

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

A NCMHD Exploratory Center  
of Excellence in Health  
Disparities

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

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**Public Health**  
Prevent. Promote. Protect.  
Memphis and Shelby County  
Health Department



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## Greetings from the Executive Director

We are pleased to present the Spring 2011 issue of our CHEERLeader newsletter. This quarterly newsletter is intended to report on important health disparities issues in Memphis and Shelby County and in our nation. We hope to reach a wide audience of readers including community residents, academicians, community organizations, researchers, public officials, and policy-makers. So please share our newsletter with your family, friends, colleagues and neighbors.

Since our last newsletter, CHEER has demonstrated its commitment to the community by assisting with health screenings for two community health fairs. One health fair was held at Bloomfield Full Gospel Church in Memphis and the other was sponsored by Brown Missionary Baptist Church in Southaven. CHEER also co-sponsored the Sisters in Motion 5K Run/Walk for Infant Mortality.

CHEER embraces the philosophy of developing new health-disparities solutions by seeking insights from the community. On October 21, 2010, CHEER held a Community Health Summit. The insights gleaned during this summit will guide CHEER's future community engagement activities and health-disparities research strategies.

Our lively seminar series has continued. In October 2010, Barbara Davis, PhD, University of Memphis, presented, "I'm a Survivor: African-American Women Overcoming Breast Cancer." In December, Latrice Pichon, PhD, MPH, CHES, University of Memphis, and colleagues from the University of Michigan presented, "Your Blessed Health: Mobilizing the Church to Confront HIV."

Students at the University of Tennessee Health Science Center and LeMoyné-Owen College are assisting CHEER in a community wellness program designed for residents in the 38126 zip code. Residents receive health screenings and health-risk appraisals. Then CHEER lay health workers provide training sessions on nutrition, exercise and simple steps that residents can take to help them live healthier lives. Late Summer 2010 was our kick-off for the wellness program. We will feature this program in our next issue of the CHEERLeader.

The theme of this fourth issue of the CHEERLeader is, "The Church as a Community Health Resource." Memphis has a rich historical tradition of the faith community leading in efforts associated with social justice. This issue highlights some of those efforts as they relate to supporting healthy living.

All are invited to join us for CHEER's second conference. Our theme is, "Empowering Communities to Create a Healthy Village." The purpose of this conference is to ignite collaborations among community residents and community stakeholders as they join together to drive resources toward building healthy lives in Memphis and the Delta region.

We hope that you will find our fourth issue informative and useful. CHEER serves as a Memphis and Shelby County resource for transforming health disparities into health possibilities.

Wishing you the best,

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



Dr. Shelley White-Means

## CHEER Seminars



Barbara Davis, PhD, shares her experience of overcoming breast cancer at CHEER's October Seminar.

### OCTOBER SEMINAR

*Title:* "I'm A Survivor: African-American Women Overcoming Breast Cancer"

*Presenter:* Barbara Davis, PhD, associate professor, Department of Management at the University of Memphis

### DECEMBER SEMINAR

*Title:* "Your Blessed Health: Mobilizing the Church to Confront HIV"

*Presenter:* Latrice C. Pichon, PhD, MPH, CHES, assistant professor, School of Public Health at the University of Memphis

### JANUARY SEMINAR

*Title:* "Improving Genetic Health Literacy Using Community-Based Approaches"

*Presenter:* Vicki Park, PhD, MS, BA, associate professor, Department of Pediatrics, UT Health Science Center

### FEBRUARY SEMINAR

*Title:* "The Promise of Health Equity: Advancing the Discussion to Eliminate Disparities in the 21st Century"

*Presenter:* Bonnie M. Duran, DrPH, associate professor, University of Washington School of Public Health



Community members gathered in December to discuss ways faith-based organizations can increase their capacity to address HIV/AIDS among African-American congregations.

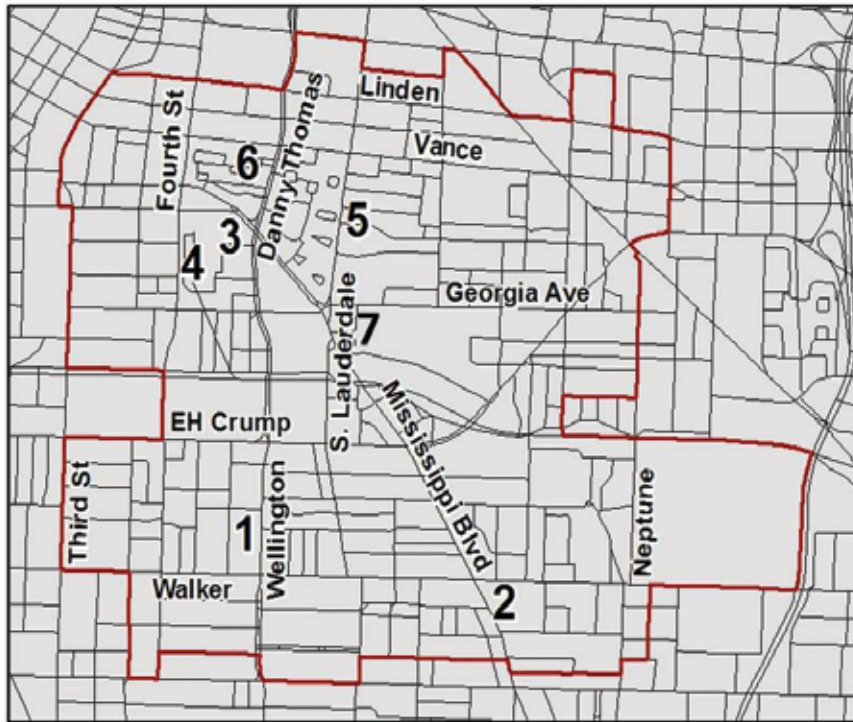
## Building Partnerships to Improve the Health of the Community

The health of citizens is influenced by a variety of social, cultural, individual and environmental factors including the communities where they live. On October 21, 2010, a core group of community stakeholders participated in a Community Health Summit sponsored by CHEER. The goal of the summit was to bring together residents, faith organizations, service providers, and CHEER, to define relevant community assets, resources and challenges that influence the health and quality of life of people living within the various communities located in the 38126 zip code area. Summit attendees also explored the development of mutually beneficial partnerships between residents, community leaders, CHEER, and UTHSC. Funding for the event was provided by the National Center for Minority Health and Health Disparities and the Robert Wood Johnson Foundation.

By all measures, the summit was a success. Individuals attended and actively engaged in a 90-minute discussion focused on questions designed to solicit participants' thoughts about community assets, resources and challenges. The summit generated several important successes including a willingness of participants to attend a follow-up summit meeting to continue discussions that will lead to community-driven actions. A second important outcome of the summit was an intervention developed by faith leaders to provide nutrition education and transportation to area grocery stores for residents living in the zip code area who are unable to travel beyond the neighborhood to purchase fresh fruit and vegetables, which are critical to good health and chronic disease management. In our Fall 2010 edition of the CHEERLeader, we reported on the scarcity of food stores in the 38126 zip code area. This is an issue that clearly reflected the concerns of summit participants.

A core group of five community leaders served on the Planning Committee and identified and selected 25 individuals to participate in the summit. Members of the Planning Committee included Dywana Rogers (38126 Resident), Betty Fitzgerald (Mustard Seed Inc.), Father Colenzo Hubbard (Emmanuel Episcopal Center), Linda Williams (RISE Foundation), and Joseph Sanders (Men's Health Network). Reverend Dr. Noel Hutchinson (First Baptist Church Lauderdale and CHEER) chaired the committee, facilitated the summit discussion, and opened the meeting by providing ground rules that yielded constructive discussion and moved the group towards achieving summit goals. Community lay health workers, who live in communities located in the 38126 zip code area or who are University of Tennessee Health Science Center and LeMoyné-Owen College students, served as note takers to document the event.

# Church Health Ministries and Faith-Based Recreational Centers in Zip Code 38126



1. **Greater White Stone Missionary Baptist Church**  
917 South Wellington  
(901) 774-3564
2. **Metropolitan Baptist Church**  
767 Walker Ave.  
(901) 946-4095
3. **Temple of Deliverance Church of God in Christ**  
369 East GE Patterson  
(901)-521-9160
4. **GE Patterson Family Life & Youth Center**  
547 Mississippi Blvd.  
(901) 521-9174
5. **Emmanuel Episcopal Center**  
604 Saint Paul Ave.  
(901) 523-2617
6. **Streets Ministries**  
430 Vance Ave.  
(901) 525-7380
7. **First Baptist Church Lauderdale**  
682 S. Lauderdale St.  
(901) 774-2161

**D**id you know that neighborhood churches can be a health resource? The map above shows churches in the 38126 zip code that have health ministries or recreational centers. Health ministries raise awareness in congregations about ways to detect illness and lead a healthy lifestyle. Many faith-based organizations also have recreation centers where church members or community members can engage in sports or fitness activities. In addition to providing facilities, being an active member of a community can promote mental health.



Dr. Cynthia Boyd

## CHEER National Advisory Board

**C**ynthia (Cee) Boyd, RN, MSN, PhD, FAAN, a member of the national advisory board for CHEER, began her health professional career in 1973 as a diploma-prepared, registered nurse. She completed her BSN, MSN and PhD at the University of Illinois at Chicago and has held numerous clinical and administrative roles in both nursing and interdisciplinary collaborations.

Currently, Dr. Boyd is the director of the Great Cities Neighborhoods Initiative and the director of the Healthy City Collaborative for the University of Illinois at Chicago. Dr. Boyd is a clinical associate professor in the Community Health Sciences Division of the UIC School of Public Health and holds a similar appointment in the UIC College of Nursing. She is an active researcher and co-directs the Center of Excellence for Eliminating Disparities, a UIC Center funded by the Center for Disease Control.

Having received numerous honors and awards for her work, Dr. Boyd serves on a number of boards and committees as an advisor on community-focused health efforts, and is CHEER's consultant on Community-Based Participatory Research.

**Check out CHEER on Facebook:**

**<http://www.facebook.com/healthequityatCHEER>**



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## Screenings Help Educate, Improve Health

### MEN'S HEALTH SUMMIT AT BROWN MISSIONARY BAPTIST CHURCH

**A**s noted by the 2010 theme for Minority Health Month, healthy men move our communities forward. According to the U.S. Department of Health and Human Services, one in five American men has heart disease, and three in four are overweight. They also tend to smoke and drink more than women and don't seek medical help as often. Men can be safer, stronger and healthier by taking daily steps and getting care when needed.

The University of Tennessee Health Science Center supports efforts to improve men's health as a key sponsor of the Men's Health Summit at Brown Missionary Baptist Church in Southaven, Miss. The annual event, most recently held October 23, 2010, included physician-led workshops about diseases that disproportionately affect men in communities of color, such as colon and prostate cancers, hypertension, diabetes, and erectile dysfunction. More than 400 attendees participated in health screenings for most conditions listed above, as well as hearing, vision, podiatry, dental screenings and more. Half of the men screened had high blood pressure, and 10 glaucoma cases were identified. Men were encouraged to follow up with a physician to discuss improving health concerns. Overall, the event was a great success.

### BLOOMFIELD FULL GOSPEL CHURCH HEALTH FAIR

**T**he Bloomfield Full Gospel Church Health Fair was held on October 2, 2010, at the church, with 45 Student National Pharmaceutical Association (SNPhA) members volunteering from 10 a.m. to 2 p.m.

Blood pressure screenings were provided as well as information to educate patients on the importance of blood pressure and blood glucose readings.

# SAVE THE DATE

## EMPOWERING COMMUNITIES TO CREATE A HEALTHY VILLAGE

**JUNE 20-22, 2011**  
**MEMPHIS, TENNESSEE**

[http://www.uthsc.edu/CHEER/healthy\\_village\\_2011/](http://www.uthsc.edu/CHEER/healthy_village_2011/)