



Health
Promotion and
Local
Government

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Mayor's initiative to
provide Baton
Rouge residents the
support and tools
needed to live a
healthy lifestyle.



Our Mission

The Mayor's Healthy City Initiative identifies and coordinates efforts aimed at healthy eating and an active lifestyle into a unifying community commitment to better health.

Our Goals

To raise awareness within the community of the problem and the services available.

To motivate community members to make healthy choices and to join the movement to make Baton Rouge a healthier community.

To increase the number of visitors to health-related resources on any city website.

To increase social media outreach through community events and HealthyBR.com

To increase awareness of HealthyBR.com and the partnering organizations.

To increase utilization of available resources to promote healthy eating and

5 FRUITS & VEGGIES 

2 HOURS OR LESS OF RECREATIONAL SCREEN TIME 

1 HOUR OR MORE OF PHYSICAL ACTIVITY 

0 SWEETENED DRINKS 

10 HOURS OF SLEEP 

Numbers For Your Children's Health!

5-2-1-0 Let's Go! is a national childhood obesity prevention campaign, adopted last year by the East Baton Rouge Parish School System through its Wellness Policy. The program has been adopted by Michelle Obama's Let's Move Campaign, as well as by other cities throughout the state of Louisiana, including Shreveport and New Orleans. Baton Rouge added "10" because of the growing body of research showing how lack of sleep is linked to obesity and other behavioral health issues.

Health Services and Applications

Healthy BR is proud to provide many health services and applications to Baton Rouge community members to get them on track to lead a health life. Some of these include:

- Health Screenings
- SNAP/EBT
- WIC
- HIV/AIDS Services
- Tobacco Free Living
- Social Services Resource Guide
- City Parish Employee Health Services

