

Lighting The Road To The Future

New Orleans

**Data**

**News Weekly**

*"The People's Paper"*

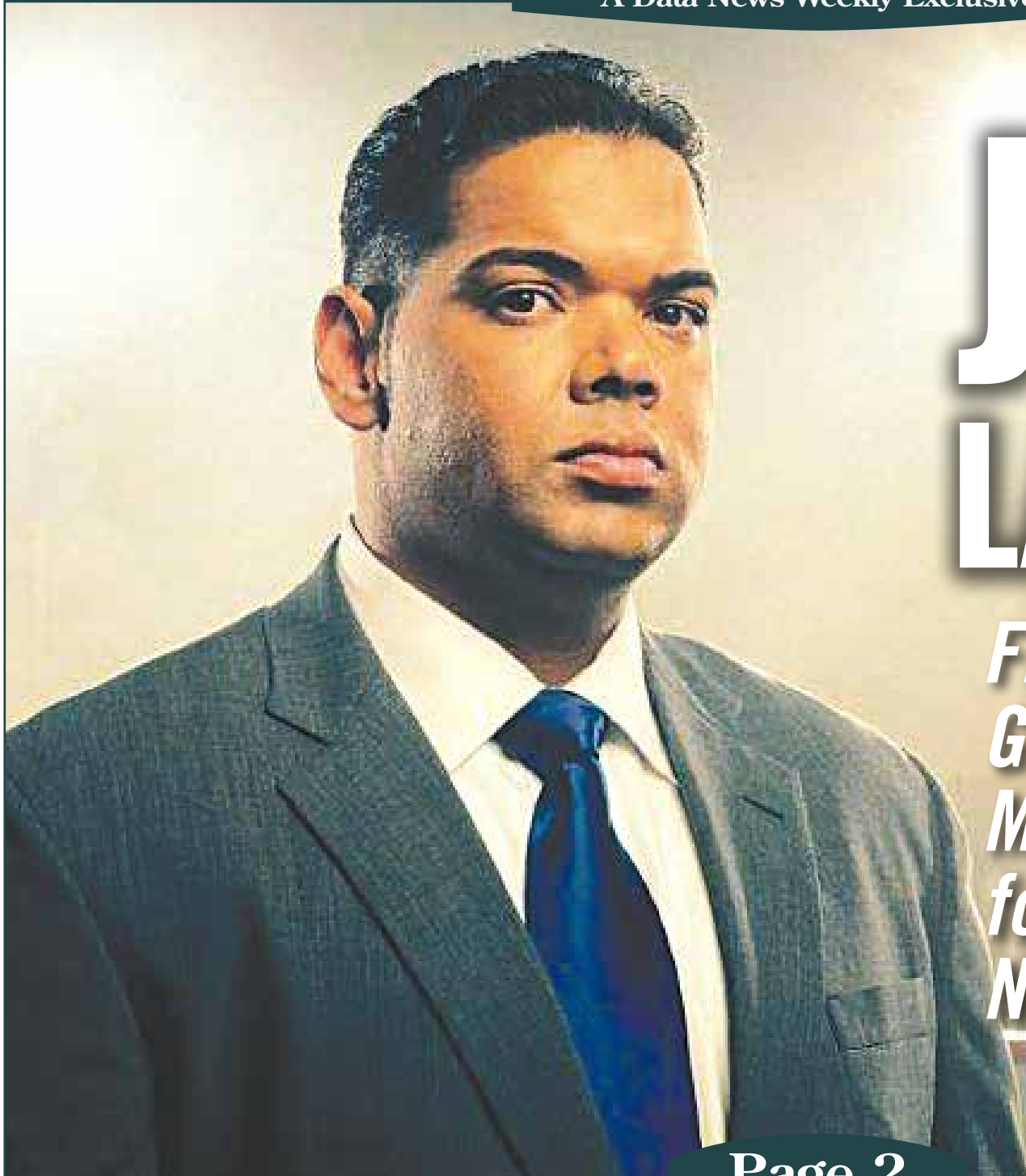
**Saints Star  
Cam Jordan  
Hosts 2019  
Youth  
Football  
Camp**

**FREE  
COPY**

**Data Zone  
Page 6**

June 29 - July 5, 2019 54th Year Volume 9 [www.ladatanews.com](http://www.ladatanews.com)

A Data News Weekly Exclusive



**JUAN  
LAFONTA**

*Fighting the  
Good Fight and  
Making the Case  
for a Better  
New Orleans*

**Page 2**



**Newsmaker**

**Rock 'n' Roll Pioneer  
Dave Bartholomew  
Dies at 100**

**Page 4**

**State & Local**

**Founding Essence Fest  
Mayor Marc Morial's  
thoughts on the 25th  
Anniversary Celebration**

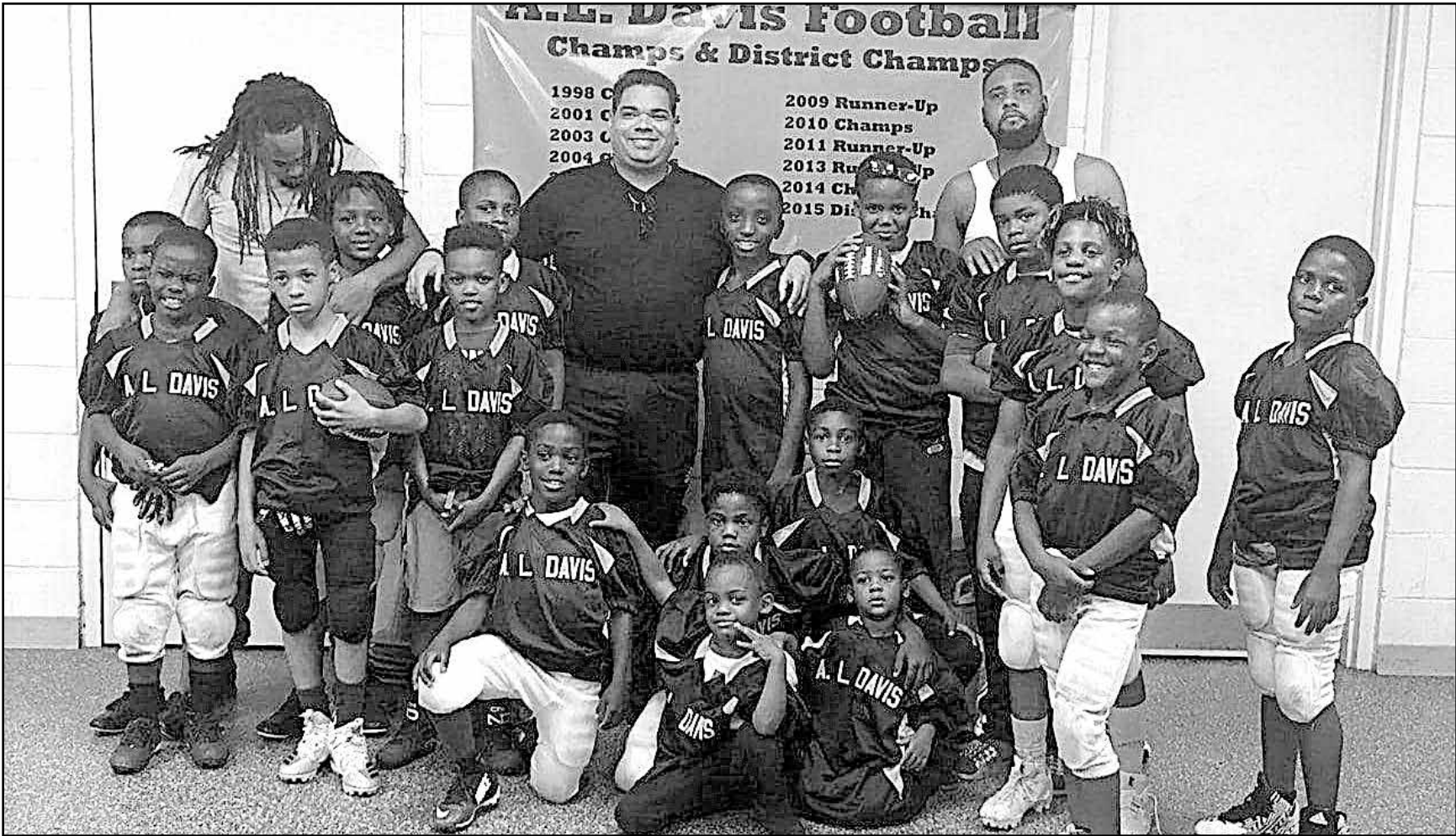


**Page 5**



# Juan LaFonta

*Fighting the Good Fight and Making the Case for a Better New Orleans*



Juan LaFonta is surrounded by football team members from A.L. Davis Park. When LaFonta learned team members were wearing outdated uniforms, he donated funding to help them get brand new ones.

By Edwin Buggage  
Editor-In-Chief

**Dedicated to Helping Young People**

Juan LaFonta’s face is emblazoned on TV and billboards all over New Orleans. Many know him as an attorney, but some don’t know that he has been on the

frontlines for almost two decades giving back to the city that’s given him so much. In addition, his story of overcoming personal obstacles to become the success he is today is one of inspiration.

**Inspiration for the Next Generation**

Last year he took a group of kids to see the movie Black Panther and saw how transformative it was for

them to see a Black superhero on the screen. He says of the experience, “It was great seeing how excited the kids were seeing a film that celebrated our culture and diversity. I rented out two theaters paying the kids’ admission, giving a red-carpet experience to children. It was amazing to see their eyes light up watching a positive reflection of themselves on the screen.”

LaFonta wanted to build on this idea and this summer

Cover Story, Continued on page 3.

## INSIDE DATA

Cover Story . . . . .	2	Data Zone . . . . .	6
Newsmaker . . . . .	4	Health News . . . . .	9
State & Local News . . .	5	Book Review . . . . .	11

## DATA NEWS WEEKLY

P.O. Box 57347, New Orleans, LA 70157-7347 | Phone: (504) 821-7421 | Fax: (504) 821-7622  
editorial: datanewseditor@bellsouth.net | advertising: datanewsad@bellsouth.net

<b>Terry B. Jones</b> <b>CEO/Publisher</b> Edwin Buggage <b>Editor</b> Renetta Perry <b>Managing Editor</b> Calla Victoria <b>Executive Assistant</b> June Hazeur <b>Accounting</b>	<b>Contributors</b> Edwin Buggage Renetta Burrell-Perry Givingpledge.org Famous-entrepreneurs.com Data Staff Writers Jeffrey Ory Angela L. Young City of New Orleans LSU Health Sciences Center Sarah Von der Linde De'John Vanison Geekwire.com Verywellfamily.com Terri Schlichenmeyer	<b>Art Direction &amp; Production</b> Pubinator.com <b>Editorial Submissions</b> datanewseditor@bellsouth.net <b>Advertising Inquiries</b> datanewsad@bellsouth.net <b>Distribution</b> On The Run Courier Services
--	--	---

Please call 504-309-9913 for subscription information or to obtain a back issue of the paper ONLY.  
Dated material two weeks in advance. Not responsible for publishing or return of unsolicited manuscripts or photos.



Cover Story, Continued from page 2.

LaFonta, former Chairman of the Louisiana Legislative Black Caucus, District 96, pictured with President Barack Obama. During his tenure as Chairman he served as the lead negotiator in the aftermath of Hurricane Katrina, helping secure \$1.2 billion for rebuilding efforts.



LaFonta and a group of students attend a movie at the Broad Theater. He sponsors "movie days" for local youth several times per year.



LaFonta and his wife Shyla LaFonta.



Above: LaFonta with kids striking his signature "I'll fight for you" pose.

is sponsoring field trips to the movies for 100-150 children for eight weeks from various area summer camps, including some NORD camps. Kids from YaYa, Tam's Dance Company, First Pilgrim's Baptist Church, Goal Getters & House of Healing, Pleasant Zion, SUNO's Healthy Minds/Healthy Bodies, and Boys and Girls Club will have the opportunity to enjoy the movie of their choice at The Broad Theater. "I chose to do this because there are many people doing great things in the community. I also wanted to do my part, by giving opportunities for growth and to encourage them to look beyond their surroundings and realize they could be anything they want to be in life."

He is not simply sponsoring the kids; he is there spending time with them; speaking with them and helping them aspire to reach higher. "I don't just go to the movies and leave them there. I go with them, go in the popcorn line. I think it is great for the kids, seeing somebody who has come out of the community and struggled who is with them that can tell them if they study and stay focused, they too can become a success."

### Art from the Heart

LaFonta, in addition to being an attorney, has an extensive background in the arts. His sister Dana LaFonta was Director of Artist Services for the State of Louisiana. And as the nephew of acclaimed theater actor, director and choreographer Vernal Bagneris, he was exposed to the arts at an early age and wants to give the young people of the city that

experience as well. So, he's partnered with Barry Kern and Mardi Gras World to have an art class for 500 kids from around the New Orleans area. "I have a serious background in art, theatre and music. I wanted to give children an outlet to express themselves. I wanted them to have that one day they can look back and say this is where I learned to draw... this is where I had this great day with Mr. LaFonta and so many other kids. We will have 22 Art teachers available throughout the day to teach different types of art. Several famous, local artists from the community have agreed to come teach the children."

### Winning on and Off the Field

The breadth and depth of his giving is as immense as his heart is big and like on the billboards, sometimes LaFonta is like a superhero coming in to help those in need. LaFonta expounds upon one of these instances. "A cook and his wife were carrying a football team at A.L. Davis Park on their back... they testified in front of City Council to get mentors not money. They agreed to continue using jerseys from another park from the 80s. A husband and wife saved up money every year to take care of the cheerleaders and football players. I felt compelled to help and contributed monies that would help them get jerseys. This story was featured on WDSU."

As someone who is committed to giving back, he says of his dedication, "I am trying to sponsor something every quarter to get more and

more children exposure to positive things in our culture. I feel it is my duty to use a portion of my income to facilitate positive experiences for kids in the community."

### The Importance of Supporting Black Businesses

LaFonta is also a proponent of supporting Black businesses. He is also putting his money where his mouth is by beginning an initiative to underwrite advertising for other Black businesses. Explaining why he launched this he says, "More Black businesses would advertise if they could, if they had the capacity, but a lot of these family businesses and Black businesses, they are run by family members. And when I was first doing this, I didn't really think I would pay the large amounts I pay for advertising. For a small business oftentimes, this is so far out of their thinking because they have to pay a staff and take care of family. I want to give them access to something they normally wouldn't have access to and let them have something that can help move them along to increase their visibility."

Continuing he says, "The first couple of businesses I'm spotlighting really looked out for me when I didn't have any money and was hungry. There were people who opened up their doors and fed me for free and took care of me. Places like Dunbar's, Neyows, those people are family or like family. If I didn't have food they said come on by, we got food. We know you

ain't got no money, but you'll get it to us when you become a lawyer – you're good. It's about helping those who help themselves. They were helping me because I was pushing to do better and because of that they took care of me. So, as I have become successful, I live by the verse from the bible that says, 'to whom much is given, much is required.' Too many people forget that."

### Helping Rebuild New Orleans one Brick at a Time

Today LaFonta as a private citizen is doing much of the work that he began as an elected official, helping bring back the city from the destruction of Hurricane Katrina where he served the New Orleans community as the former Chairman of the Louisiana Legislative Black Caucus, and as the former State Representative of District 96. In these troubling times for the city, he served as the lead negotiator in the aftermath of Hurricane Katrina, resulting in 1.2 billion dollars that were used for redevelopment, repair, and new initiatives for the city and region. This is all part of the work he continues to do because of the love he has for the City of New Orleans. He is not alone in doing great works and credits being influenced by and getting much needed help from family, friends, church groups, his fraternity, Phi Beta Sigma, his wife Shyla, who is a constant source of love and support and most importantly God that guides him in his mission to make New Orleans a better place for all.

### I Am My Brother's and Sister's Keeper

Speaking of why others should do what he does, LaFonta says with passion ringing in his voice, "God created us to love other people and be your brother's and sister's keeper. I don't believe we were put on this earth to make money and just buy Gucci, Fendi and Prada. We are put on this earth to help other people that are God's children. I think when you forget you are put here to help others and to help your community you miss the boat."

LaFonta is someone who's experienced many obstacles and says he owes a debt of gratitude to so many people who have helped him along in his journey. "I have overcome a lot in my life to become who I am today. I have a lot of people to thank, family members extended family, and friends. Without them I don't know what kind of person I would be. Those are people who didn't have a lot but gave so much, offering me half the bread they had. And there's no way I could have done what I've done without a whole community rallying behind me to help me."

Continuing, he says, "I think that's one of the things that's missing in this community today, that we've forgotten, is that we all stand on the backs of those who came here before us. And we've come so far only because we've helped one another. I am trying to remind people that we need to get back to that and this is the only way we can become a better city."



# Rock 'n' Roll Pioneer Dave Bartholomew Dies at 100

1918 - 2019

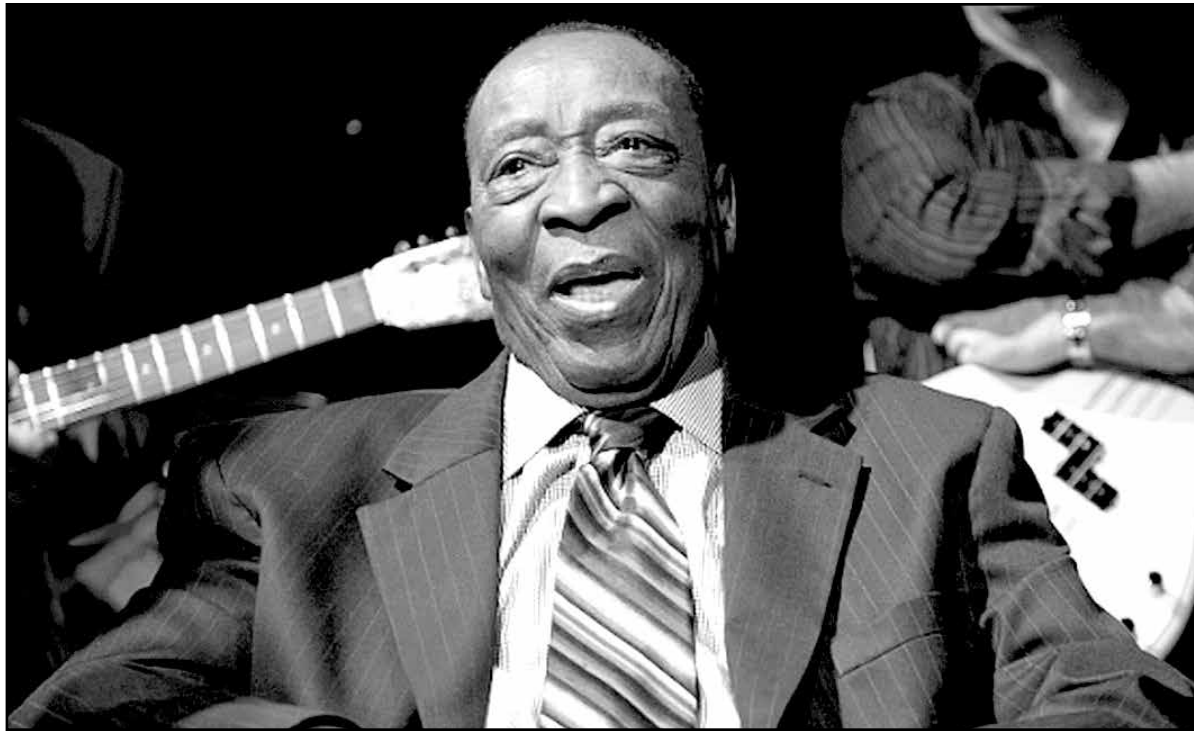
By Renetta Burrell Perry

The ancestors taught us that death comes in threes. We've seen this prophecy come into fruition over the past several weeks. On the heels of losing Leah Chase and Dr. John, New Orleans has lost yet another iconic legend.

Dave Bartholomew; master trumpeter, singer, songwriter, bandleader, producer and one of the principle architects of what we know today as Rock 'n' Roll died this past Sunday at the age of 100. His son Don shared in his social media post that his father was 100 years and six months old. He said his father's body was simply tired and he tearfully lamented that Dave was a great man.

Best known as songwriter and producer for a string of Fats Domino's 1950s/1960s epic hits "Ain't That a Shame," "Blue Monday," and "Walking to New Orleans," among others, Bartholomew's artistry transcended New Orleans and flowed around the musical universe, introducing a new sound that would eventually influence generations of musicians all over the world (Elton John, Paul McCartney and the Rolling Stones have all fused his work into projects of their own).

Aside from the mega collabo-



Pioneering, Award-Winning Musician Dave Bartholomew.

rations between he and Domino, he penned "One Night" for Elvis Presley, "My Ding-a-Ling," originally recorded by Bartholomew himself, then performed by Chuck Berry, "Let the Good Times Roll" for Shirley and Lee, "I Hear You Knocking" for Smiley Lewis and more. But collaborations between he and Domino yielded 65 singles on the Bill-

board pop chart between 1955 and 1964.

He was the recipient of numerous awards and accolades including the Grammy's Trustees Award in 2012 and in 1991 he was inducted into the Rock 'N' Roll Hall of Fame as a Songwriter.

Born in Edgard, Louisiana, Bartholomew was influenced early-on by the sounds of Louis Arm-

strong and his father who also was a jazz trumpeter. He started off playing the tuba then the trumpet and eventually played with Joe Robicheaux and Papa Celestin. He would later inspire big named, home-grown players like Allen Toussaint and Dr. John, and many credit his Fats Domino 1949 classic hit, "The Fat Man" with being the first Rock 'n' Roll record.

Mayor LaToya Cantrell tweeted: "After giving the world a century of magic and putting in the hard work to create it, Dave Bartholomew has passed. It's no understatement to say American music would sound very different without his contributions and his talent. Dave Bartholomew helped make the New Orleans sound that echoes around the world to this day. May he rest in God's perfect peace."

Famed New Orleanian/actor Wendell Pierce tweeted: "I heard the news this evening in London that Dave Bartholomew had died. After the shock and sadness, I feel a sense of responsibility. He created the template to leave the boundary of New Orleans and share our artistry with the world. He leaves a great legacy." Speaking of Dave's sophistication and ineptness as a renaissance man, he continued, "Dave Bartholomew lived in my neighborhood of Pontchartrain Park. He commuted between New Orleans and Los Angeles as easily as you catch a streetcar on St. Charles Ave. For a Black man in the 40s/50s, by example he displayed a great sense of self-reliance: impressive to me as a boy."

At press time, no funeral arrangements had been announced.

**IN LOOKING FOR THE IDEAL  
RESUME, YOU'VE IGNORED THE  
IDEAL CANDIDATE.**

**GRADS of LIFE**  
.org

LEARN HOW TO FIND, TRAIN AND CULTIVATE  
A GREAT POOL OF UNTAPPED TALENT.

**YOUR SON'S HAIRCUT  
ACCIDENTALLY TURNED INTO  
A BUZZ CUT**

**Do you:**

- (A) Loan out Dad's toupée.**
- (B) Get creative with glue.**
- (C) Try to make sweatbands a "thing" again.**

When it comes to being a parent, there are no perfect answers – just being there is enough. So don't worry, you don't have to be perfect to be a perfect parent. There are thousands of teens in foster care who will love you just the same.



AdoptUSKids

888.200.4005 AdoptUSKids.org



# Bayou Classic Names Ambassador for 46th Annual

*Sheryl Underwood Of "The Talk" Named Ambassador for The 46th Annual Bayou Classic*

By Jeffrey Ory

Comedian, actress and television host Sheryl Underwood has been named an Ambassador of the upcoming 46th Annual Bayou Classic which is set to take place in November. Best known as the co-host of the Emmy-Award-Winning, CBS-television-show "The Talk," Underwood is committed to using her visibility and influence in positive ways. She is Founder & Chief Executive Officer of the Pack Rat Foundation for Education (PRFFE, 501c3) and is currently raising money to support Historically Black Colleges and Universities (HBCUs) and the students committed to pursuing a higher education.

The Bayou Classic, ranked as the #1 HBCU Classic in the nation, is the iconic collegiate gridiron matchup between Southern University and Grambling State University, which will take place the Saturday after Thanksgiving in the Mercedes-Benz Superdome in New Orleans. Tickets are now on sale for the 46th Annual Bayou Classic and the Greek Show & Battle of the Bands.

"It is an honor and privilege to be an Ambassador for the 46th Annual Bayou Classic – the granddaddy of all football classics," said Sheryl Underwood, Ambassador for the 46th Annual Bayou Classic. "From our earliest beginnings we knew that higher education was the key to jobs and freedom. Our families wanted more for their children which led many to HBCUs."

Underwood is co-host of "The Talk," watched by an average of 3+ million viewers per day, and co-hosted the 2017, 2018 and 2019 Daytime Emmy Awards, is a much sought-after entertainer and public speaker who is described as one of the world's brightest contemporary humorists.

Underwood is Owner and Chief Executive Officer of Pack Rat Productions, Inc. and is the 23rd International President of Zeta Phi Beta Sorority, Inc. – the only full-time entertainer to ever hold the sorority's highest post.

Underwood will help promote the Bayou Classic nationally through channels including, all 388 affiliates of Sheryl Underwood Radio and all national media appearances. As the ambassador, Underwood will be a judge in the Annual Bayou Classic Greek Show and all



Emmy-Award winning talk show host Sheryl Underwood.

eyes will be on her as she is honored and recognized during the Bayou Classic Game.

Underwood, born in Little Rock, Arkansas, joined the television show "The Talk" on CBS television for the start of season two. With Underwood at the table, "The Talk," received its first Daytime Emmy for Best Talk Show and another Daytime Emmy for Outstanding Talk Show/Entertainment and multiple Emmy nominations. In 2017, "The Talk" received a record eight Daytime Emmy Nominations, tying with TV host Ellen DeGeneres, with Underwood and her co-hosts of "The Talk" winning Outstanding Entertainment Talk Show Hosts. Underwood, who has received numerous awards and accolades, was named one of the 10 most influential talk show hosts on Twitter in 2012 and currently has more than one million social media followers. As part of "The Talk" hosting team, Underwood received a 2016 People's Choice Award for "Favorite Daytime TV Hosting Team," a 2016 NAACP Image Award for "Outstanding Talk Series" and a 2017 Nomination in the same category and is a KJLH (Los Angeles) Proven Achiever 2018 Honoree.

"For 46 years friendships, marriages and bragging rights could be witnessed at the Bayou Classic! The Battle of the Bands...The Greek Show...The food, the fun and the game!!!!...The Bayou Classic welcomed everyone," added Underwood. "The Bayou Classic Tra-

dition lives on and with this long-term relationship we can coalesce our resources to continue to open doors for anyone who wants to realize their dreams at an HBCU!"


The 46th Annual Bayou Classic is scheduled for Saturday, November 30, 2019. The game is prefaced by other great events to celebrate HBCUs role in our education system – the BizTech Challenge (Friday), the Greek Show & Battle of the Bands (Friday), Doc Griggs 2x Around the Dome (Saturday), the Bayou Classic Parade (Saturday) and the Bayou Classic Fan Festival (Saturday).

"Sheryl is a savvy businesswoman, philanthropist and a multi-faceted, multi-media entrepreneur who is recognized as one of the most articulate, well-informed women of our time. As a fan, I am tremendously excited to have Sheryl to

welcome the world to the Bayou Classic," said Dottie Belletto, President and CEO of NOCCI. "We have a unique opportunity to continue to demonstrate Bayou Classic as the #1 HBCU Classic in the country through the channels that Sheryl provides. Her excitement is contagious and only matched by her love and admiration for HBCUs and the education it provides our young professionals."

You can "Experience the Power" of Bayou Classic now – tickets are now on sale for the 46th Annual Bayou Classic. Bayou Classic fans may also purchase tickets for the ever-popular Battle of the Bands & Greek Show to be held on Friday, November 29, 2019 in the Mercedes-Benz Superdome. Tickets, which are available on every seat-

**Bayou Classic,  
Continued on page 9.**




## LIONMAN Foundation, Inc.


in Partnership with


## BLUE LION Karate Academy International


Presents

## The Legend Of LIONMAN 1000 Beams of Light











**Helping Kids To Be Strong! Confident! Successful!**





**GrandMaster Eric O'Neal, Sr.**  
**LIONMAN Foundation, Inc.**  
**BLUE LION Karate Academy**  
 9954 Lake Forest Blvd., Suite 5  
 New Orleans, LA 70127  
 818-252-9707  
 504-244-8395  
[GEO@LIONMANFoundation.org](mailto:GEO@LIONMANFoundation.org)  
[info@BLUELIONKarate.com](mailto:info@BLUELIONKarate.com)  
[www.LIONMANWorld.com](http://www.LIONMANWorld.com)  
[www.TheLegendOfLIONMAN.com](http://www.TheLegendOfLIONMAN.com)  
[www.BLUELIONKarate.com](http://www.BLUELIONKarate.com)



# Saints Cam Jordan Hosts 2019 Youth Football Camp

By Renetta Burrell Perry

Superstar Saints Defensive End Cam Jordan hosted the Second Annual Youth Football Camp last week at Tulane University's Yulman Stadium. The camp is designed to help local youth to develop confidence, character building and courage. Youth from the Blue Lion Karate Academy, along with other organizations, had the opportunity to get up-close-and-personal with the highly celebrated, much loved Saint.



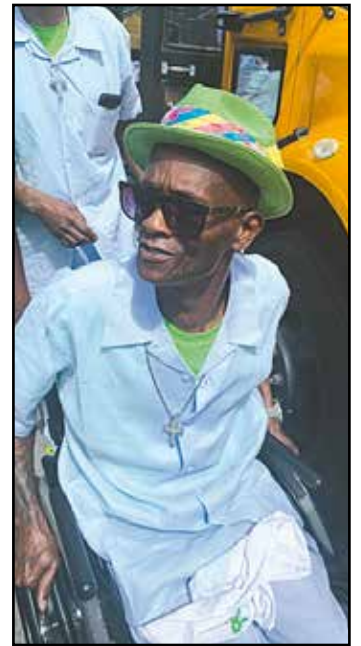
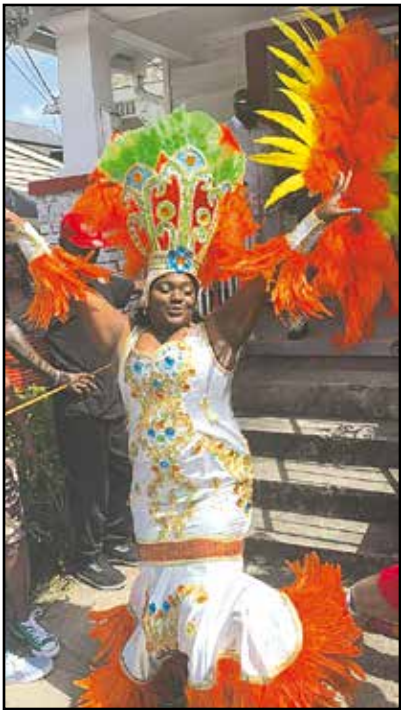
Visit [www.ladatanews.com](http://www.ladatanews.com) for more photos from these events



# The Uptown Swingers' Annual Second-Line Parade

Story and photos by  
De'John Vanison

The Uptown Swingers hosted their Annual Second-Line Parade on Sunday, June 23rd. Their theme was "Stop The Killing. We Are One." The Royalty Queen was Terrinika Smith "Double Trouble," and the Grand Marshall was Wellington Ratcliff, Jr. "Skully." Miss Big Shot was Trina and Miss Swinger was Melory. Maid Terry Smith is the Queen's mother. The Queen's son T'Darryl Smith also paraded.



Visit [www.ladatanews.com](http://www.ladatanews.com) for more photos from these events

## NO ONE GETS A DIPLOMA ALONE.

If you're thinking of finishing your high school diploma, you have more support than you realize. Find free adult education classes near you by texting FINISH to 97779 or by visiting [FinishYourDiploma.org](http://FinishYourDiploma.org).



Message & Data Rates May Apply. Reply STOP to end text. Not valid where necessary. Terms and Privacy: [advertising.com/privacy](http://advertising.com/privacy)



# City of New Orleans to Join Bloomberg Philanthropies, the Bill & Melinda Gates Foundation and Ballmer Group on New Initiative to Increase Economic Mobility

## City of New Orleans

The City of New Orleans today became one of 10 American cities that will participate in a new national initiative to identify, pilot, and measure the success of interventions to accelerate economic mobility for their residents. The work comes through a \$150,000 Grant from Bloomberg Philanthropies, the Bill & Melinda Gates Foundation, and Ballmer Group.

Over the next 18 months, New Orleans will engage disadvantaged youth in services that increase their employability.

"This Administration is committed to supporting the young people of New Orleans, so that they are prepared for the jobs of the future and able to achieve a higher quality of life than the generations that came before them," said Chief Administrative Officer Gilbert Montano. "We know that will require data- and evidence-based decision-making and we are grateful to

Bloomberg Philanthropies, the Bill & Melinda Gates Foundation, and the Ballmer Group for their support as we work to give young people a foot up on the career ladder."

The defining characteristic of the American Dream is upward mobility, but new data from Opportunity Insights shows that the current generation's chances of earning more than their parents are declining. In many communities, young people and families face significant barriers to climbing the economic ladder based on the neighborhoods in which they live.

The new national initiative, supported by Bloomberg Philanthropies, the Bill & Melinda Gates Foundation, and Ballmer Group, seeks to respond to the strong demand among local leaders for new, more effective interventions to address rising income inequality and declining economic mobility. In Bloomberg Philanthropies' 2018 American Mayors Survey—the largest comprehensive public-opinion

survey of mayors and city managers—one of their top concerns was the challenge of providing more and better economic opportunities for all residents.

New Orleans was selected through a competitive process that looked at local commitment to addressing economic mobility, willingness to use data and evidence to accelerate progress, and ability to dedicate a team to accomplish the initiative's goals. The initiative is supported by a \$12 million investment from Bloomberg Philanthropies, the Bill & Melinda Gates Foundation, and Ballmer Group that was announced last fall. Over the next 18 months, New Orleans will develop, pilot, and measure an initiative focused on preparing young people for high opportunity career paths designed to help improve residents' long-term economic mobility. New Orleans was selected through a competitive process that looked at local commitment to addressing economic mobility, willingness to

use data and evidence to accelerate progress, and ability to dedicate a team to accomplish the initiative's goals. The initiative is supported by a \$12 million investment from Bloomberg Philanthropies, the Bill & Melinda Gates Foundation, and Ballmer Group that was announced last fall. Over the next 18 months, New Orleans will develop, pilot, and measure an initiative focused on preparing young people for high opportunity career paths designed to help improve residents' long-term economic mobility. New Orleans will also work closely with other cities participating in the initiative to share lessons and experiences to further advance the work and build a model for future collaboration among cities on the topic.

New Orleans staff have already begun working with a team of advisors from Results for America and the Behavioral Insights Team, both partners in What Works Cities, a Bloomberg Philanthropies Initiative that helps cities con-

front urgent challenges through data-and evidence-based decision-making. New Orleans city staff will deepen their data skills and strengthen their ability to deliver results to residents with the help of experts from other What Works Cities Partners, including Johns Hopkins University's Center for Government Excellence, the Harvard Kennedy School's Government Performance Lab and the Sunlight Foundation.

Additionally, Opportunity Insights at Harvard University is helping New Orleans staff draw insights regarding economic mobility in the community using data from the Opportunity Atlas, an interactive resource developed in collaboration with the U.S. Census Bureau.

The other nine cities participating in the economic mobility initiative are: Albuquerque, N.M.; Cincinnati, Ohio; Dayton, Ohio; Detroit, Mich.; Lansing, Mich.; Newark, N.J.; Racine, Wisc; Rochester, N.Y.; and Tulsa, Okla.



**ASSESSING HOUSING OPTIONS**

**UNDERSTANDING BENEFITS**

Find articles, tips and tools from experts and others who have been in your place.

[aarp.org/caregiving](http://aarp.org/caregiving)  
 Caregiving Resource Center  
 Care for your loved one. Care for yourself.

**Ad Council**

**AARP**  
 Real Possibilities

## Healthy Blue Back to School Supply Giveaway

Edited by Data Staff Writers

Celebrate the upcoming school year with a fun day of music, games, refreshments, health screenings, community resources, and school supplies (while supplies last) to help students in grades K – 5 and families get "day one" ready for the new school year. The Back to School Giveaway is possible with support from Healthy Blue in partnership with Providence Community Housing, Enterprise Community Partners, Immanuel Community Church, and the residents of Faubourg Lafitte.

Students must be accompanied by a guardian to receive school supplies.

The event will take place on Saturday, July 20th from 10:00 a.m. - 12:00 p.m. at the Sojourner Truth Neighborhood Center, 2200 Lafitte Street, New Orleans, LA 70119. School supplies will be distributed while supplies last.

To learn more about the Back to School giveaway at Sojourner Truth Neighborhood Center, visit Healthy Blue on Facebook @ HealthyBlueLA.



# Research Finds Pre-Pregnancy Weight Affects Infant Growth Response to Breast Milk

LSU Health Sciences Center  
Image courtesy  
verywellfamily.com

In the first study of its kind, LSU Health New Orleans Researchers report that women's pre-pregnancy overweight or obesity produces changes in breast milk, which can affect infant growth. The research findings are published in PLOS ONE, available online here.

"The importance of this study is that it demonstrates that breast milk contents can vary depending on mother's weight status at the time of conception and further impact the growth and development of breastfeeding infants," says Henry Nuss, PhD, Assistant Research Professor of Behavioral & Community Health Sciences at LSU Health New Orleans School of Public Health and Lead Author.

"Childhood obesity rates in the US have increased significantly in recent decades," notes Melinda Sothorn, PhD, Professor of Behavioral & Community Health Sciences at LSU Health New Orleans School of Public Health. "Although many studies have shown that breastfeeding may be protec-



tive against excessive weight gain during early life, we do not fully understand why."

Breast milk contains pro-inflammatory proteins such as tumor necrosis factor alpha (TNF-) and interleukin-six (IL-6), as well as hormones like insulin and leptin,

and anti-inflammatory polyunsaturated fatty acids, such as omega-3 (DHA) and omega-6 (EPA). If and how their interaction may influence infant growth has been unknown. The research team set out to discover the interrelationships between these compounds in blood

and breast milk in early postpartum women with normal BMIs and with overweight/obesity before pregnancy to determine if these components correlated to infant growth measures at age 4-8 weeks.

They compared polyunsaturated fatty acids, inflammatory

markers and hormones to infant weight, length, head circumference and percent fat mass at 4-8 weeks postpartum in the same group of 33 women. The researchers found that pro-inflammatory qualities of breast milk were associated with infant growth measures regardless of maternal pre-pregnancy BMI. However, infants born to women with overweight or obesity demonstrated less responsive growth to breast milk. "Infants who are born to mothers of unhealthy weight status may be metabolically programmed to have a less favorable growth response to breast milk," Dr. Nuss adds. "These finding suggest that women of childbearing age who anticipate having a child should consider their weight status as a potential risk factor for adverse growth outcomes."

The research team, which also included Jovanny Zabaleta, PhD, Associate Research Professor of Pediatrics at LSU Health New Orleans School of Medicine, as well as researchers from Pennington Biomedical Research Center, concludes that more studies are needed to assess longitudinal effects of this impact.

Bayou Classic, Continued  
from page 5.

ing level of the Mercedes-Benz Superdome, can be purchased at: The My Bayou Classic website (www.MyBayouClassic.com), Ticketmaster (http://www.ticketmaster.com), New Orleans Arena Box Office (1501 Girod Street, New Orleans), The Grambling State University Ticket Office and The Southern University Ticket Office (F.G. Clark Activity Center, 801 Harding Blvd., Baton Rouge).

Ticket prices for the 2019 Bayou Classic Football Game range from \$16-\$50. Tickets for the Greek Show & Battle of the Bands starts at \$20 with options for VIP experiences.



Find us on:  
**facebook®**

more photos  
more stories  
more data



**CUMULUS**  
**THE POWER OF RADIO**

TO ADVERTISE YOUR BUSINESS, CALL (504) 581-7002





# Humana Foundation to Invest \$1 Million in New Orleans

*Strategic Community Investment Program will Invest in One or More Organizations Addressing Social Determinants of Health in the Greater New Orleans Community*

By Sarah Von der Linde

The Humana Foundation, philanthropic arm of Humana Inc. (NYSE: HUM) for the past 38 years, recently announced it is extending its Strategic Community Investment Program to New Orleans and will invest \$1 million or more in the community. Organizations are invited to apply for investments to fund initiatives addressing social determinants of health, the conditions under which people are born, grow, live, work and age that impact overall health and well-being.

"We're excited to extend our Strategic Community Investment Program to New Orleans this year," said Walter D. Woods, CEO of The Humana Foundation. "We've listened to input from New Orleans nonprofits to guide our application process, and we've incorporated that into learnings from our initial 2018 investments in seven communities across the U.S. We believe our investment in New Orleans will have a tangible impact on the health

## Humana Foundation

and well-being of many residents and will enable us to build more healthy days together with community partners."

### Selection Criteria

The Strategic Community Investment Program in New Orleans will invest in initiatives that create greater health equity for all and address one or more of the following social determinants of health: Post-secondary attainment and sustain-

ing employment, social participation and inclusion, financial asset security and food security.

In an effort to encourage collaboration across sectors, The Humana Foundation will give special consideration to joint applications from two or more organizations working in partnership towards results greater than what a single organization could achieve. Organizations in the greater New Orleans community, including those in Jeffer-

son, Orleans, Lafourche, Assumption, Plaquemines, St. Charles, St. James, St. John the Baptist, Terrebonne, St. Tammany, Washington, and Tangipahoa parishes, can apply for an investment from The Humana Foundation.

### Strategic Community Investment in 'Bold Goal' communities

The Humana Foundation's Strategic Community Investment Program began in 2018, investing more than \$7 million in nonprofits in seven communities: Knoxville, Tn.; Louisville, Ky.; San Antonio, Tx; Baton Rouge, La.; Tampa Bay, Fl; Jacksonville, Fl; and Broward County, Fl. In each of these communities, Humana is pursuing its 'Bold Goal' to improve the health of the communities Humana serves 20 percent by 2020 and beyond. The Humana Foundation contributes to this work by investing in nonprofit and other organizations that address social determinants of health that impact people's overall health and well-being.

Each organization that received a 2018 Strategic Community Investment has the opportunity to apply for continued investment for one or two additional years based on the specific results they achieve over a 12-month period. This strategy allows The Humana Foundation's community investments to continue to grow, while also committing to creating greater health equity in the communities it serves.

### Application Process

Any organization – or consortium of organizations – interested in applying for a Humana Foundation Strategic Community Investment must fill out an application and submit it to The Humana Foundation no later than July 26, 2019. After reviewing all applications, it receives, The Humana Foundation will then ask a group of finalist organizations to go through a more detailed due diligence process. (A link to the online application will be available on The Humana Foundation website beginning June 20, 2019.)

## Marc Morial, Essence Festival's Founding Mayor, Celebrates 25th Anniversary of the Iconic "Party with a Purpose" He Brought to New Orleans

By Angela L. Young,  
ALY Media Relations, LLC

National Urban League President and CEO Marc H. Morial will join influential voices including Michelle Obama and Congresswoman Maxine Waters in a celebration of the 25th Anniversary of the iconic event he brought to New Orleans.

"The Essence Festival helped solidify New Orleans as the quintessential destination for multicultural and African American gatherings," Morial said. "Bringing Essence to New Orleans remains among my proudest achievements as mayor, and I have been overwhelmed by the cultural significance it has attained."

Just a few months into his first term as New Orleans Mayor, Morial was looking for ways to lever-

age his city's rich cultural identity for economic development and job creation. At the same time, Essence Co-Founder Ed Lewis and Festival Productions Founder George Wein were looking for the perfect location for a 25th Birthday Party for the magazine.

"As the leading African American Publication, they were looking for a city with a strong African American cultural heritage and an African American mayor," Morial said. "No other city had – or has – such a strong musical tradition and the unique and versatile construction of the Superdome made it the perfect venue."

What was meant to be a one-time event evolved into the largest Annual Multicultural Event in the nation, the "party with a purpose," attracting international recording

“There’s nothing else like the Essence Festival, and nowhere else like New Orleans,” Morial said. “The two are forever intertwined.”

artists, political and intellectual luminaries and bestselling authors. “The daytime events – the cultural,

social and political presentations and discussions – were so popular that first year that they had to be

moved from the Superdome into the Convention Center where there was more space,” Morial said.

Morial's keynote that year focused on affirmative action, he recalled, as it was the year President Clinton launched his “mend it, don't end it” initiative. “I was excited about it from the beginning,” Morial said. “It was big that first year, now it's tremendous. It's unique in that it combines thought leadership with music – no other event connects the performing arts with the social movements that influence and shape them.”

The first Essence Festival spawned the Louis Armstrong Jazz Camp, the nation's Pre-Eminent Jazz Education Program devoted to developing the next generation of Jazz artists and preserving the great American art form.



# Tech Boss Lady

*How to Start-Up, Disrupt & Thrive as a Female Founder*

## Tech Boss Lady

*How to Start-Up, Disrupt & Thrive as a Female Founder*

by Adriana Gascoigne

c.2019, Seal Press

\$28.00 / \$36.50 Canada

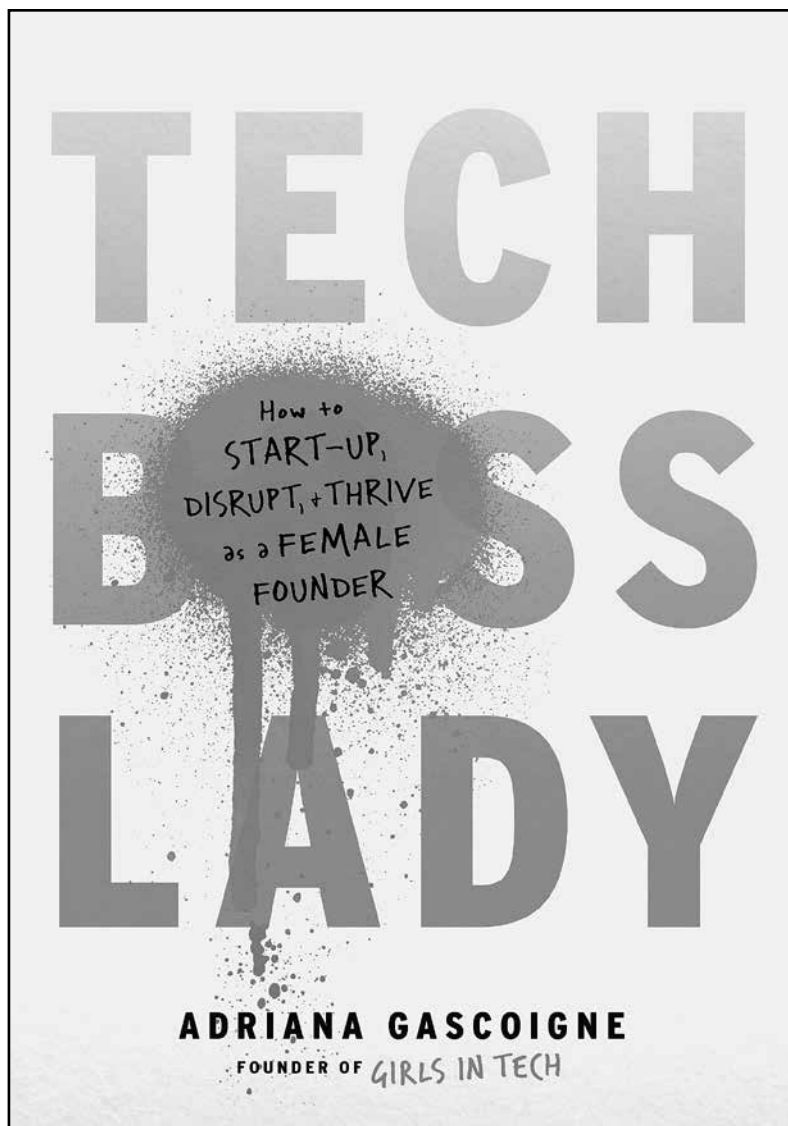
219 pages

Terri Schlichenmeyer

### One foot in front of the other.

That's how you get anywhere: whether it's a toe-sliding shuffle or a one-two-three-waltz, the only way forward is step by step. Slow-walk it if you must, but you have to keep going and in "Tech Boss Lady" by Adriana Gascoigne, you'll find helpful business shoeprints to follow.

From the time she was a child, Adriana Gascoigne knew that she didn't want a 9-to-5 job as an adult. Both her parents were entrepreneurs who did whatever it took to keep the family afloat, and Gascoigne spent after-schools and weekends pitching in. For her, self-employment was natural; even so, Gascoigne found herself working in a boys-network Silicon Valley office after college. Before #MeToo was a thing, she was harassed for being a woman. Undaunted, Gascoigne persevered until she spotted a problem and created a solution, finally becoming the entrepreneur she always knew she was. In this book, she offers advice for "founders" of the tech sort – which, as she says, is everyone now, because almost all "business today relies on technology to scale."



The first point she stresses is that every entrepreneur, "and I mean every single one," has "absolutely no fear," which is "quickly followed by acute urgency to propel forward." If that doesn't describe you, says Gascoigne, then "hit the bench and sit this one out." Stay focused on

your goals because hard work "will only get you so far..." Be willing to give other women a hand-up; in fact, start doing so as early as possible by giving your daughters or nieces STEM toys. Know how to hire, be a leader, and foster a sense of intrapreneurship in your business. Find

a great mentor and be willing to ask for help if you need it but exercise caution when you think you might need a partner. Don't let failure freak you out. And finally, watch yourself for signs of stress or burnout. You might need an extra jolt of confidence to get back on track.

### You've got this.

As business books go, "Tech Boss Lady" isn't bad. It's not great, either – mostly because, if you're an entrepreneur, you already know what's inside it. Indeed, there's a lot of same in this book. Like many current authors, Gascoigne focuses more on tech start-ups and relies a lot on personal examples, despite an avowal to avoid doing so. Neither can you avoid rah-rah words about goals and hiring, both which are seen in just about every entrepreneurial book from the last three decades.

And yet, Adriana Gascoigne's style is surely appealing. She's smart and bold, and ideas are presented just freshly enough to capture the attention of young businesswomen who maybe haven't seen this information a dozen times. They might benefit from it, and from Gascoigne's no-nonsense, straightforward, steel-fisted warmth, the most.

This book can surely be read by anyone with entrepreneurial spirit but it's really not for men, or for women over 40. For younger women with business-sense, though, "Tech Boss Lady" can be a great first step.

## DATA CLASSIFIED

Call 504-821-7421 to place your classified ad.

### Job Opportunity

### Freelance Writers Wanted

Data News Weekly, "The People's Paper," is looking for freelance writers to join our team print and digital team. We want to hear from you if you are a working journalist, or an aspiring journalist who has 2 years or more of newspaper or PR writing experience. We need writers who can cover New Orleans news stories, ranging from local high school sports, community events, City Hall and entertainment. Experience in print is necessary, experience in digital and social media are encouraged.

Compensation is competitive and great story ideas will be appreciated.

If you are interested, please email your resume and 3 writing samples to: [terrybjones@bellsouth.net](mailto:terrybjones@bellsouth.net) and [datanewseditor@bellsouth.net](mailto:datanewseditor@bellsouth.net).

We can't wait to hear from you!

This space can be yours for only \$80

**CALL NOW!!!**

**504-821-7421**

follow us on

**twitter**   
@DataNewsWeek

This space can be

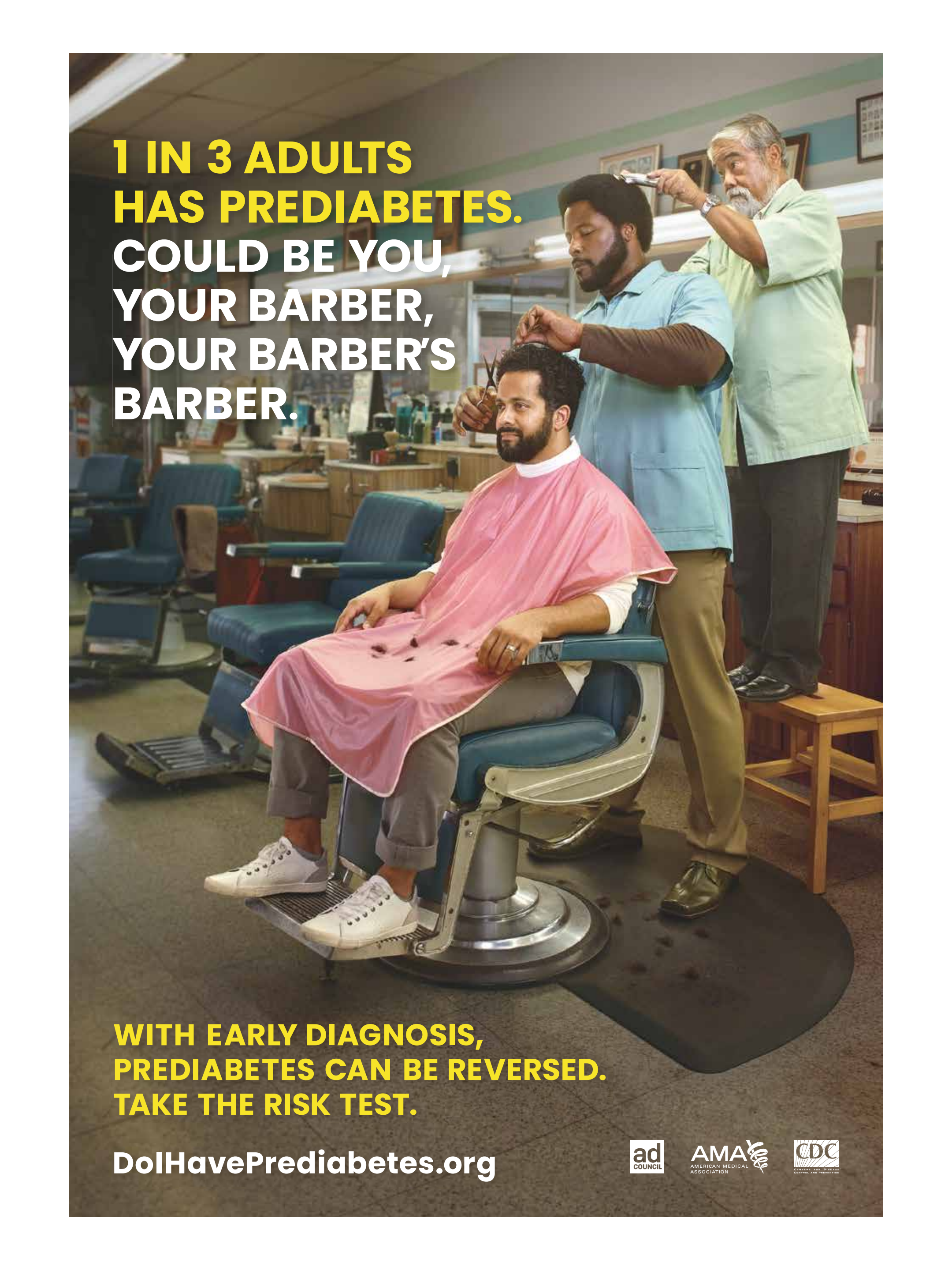
yours for only \$80

**Call Now!**

**504-821-7421**

**ladatanews.com – The People's Website**



A photograph of a barbershop scene. A man with a beard is seated in a blue barber chair, wearing a pink protective cape and white sneakers. He is looking towards the camera. Two barbers are attending to him: one in a light blue shirt is standing behind him, using scissors to trim his hair, and another older barber with a white beard, wearing a light green shirt, is standing on a wooden stool behind the first barber, using a trimmer on the man's head. The shop has blue chairs, wooden counters, and various barbering tools in the background.

**1 IN 3 ADULTS  
HAS PREDIABETES.  
COULD BE YOU,  
YOUR BARBER,  
YOUR BARBER'S  
BARBER.**

**WITH EARLY DIAGNOSIS,  
PREDIABETES CAN BE REVERSED.  
TAKE THE RISK TEST.**

**[DoIHavePrediabetes.org](http://DoIHavePrediabetes.org)**

