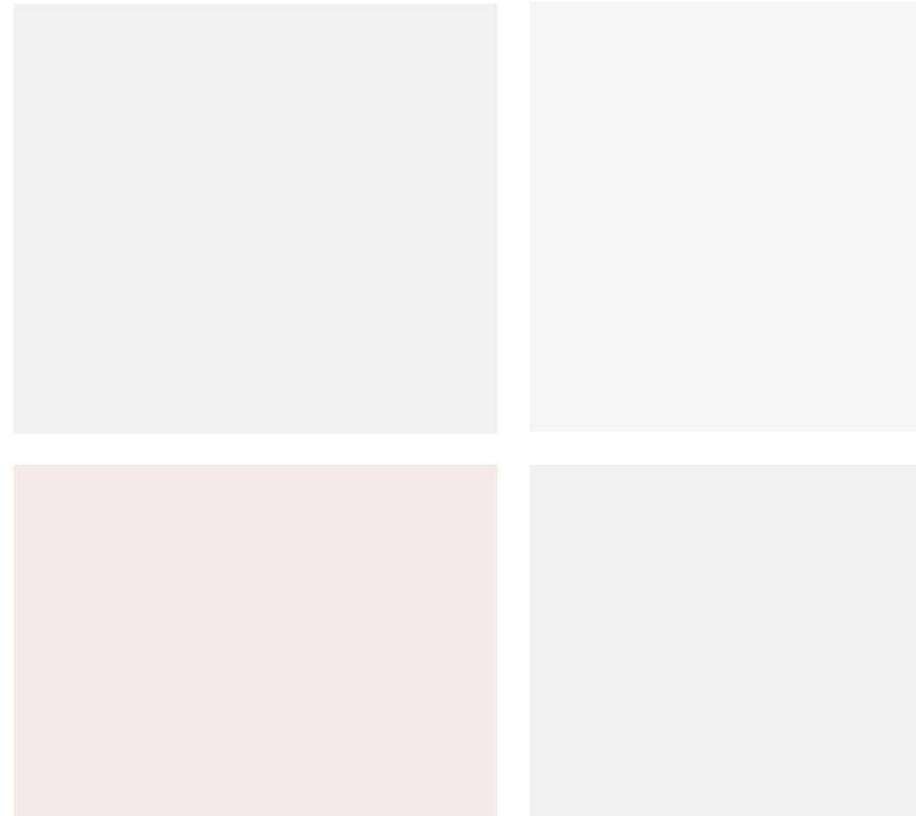
Moving Toward Community Engagement

- Spreading the word
- Meeting with interested parties
- HealthyBR major promoter
- Events calendar



Next Steps

- Recruiting neighborhood reporters
- Discussion Boards
- More data
- Continued dialog with partners about improvements



Current Uses

- Allocating resources
 - Our Lady of the Lake Hospital's school adoption program
 - Clinic expansion in underserved neighborhoods
- Procuring resources – e.g. grant seeking
- Identifying food deserts for mobile farmer's market locations

Discussion

- Are you engaging citizens and grassroots groups as end users for your platforms?
 - If so, how?
 - What have been your greatest successes in doing so? Greatest challenges?
- How are you making the data accessible *beyond* availability?
 - What are you doing to make the data relevant and actionable?
 - Any tips or tricks to share to avoid indicator or information overload?



Closing Thoughts

- Relationships and coordination are key. This type of work cannot be done alone!
- Learn each others' languages, which will facilitate data sharing & cohesive talking points
 - At the end of the day, libraries, health departments, chamber businesses, residents, etc. all want the community to thrive!
- Think about your end-users and include them in development.
- Data is only as useful as the action it inspires.
- Keep sustainability at the forefront.
- Additional suggestions?

Want to continue the dialogue? Contact us!

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Louisiana Public Health Institute

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Louisiana Public Health Institute
Bringing People, Ideas and Resources Together