

# PitchNOLA 2014: Living Well

**Pitch your idea for making New Orleans a healthier city. \$10,000 in total cash prizes.**

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## Overview

New Orleanians have made strides to improve the health and wellness of our city, but there's more to be done. Our city ranks as one of the unhealthiest in the nation.

Let's change this.

PitchNOLA: Living Well, sponsored by the W.K. Kellogg Foundation, will award \$10,000 in total start-up funding for solutions that will get New Orleanians healthier, more active and better nourished. Pitch your solution in front of a panel of judges and 200+ audience members on April 24, 2014 and help make a difference.

PitchNOLA has received notable attention from the *Times Picayune*, *The Advocate*, *Silicon Bayou News*, *New Orleans City Business*, *WWLTV*, *Invade NOLA*, *Tulane New Wave*, and local business blogs.

## Submit Your Solution

**Deadline to apply: March 27, 2014 (11:59pm CST)**

**The online application can be accessed at [www.GoPropeller.org/pitchnola](http://www.GoPropeller.org/pitchnola)**

What if every school could pay for its own nurse and social worker through Medicaid reimbursements? Or, if our city had its own bike-share system? Imagine our city's landscape dotted with community gardens and outdoor fitness parks instead of vacant lots.

Although we are open to all viable solutions that promote health for underserved New Orleanians, we encourage financially sustainable ideas that tackle inefficiencies, opportunities and bottlenecks in six main areas:

1. Nutritious, Affordable and Easy-to-Access Food: food supply chains, food deserts, summer feeding, etc.
2. Health Conditions: diabetes, hypertension, STDs/HIV, obesity, etc.
3. Physical Activity: recreation, active transportation, etc.
4. Service Delivery Coordination: transportation, patient data tracking, mobile health apps, etc.
5. Maternal & Child Health: breastfeeding, C-section rates, low birth weight, child care centers, etc.
6. Health Insurance Utilization and Access

## The Challenges

When faced with the numbers, Louisiana's health statistics are low across the board. The state is among the worst in the nation when it comes to obesity, infant mortality, HIV and the number of uninsured. Overall, Louisiana is ranked 48th out of 50 states in terms of health (<http://www.americashealthrankings.org/LA>).

For the launch of PitchNOLA: Living Well, we're looking for small, concrete solutions that can make a big difference for underserved New Orleanians. We're also looking for ideas with sustainable revenue streams, from utilizing health insurance reimbursements to selling a product or service. So, give us your best pitch. If you have an idea for making New Orleans a healthier place, we want to hear it!

## The Awards

**1st place: \$5,000**

**2nd place: \$3,000**

**3rd place: \$2,000**

**Audience Favorite: \$500 (minimum)**

## Eligibility

We're looking for individuals and teams with financially sustainable ideas. You could be a nurse, doctor, social worker, teacher, student, mother, father, patient, public health student, community member, etc. You could be applying as a small nonprofit, a small business, a restaurant, a health clinic, a neighborhood association, etc.

- For individuals and teams, with or without an incorporated business under \$50,000 in 2013 revenues, the proposed idea can be in the idea or implementation phase.
- For existing for-profit companies and nonprofit organizations with over \$50,000 in 2013 revenues, the proposed idea must be a new idea that is not currently implemented.

## Judging Criteria

1. **Potential for health impact:** The solution must seek to reduce or eliminate health and wellness disparities for at-risk or underserved New Orleanians. Scalable solutions are preferred.
2. **Financial sustainability:** Solutions should demonstrate a viable and sustainable revenue stream, if revenue is required for implementation.
3. **Viability:** Convince us that you and your team have what it takes to make your idea a reality given your experience, track record and expertise.

## Dates & Deadlines

**Monday, February 24, 2014 (6:30pm-7:30pm) — Q&A at Propeller, 4035 Washington Ave.**

**Thursday, March 27, 2014 (11:59pm CST) — Application Deadline**

**Monday, April 14, 2014 (6:00pm-8:00pm) — Practice Pitch Workshop (required for Semi-Finalists)**

**Thursday, April 24, 2014 (6:00pm-8:00pm) — PitchNOLA: Living Well**

## Sponsors

**Propeller: A Force for Social Innovation**

**W.K. Kellogg Foundation**

## Partners

**Prevention Resource Center at Tulane University**

## A Few Statistics

### Food Access

- 87% of city residents live more than a mile from a local grocery store with the highest rates in predominantly African American and lower SES neighborhoods<sup>1</sup>
- One in five children in Louisiana are obese<sup>2</sup>
- 23.5% of children in Louisiana live in households that do not always have enough food to eat<sup>3</sup>
- Fast food restaurants comprise 52% of all restaurants in Louisiana compared to a national average of 27%. For Orleans Parish, 39% of all restaurants are fast food restaurants<sup>4</sup>

### Health Conditions

- Baton Rouge ranked 1st in AIDS case rates among the largest metropolitan areas in the U.S. in 2010; New Orleans ranked 5th<sup>5</sup>
- Louisiana ranked 4th highest in AIDS case rates in the nation (Banks)

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<sup>1</sup> Rose, D., Bodor, J. N., Swalm, C., Rice, J., Farley, T., & Hutchingson, P. (2009). Deserts in New Orleans? Illustrations of Urban Food Access and Implications for Policy.

<sup>2</sup> The New Orleans Food Policy Advisory Committee (FPAC). 2010. Stepping up to the Plate: Transforming School Food in New Orleans. [http://prc.tulane.edu/uploads/Transforming\\_School\\_Food\\_25891704-1290014832.pdf](http://prc.tulane.edu/uploads/Transforming_School_Food_25891704-1290014832.pdf)

<sup>3</sup> *Feeding America*. (2011). Map the Meal Gap: Highlights of Findings for Overall and Child Food Insecurity. Retrieved from [www.feedingamerica.org](http://www.feedingamerica.org), p. 30.

<sup>4</sup> *Country Health Rankings & Roadmaps*. 2013. Retrieved from [www.countryhealthrankings.org](http://www.countryhealthrankings.org).

<sup>5</sup> Banks, D. (2012, Dec). *Louisiana hiv/aids surveillance quarterly report*. Retrieved from <http://www.dhh.louisiana.gov/assets/oph/HIVSTD/hiv-aids/2012/FOURTHQuarter2012.pdf>

- 69.8% people in New Orleans are overweight or obese<sup>6</sup>
- Louisiana ranks #1 in deaths from diabetes in the country (*35.5 deaths per 100,000 people vs. 23.3 nationwide*)<sup>7</sup>
- 38% people in Louisiana have high blood pressure (*31% nationwide*). \$47.5 billion spent annually for medical costs directly related<sup>8</sup>

### **Maternal Health**

- Louisiana is ranked 49th in the country in infant mortality & low birth weight <sup>9</sup>
- 4.1% more C-Sections than the national average (excess cost to Louisiana is over \$200 million per year) (Burley)
- In Louisiana, about 50% of infants are ever breastfed and only 10% are breastfed exclusively, without supplementation, through 6 months of age<sup>10</sup>

### **Enrollment in Health Insurance**

- Louisiana has the 12th highest rate of uninsured residents in the nation. 17.8% of Louisiana residents are uninsured<sup>11</sup>

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<sup>6</sup> *Obesity rates for states and metro areas.* (2010). Retrieved from <http://www.governing.com/gov-data/obesity-rates-by-state-metro-area-data.html>

<sup>7</sup> Buskey, N. (2009, Dec 17). *La. ranks no. 1 in deaths from diabetes*. Retrieved from <http://www.wlvtv.com/news/La-ranks-No-1-in-deaths-from-diabetes-79561082.html>

<sup>8</sup> *Mission critical: Heart smart.* (n.d.). Retrieved from <http://dcsno.org/uploads/File/MajorDonorCampaignInformation.pdf>

<sup>9</sup> Burley, T. (2012, Dec). *Troubled births*. Retrieved from <http://www.myneworleans.com/Louisiana-Life/November-December-2012/Troubled-Births/>

<sup>10</sup> *Center for Disease Control and Prevention.* (2013). Breastfeeding Report Card. Retrieved from <http://www.cdc.gov/breastfeeding/data/reportcard.htm>, p. 4.

<sup>11</sup> The Henry J. Kaiser Family Foundation. (2010) Retrieved from <http://kff.org/uninsured/state-indicator/total-population-2/>