Mississippi Roadmap to Health Equity, Inc. Jackson, MS
Mississippi Health Disparities

• According to statistics from the MS State Department of Health’s Office of Health Disparity Elimination:

• In Mississippi, African-Americans are twice as likely to die from heart disease, than whites.
  - lower educational levels double the risk of stroke.
  - African-Americans are twice as likely to suffer from high blood pressure as whites; and,
  - In MS, men are twice as likely to have a heart attack, as women.
Black folks get sicker and die sooner than any other ethnic group in the US.
We are bombarded with health messages.

Select fruits and vegetables
Play actively
Avoid excess sugar and fat
Reduce TV/media time
Keep H2O the way to go

According to a study published in the March 2010 issue of Healthy Affairs, kids snack almost three times a day on candy, chips and other junk food.

Because we are what we eat, we can literally transform our bodies and minds by choosing an inspiring diet.

HEART HEALTHY DIET TIPS
simple guidelines to help you feel your best

WHAT Did I Just Eat?
SURPRISING FACTS ABOUT FOOD

Dr. Ryan Berlin
Dr. Patrick Baker • Dr. Paul Baker
Institutions in which we live, work, play, study, worship, seek help

Examples relating to health:

If Schools offered kids only sweet, calorie laden foods and few fresh vegetables, and they spend 8 hrs/day in schools, then how can kids eat healthy?

Women spend 8 hrs/day in workplace. They then commute home to care for kids and family. When do they have time to exercise? Workplaces do not offer facilities.
What the Mississippi Roadmap Project Does
Roadmap History

- CDC funding (2003)
- Concept mapping (2004)
- Development of Community Steering Committee (2005)
- WK Kellogg Foundation grant (2006)
- Programming with Jackson Public Schools (Lean Back Program) (2007)
- Renovation of Old New Deal Supermarket
History, cont.

- USDA funding
- School Gardens
- First Lady, Michelle Obama visit
- Continued WKKF funding
Before

After
Roadmap Mission

To change or create institutional structures in our communities so that they always support, and never inhibit people’s ability to practice healthy behaviors.
We develop new institutions where none existed

- Farmers Market
- Mobile Market
- Community Gym
- Community Gardens
- Community meeting space
- Cooking classes
- Veteran’s Garden and community re-
assimilation program TBD
- Community Computer Room
- School Gardens
- K-2nd Grade Summer Program
- Summer Youth Program
We influence change in existing institutions

• School cafeteria workers fitness classes and health, nutrition and cooking lessons

• Physical exercise breaks for students, teachers and school cafeteria workers

• Assist WIC in increasing enrollment of eligibles, increase healthy use of WIC foods
We link with, and enhance the reach and influence of other organizations

Health Department
Jackson State University
Jackson Public Schools

Roadmap Summer Reading and Fitness Program
Sometimes we fall short of our goals......(examples)

• Environmental Justice Project
  • Could not mobilize local expertise to support
Roadmap Organization
National Advisory Board

A group of nationally-known experts in public health

Provides expert guidance to Mississippi Roadmap Project

-- *how to implement community-desired programs*
-- *how to maintain scientific integrity*
-- *how to achieve health equity*
Community Steering Committee

- Community Organizations
- Neighborhood Associations
- Teachers/Schools
- Farmers
- Churches
- University
- Other
Core Values for the Practice of Public Participation

1. Those who are affected by a decision have a right to be involved in the decision-making process.

2. The public's contribution will influence the decision.

3. Promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.

4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.

5. Provides community with the information they need to participate in a meaningful way.

6. Communicates to participants how their input affected the decision.

Source: IAP2
Community Participation is critical to Roadmap success
MHRE embodies a model of community engagement to give the disenfranchised in the Jackson community a voice in the decisions that affect them.

In the schools, politics, neighborhoods, food distribution, etc....
Equality does not mean Equity

This is Equality

This is the outcome we aim for.
With Equity, inputs may need to be different to achieve equal outcomes.
The Roadmap is dedicated to understanding the places where life contexts do not support healthy living (where we live, work, play, study, shop, seek help) and propose solutions to change them. In support of community efforts toward health and social equity.
Thanks You.

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