

HEALTHY BR

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THE FACTS

BACKGROUND

- Launched in 2008 by Baton Rouge Mayor-President Melvin L. “Kip” Holden.
- Centered around city health initiatives.
- Today includes more than 60 partner organizations.

OBESITY

- Fresh Beginnings Grant: \$1 million dollar grant targets three zip codes.
- It’s Your Life Curriculum: Trained 70 teachers to incorporate fitness and nutrition across all grade levels.
- Healthy BR Restaurants: Baton Rouge Dietetic Association assists with promotion of healthy eating options.

MENTAL HEALTH

- Prisons: Want to improve mental health conditions in prisons.
- Work with area health providers and agencies.

HIV

- HIV Summit: Started in October 2013, hopes to improve education, public policy, testing/treatment and awareness.

OVERUTILIZATION OF THE ED

- Medline BR: 24-hour nurses help line.



HEALTHY BR



MISSION STATEMENT

Identifying and coordinating efforts aimed at healthy eating and an active lifestyle into a unifying community commitment to better health.

EAT HEALTHY BR

- Developed by local restaurant owners and chefs.
- Offer healthy meal options for children.
- Spearheaded by numerous Baton Rouge area organizations.
- Application process available at HealthyBR.com.

PARTNERS

