

A Publication of
CHEER:
**The Consortium For
Health Education,
Economic
Empowerment
and Research**

ANCMHD Exploratory Center
of Excellence in Health
Disparities

NCMHD is the National Center
on Minority Health and Health
Disparities.

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Public Health
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Memphis and Shelby County
Health Department



Greetings from the Executive Director

Greetings! This fifth issue of the CHEERLeader celebrates the second anniversary of CHEER as a community resource for transforming health disparities into health possibilities. This quarterly newsletter is intended to report on important health disparity issues in Memphis, Shelby County and in our nation. We hope to reach a wide audience of readers, so, please share our newsletter with your family, friends, colleagues and neighbors.



Dr. Shelley White-Means

CHEER is pleased to announce Le Bonheur Children's Hospital as one of the newest partners to join our team. This partnership allows CHEER to focus on and bring awareness to chronic illnesses and diseases that affect our children.

CHEER holds monthly seminars at locations throughout Memphis. Our lively seminar series sparks discussions about critical health equity concerns. This past year, Vicki Park, PhD, UT Health Science Center, presented "Improving Genetic Health Literacy Using Community-Based Approaches." On March 25, Patria Johnson from Memphis Healthy Churches shared insights in the session titled, "Memphis Healthy Churches: A Health and Wellness Promotion Program." Additionally, in April, CHEER partner and Executive Leadership Board member, Cheryl Golden, PhD, LeMoyne-Owen College, presented information gained from her research study in the 38126 zip code in "The Partnership for Asthma Trigger-Free Homes (PATH) Study."

Sometimes it is necessary for communities to engage in difficult discussions about taboo subjects. That is why CHEER invited Altha Stewart, MD, to share "Black and Blue: Depression in the African-American Community," which addressed mental health concerns that challenge our physical health and rob us of enhanced-life chances. Dr. Stewart emphasized the importance of admitting and addressing mental health concerns in the black community.

Many joined us for CHEER's first national health disparities conference, "Empowering Communities to Create a Healthy Village," held in June. CHEER holds the philosophy that in order to drive healthy lifestyles for at-risk and disadvantaged persons of every age and background in Memphis and the Mississippi Delta region, the community must take ownership of this goal and must be empowered to know how to make changes that have impact. The conference featured local, regional and national experts in health disparities research, mental health in the African-American community, and public policy/advocacy. We thank all those who attended and participated in this conference, making it a success.

Enjoy the pictures and reflections of our work and events through the past two years. You also will find news you can use and health tips that may surprise you. Let us know what you think about our newsletter by taking the CHEER Newsletter survey at <http://www.surveymonkey.com/s/38MZ2YL>. Stay in touch with us between newsletters by visiting us on Facebook <http://www.facebook.com/HealthEquityAtCHEER>.

Wishing you the best,

Shelley I. White-Means

Shelley I. White-Means, PhD
Executive Director, CHEER



Spring Conference 2011

Empowering Communities to Create a Healthy Village

CHEER held its first annual spring conference at the Memphis Cook Convention Center. The conference began with a greeting from Shelby County Mayor Mark Luttrell who stated, "The growth of the community depends on the health of the community and CHEER can do a lot to help bring that about."

The conference kicked off with a workshop on grant writing conducted by Fayre Crossley, director of the Grant Center Alliance for Nonprofit Excellence. Created to help community nonprofits, the workshop addressed grant planning, program design, and the role of community partners.

The main goals of the conference were to:

- Increase community awareness and understanding of the effects of social and economic conditions in the Delta region on the overall health and well-being of African-American communities.
- Discuss the importance of community-based participatory research (CBPR), faith-based institutions, social justice, and economic empowerment as vehicles for creating a healthy village.
- Ignite new scholarship and partnerships focused on creating healthy villages in the Delta region.
- Provide attendees with tools for implementing CBPR in their respective communities.

Snippets from Keynote Speakers



"Health inequities exist from the cradle to the grave."

"The root causes of these inequities are: socioeconomic position, residential segregation and environmental living conditions, occupational risks and exposures, health risk and health-seeking behaviors, differences in access to health care, and differences in health care quality."

"Zipcode is more important than genetic code."

- Brian Smedley, PhD, vice-president and director,
Health Policy Institute, Joint Center for Political and
Economic Studies



Leon Caldwell, PhD (right), senior research associate at The Annie E. Casey Foundation, was awarded with the 2011 CHEER Excellence in CBPR Award by Shelley White-Means, PhD (left).



“We underestimate depression in the black community, because blacks [describe] depression differently.”

- Alvin Poussaint, MD, professor of Psychiatry,
Harvard Medical School



“Expressing anger outwardly, depression and stress are associated with higher rates of cardiovascular disease for blacks.”

“[Lower] economic and social position of persons in society (education, income and occupation) are associated with increased diabetes, hypertension, and obesity.”

- Mario Sims, PhD, associate professor, University of Mississippi
Medical Center and Co-Investigator, Jackson Heart Study



“Injustice in health comes with a hefty price tag. The United States experienced \$1.24 trillion in total costs from 2003-2006 due to health disparities.”

“We need to enhance economic opportunities such as health insurance coverage, proximity to health care providers, access to recreational facilities, access to food and quality housing, and education.”

“We need to protect political rights to sanitation, air quality, crime, transportation, quality housing, education and community-level economic development.”

- Darrell Gaskin, associate professor, deputy director, Center for
Health Disparities Solutions Johns Hopkins,
Bloomberg School of Public Health



“The health care Americans want has guaranteed access, free choice of doctor, high quality, affordability, and trust and respect.”

“Our current health care system is unsustainable. There’s something enormously inefficient about the way we finance and deliver health care.”

- Arthur Sutherland III, MD, FACC, founder, Southerland
Cardiology Clinic, National Board Member,
Physicians for a National Health Program

For more information, please visit the CHEER Web site at http://www.uthsc.edu/CHEER/healthy_village_2011.

A Special Thanks To Our Co-Sponsors

**THE ASSISI FOUNDATION
OF MEMPHIS, INC.**

**Healthy
Memphis**
COMMON TABLE

Le Bonheur
Methodist Healthcare Family Children's Hospital

Happy Anniversary CHEER!



CHEER Open House



CHEER Intervention

A major aim of the CHEER Community Engagement and Outreach Core (CEOC) is to significantly improve the health knowledge and health-promotion behaviors that adversely influence health disparities experienced by African-Americans residing in the Memphis and Delta regions. The target populations of CEOC activities are public housing residents and congregants in the 38126 zip code.

The CEOC enhances community partnerships among faith leaders and their congregations, as well as facilitates community partnerships with public housing residents. The health risk assessment (HRA) questionnaire gives individuals information about their current health and quality of life in order to help the CEOC team identify unhealthy behaviors in participants. The team then offers suggestions and provides motivation to change those negative behaviors by examining the attitudes behind them. The CEOC is led by CHEER investigators Muriel Rice, PhD, and Mona Wicks, PhD.,



Betty Fitzgerald

Farewell to Mrs. Betty Fitzgerald of Mustard Seed, Inc., who retired this summer. She has been instrumental in recruiting community residents for CHEER.



Jessica Webster, LeMoyne-Owen College community health lay worker, performs a glucose and cholesterol screening.



2010 Preconference

Health in the City: A Fresh Take on Food

Going 2 Years Strong



CHEER Seminars



CHEER Health Fairs

Black Business Directory



Dr. White-Means Named Finalist for Memphis Business Journal Healthcare Heroes Award



CHEER Recognized

News You Can Use

Farmers Market To Expand

The South Memphis Farmers Market is finally getting a permanent home. The Plough Foundation has given a \$250,000 grant for the expansion of the farmers market located outside of the old Carter's Fish Market at the corner of Mississippi Boulevard and South Parkway.



For the residents of South Memphis, this expansion means that there will be more opportunities to choose fresh, healthy foods. This is especially important for residents who do not drive or those who just enjoy walking for their health. The grant will also fund an outdoor pavilion and educational cooking kitchen so residents can learn how to create healthy meals at home.

Construction is scheduled to begin in the next few months, with the opening set for May 2012.

iPhone App Helps Smokers Kick Habit

If you are a smoker who has been trying to quit, the new iPhone App developed by UTHSC smoking-cessation experts, may be just what you need to kick the habit for good. Developed by the Department of Preventive Medicine, the Quit Forever App offers easy step-by-step instructions and proven strategies that help smokers stop smoking and stay tobacco free for life. The app explains factors such as how to: deal with tension, take FDA-approved smoking-cessation medicines, move beyond triggers that lead to smoking, and connect with support services like telephone-quit lines and online help.

Using the app along with FDA-approved smoking-cessation medicine makes it easier for anyone to quit smoking, not just temporarily, but forever. This step is one of the most important in beginning a healthy lifestyle. The iPhone Quit Smoking App is available through the iTunes store, <http://itunes.apple.com/us/app/quit-forever/id438607134?mt=8>, and it can also be accessed through Facebook, <http://www.facebook.com/pages/Quit-Smoking-Forever-iPhone-App/135198179887020?sk=wall&filter=2>. For more information, contact Karen Johnson, MD, at kjohnson@uthsc.edu.

Got Stress?

Being aware of common stress triggers is the first step to avoid stress.

Triggers include:

- Job Loss
- Family Problems
- Loneliness
- Peer Pressure



If you or someone you know is feeling overwhelmed, contact the Adult Statewide Crisis Line toll free at 1-855-274-7471 or the Youth Statewide Crisis Center at 1-866-791-9226.

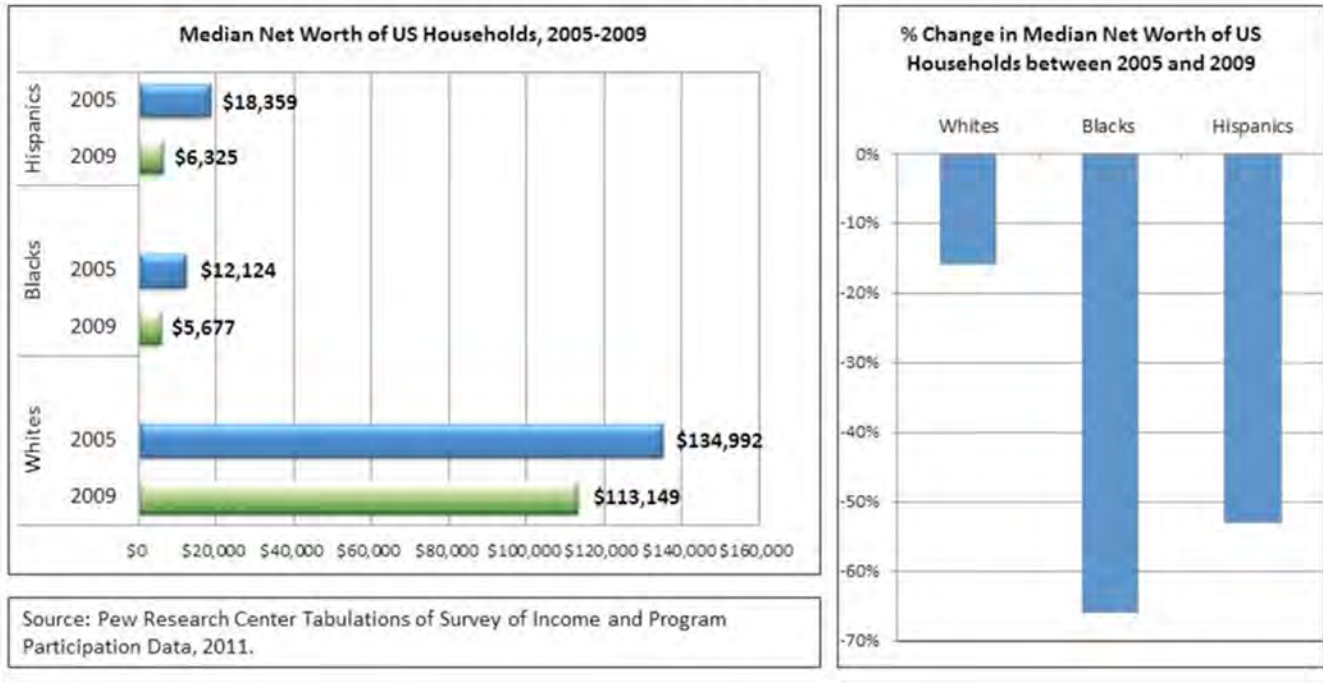
Did You Know..? Health Tips With a Twist

- Honey can disinfect a wound. If you find yourself out of Neosporin in the house, studies have found that honey can destroy germs and bacteria on boo boos. So, dab a little honey next time before you put on the bandage.
- Metamucil can lower cholesterol levels. Studies have shown that mixing one packet of Metamucil in water and drinking it before each meal lowers bad cholesterol levels by about 7 percent. It can also help lower blood pressure, blood sugar, and your risk of heart disease.



What is Wealth? Why Do Wealth Gaps Matter?

Recession Causes Wealth Gaps to Widen between Whites, Blacks, and Hispanics



What is wealth? Wealth goes beyond income to include anything an individual owns that is of value such as stocks, bonds, property, real estate, and savings accounts. Income primarily refers to a person's wages. However, wealth includes additional financial assets that can provide a safety net in times of financial distress and be used to support oneself during retirement. Another one of the main differences between wealth and income is that wealth can be passed on to future generations.

The recession of 2008 caused many people across the United States to lose their jobs and homes; in short, they lost some of their wealth. A recent study found that all households declined in net worth during the recession; however, black households fared the worst. Black and Hispanic families were more likely to have most of their wealth tied to their homes whereas whites invested in stocks and retirement funds in addition to their homes. When the housing market crashed and the value of homes fell, blacks and Hispanics lost most of their net worth.

Building and re-building wealth takes time and occurs over many years. Some people feel as though they live check-to-check and couldn't possibly put money towards a savings account or retirement. The important thing to remember is to start small. Take the following example:

The average price for a bottle of soda is \$1.29. Drinking one bottle of soda every day costs \$515 per year (including tax). Say you are 25 years old and invest \$515 every year into a Roth IRA retirement account. By the time you are 65 you will have \$120,073! Because money in savings accounts such as Roth IRAs pay you interest every year, your initial investment of \$20,600 (40 years x \$515) becomes six times larger!

Growing your wealth can have a significant impact on health and well-being. Having a financial safety net can protect you from the difficulties associated with meeting basic needs such as healthy food, quality housing, and medications during tough times like losing a job or becoming too ill to work.



A NCMHD Exploratory Center of Excellence in Health Disparities

CONTACT INFORMATION

The University of Tennessee Health Science Center
CHEER
66 N. Pauline Avenue
Suite 307
Memphis, TN 38105
Phone: (901) 448-1985
Fax: (901) 448-1991

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CHEER Achievements

CHEER Summer Interns

Stefané Puckett and Devin Cleaves, two CHEER interns, presented a research paper this summer at the University of Tennessee Health Science Center, titled: "Mapping and Messaging Health Disparities in Shelby County By Zip Code." The overall paper addresses how social media can be used as a way to impact population health. The students created a Facebook page to discuss and show their findings and to reach a younger target audience in addressing health issues.

Stefané Puckett is a graduate of Olive Branch High School. She is currently a sophomore at Jackson State University majoring in biology in order to prepare her for a future as a pharmacist.

Devin Cleaves is a graduate of Memphis University School. He attends Morehouse College in Atlanta, Ga. He plans to enter pharmacy school upon graduation.



CHEER Staff Accomplishments

Joyce Hamilton, CHEER administrative coordinator, received her BA degree in psychology from The University of Memphis in May!

SAVE THE DATE

CHEER Seminar - The Crisis Center and Memphis Mental Health Resources

December 6, 2011, at 6 p.m.



Presenter

Mike LaBonte, MA
Executive Director
Richard G. Farmer & Allen O. Battle Crisis Center

Location

First Baptist Lauderdale Church
682 S. Lauderdale
Memphis, TN 38126

Mustard Seed Clothes Drive

Mustard Seed, Inc., located at 653 Mississippi Blvd., sponsors a daily clothes drive for Memphis-area residents.

Donations are accepted between the hours of 9 a.m. and 3 p.m. For more information, call (901) 523-9724.

