NEW ORLEANS
RWJF Roadmaps to Health Prize

ABOUT NEW ORLEANS
New Orleans is a major United States port and the largest metropolitan area in the state. The city is known for its French-Creole architecture and its multicultural and multilingual heritage. In 2005, Hurricane Katrina devastated the area.

ABOUT THE PRIZE
The inaugural RWJF Roadmaps to Health Prize honors outstanding community partnerships which are helping people live healthier lives. The six communities are Santa Cruz County, California; New Orleans, Louisiana; Cambridge, Massachusetts; Fall River, Massachusetts; Manistique, Michigan; and Minneapolis, Minnesota. The communities will each receive a cash prize of $25,000. The Prize is rooted in the idea that every community is on a unique journey toward health and that communities’ stories of success are as diverse as their populations.

For more information about the prize, go to: www.rwjf.org

HIGHLIGHTS

NEW ORLEANS EAST
Successes in the Katrina-affected New Orleans East community include a full-service hospital, a 24-hour urgent-care facility, new schools, fields, and an indoor pool.

FIT NOLA
This initiative strives to make New Orleans one of the fittest cities in America by its 30th anniversary in 2016.

NEW EDUCATION MODELS
A renewed focus on schools promoting academic achievement and good health includes new gardens, cooking classrooms, state-of-the-art kitchens, and new physical activity programs.

PARTNERSHIPS
In the wake of Hurricane Katrina, a cross-sector partnership of the City’s health department, schools, businesses, and nonprofit organizations has made public health and prevention key to the ongoing recovery effort.

POPULATION: 343,829
FRENCH-CREOLE HERITAGE
HURRICANE KATRINA FLOODED 80% OF CITY