



A Healthy Plaquemines Parish NOW

HPN

“Using the Local Culture as the Cornerstone to build a Community Coalition”

Crescent City WIC Services INC. (CC WIC) acting as the backbone agency established the Healthy Plaquemines Now (HPN) coalition as a path to overcoming the community’s challenges of having food deserts and lack of other options for healthy living.

The project’s primary purpose was to use the local culture to build a coalition that would be sustainable beyond the grant funding period. The central goals consisted of addressing the local need, using parish’s resources with the epic center being strategically placed at the communities newly built medical center. Most of the objectives of this project included using area’s resources while honoring the residents’ way of living and other traditions.

At the beginning of this process, a need assessment was conducted. The coalition analyzed the identified needs and used this data to develop the project’s objectives and strategies. Issues like healthy food options not being available to not only our WIC clients but other residents living in the parish were among long-standing problems and barriers that this project worked to overcome. We also work with local community and faith-based organizations to promote breastfeeding and breastfeeding friendly public places. Concerns were addressed. Strategies were developed and objectives were met. However, the ultimate success of this project is that the parish now has an **established, unified group of people with a common agenda of building a healthier community** (see the community action plan below for the coalition’s initial and ongoing objectives).

HPN Community Action Plan (HPN) OBJECTIVES
In collaboration with Second Harvest increase the number of local store employees trained to assist shoppers to select healthy foods from 0 to 3
In collaboration with Second Harvest increase number of local grocery stores participating in the “Share our Strength Cooking Matters at the Store” program from 0 to 3
Increase the number of farmer’s markets that accept SNAP from 1 to 4; and WIC from 2 to 4
Increase the number of organizations that publicly promote/welcome breastfeeding in the target community from 0 to 10
Increase the number of organizations with providers and/or staff that receive cultural competency training in the target community from 0 to 15
Increase the number of organizations that offer new chronic disease prevention and management services in the target community from 0 to 5
Increase the number of public messages on CPHMC efforts and achievements related to improving access to environments with healthy food and beverage options and improving opportunities for chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to 9 by the end of the project period
Increase the number of partner messages on CPHMC efforts and achievements related to improving opportunities for improving access to environments with healthy food and beverage options and chronic disease prevention, risk reduction or management through community and clinical linkages from 0 to 9 by the end of the project period

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