

***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 o 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

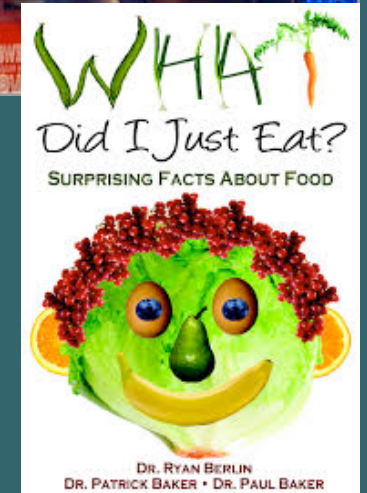
- ☀️ Select fruits and vegetables
- ☀️ Play actively
- ☀️ Avoid excess sugar and fat
- ☀️ Reduce TV/media time
- ☀️ Keep H2O the way to go



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.



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





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.



2

**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-2<sup>nd</sup> 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*



3

# 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



# 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*

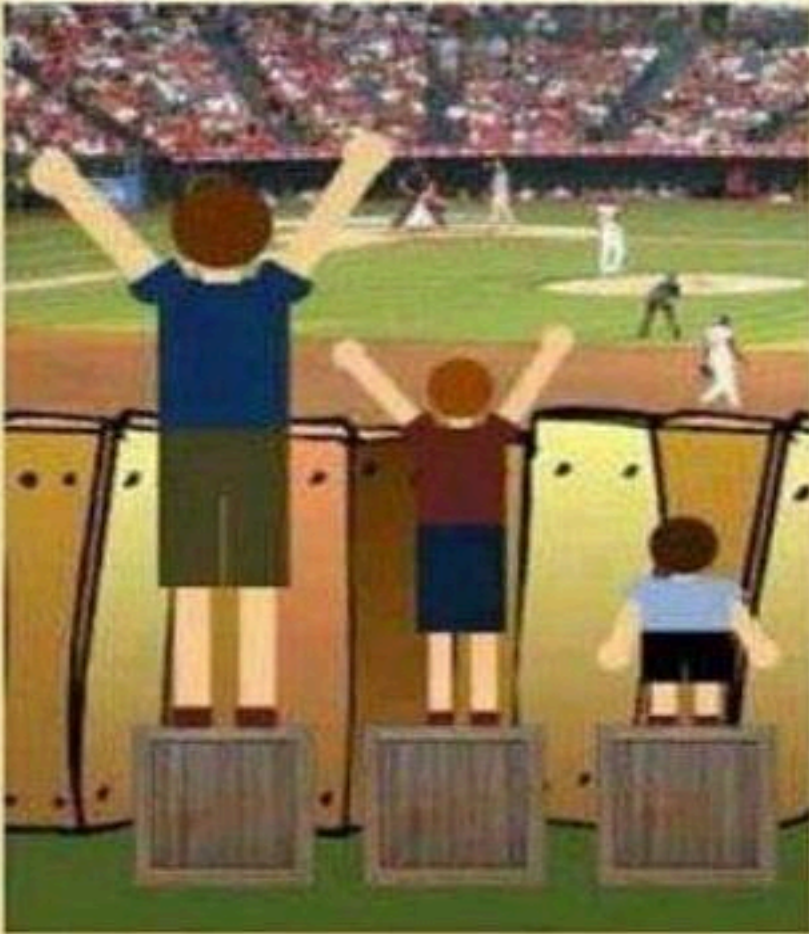
# **Community Participation**

*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

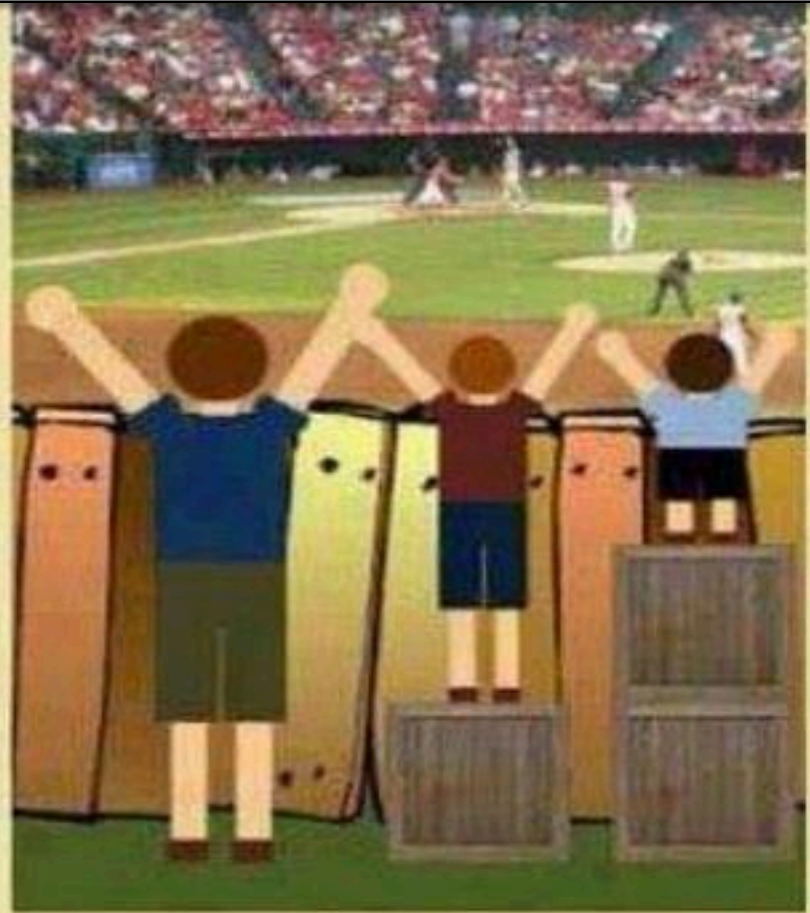


**This is the  
outcome we  
aim for.**

**With Equity, inputs may need to be different to achieve equal outcomes**



**This is Equality**



**This is EQUITY**

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.

Beneta D. Burt, Executive Director  
Mississippi Roadmap to Health Equity, Inc.  
Phone: 601-951-9273  
Email: [benetaburt@bellsouth.net](mailto:benetaburt@bellsouth.net)

Funded By: W.K. Kellogg Foundation