Smart Growth Meets Healthy Living

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Blue Cross Blue Shield
Challenge for a Healthier Louisiana Grant

Healthy Communities
Accomplish More Than Reducing Obesity
LaSalle Parish, Louisiana

Where the Oil Flows and Pine Trees Grow!
LaSalle Parish

Parish Population: 14,890

Demographics:
85% white, 12% black, 2% American Indian, 1% hispanic

Parish Seat:
Jena, 3,400 residents

Economy: timber & crude oil

*80% of land corporate owned
Jena’s Vision
history | community | landscape

The Jena Town Plan is a blueprint that outlines how the town plans to develop in the future, addressing issues such as transportation, open space, housing and land use.
The Plan: Overriding Principles

- Determine alignment of U.S. Highway 84
- Activate and infill downtown
- Preserve natural environment
- Link trail system
- Create additional housing
- Expand employment
- Leverage regional opportunities
Live Lively LaSalle!
LaSalle Parish Partners

- Towns of Jena, Olla, Tullos and Urania
- Jena Band of Choctaw Indians
- Hardtner Medical Center
- LaSalle General Hospital
- Police Jury Recreation District #10 and #22
- LaSalle Economic Development District (LEDD)
- Centennial Cultural Center
Goal: Reduce Obesity

Projects:
- 2.5 miles of trails - link schools/neighborhoods
- Outdoor fitness equipment
- Playground equipment
- Farmer’s markets
- Outdoor basketball court
- Splash park
- Healthy choices to local menus
- 500 at-risk residents - fitness/wellness scholarships
- *Live Lively LaSalle!* media campaign
Logistics

- Dollar per dollar matching funds
- 30 accounts
- Research-based educational methods
- Extensive evaluation process - Pennington Biomedical Center
- Sustainability
Built 2.5 miles of trail

Preserving the natural environment
Town of Tullos
“Sense of Place”
Town of Olla
Town Square Market Place
Disc Golf Course
Olla Recreation Complex
Town of Jena pool, built 1950
LaSalle General Hospital
Community Development Goals:

• Establish common goals around quality of place
• Becoming team players
• Respect diversity
• Learning about LaSalle Parish
• Recognize strengths of other partners
• Embrace “collaboratition”
• Looking forward to “next time”
Challenges?

- Fitness scholarship program
- Healthy Restaurant program
- Volunteer boards
What’s Next?

• Louisiana DOTD Transportation Alternative Program (TAP), $1 million project, completed by 1/1/17: 3rd Street Plaza at Jena Town Square, link trail system from park to elementary school

• Rapides Foundation (Rapides General Hospital) Healthy Behaviors Grant, $300,000: park lighting, healthy concessions

• “Take the Trail” campaign & Walking School Bus/Bicycle Trains
Third Street Plaza
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