

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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Memphis and Shelby County  
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[www.uthsc.edu/CHEER](http://www.uthsc.edu/CHEER)

## Greetings from the Executive Director

Greetings! This sixth issue of the CHEERLeader is being distributed at an opportune time. Just days ago the Sinai Urban Health Institute found that Memphis was first among the 25 largest cities in the United States in disparities in breast cancer deaths. As part of our mission statement, we hope to educate our wide audience of readers including community residents, academicians, community organizations, researchers, public officials, and policymakers in order to stop this alarming trend. Please help us by sharing our newsletter with your family, friends, colleagues and neighbors.



Dr. Shelley White-Means

We heard from a number of you who completed our CHEERLeader newsletter survey. Thank you so much. You provided us with great feedback that we can use to improve the quality of our information outreach to you.

CHEER is now posting fact sheets about our community health summits on our Web site in order to further our outreach. Check out, "Health Assets and Challenges of 38126," "Quality of Life Assets and Challenges of 38126," and "Partnership Opportunities with Residents of 38126" by going to <http://www.uthsc.edu/CHEER/community-engagement.php>.

For 2012, we started the new year with Patricia Cowan, PhD, RN, associate professor in the College of Nursing at the University of Tennessee Health Science Center (UTHSC), speaking about the causes and practical solutions for childhood obesity. In February, Michael Minor, pastor of Oak Hill Baptist Church in Hernando, Miss., and national director for the Health and Human Services Partnership of the National Baptist Convention, shared "Faith-Based Health and Wellness Mobilization." He described strategies for mobilizing congregants to engage in health promotion, including banning fried chicken at meals for the church. CHEER also sponsored the Webcast of "Translational Research: The Road from Efficacy to Equity," with renowned health disparities expert, Ana V. Diez-Roux. Lastly, in March, Mona Wicks, PhD, RN, professor at UTHSC, presented, "Effect of an INSIGHT Depression Intervention for Caregivers of Hemodialysis Patients."

Community lay health workers help us to provide health assessments and health promotion skills to residents and church congregants of the 38126 zip code. In this issue of the CHEERLeader, they will tell you why this work is important to them. You will also learn about a new book written by one of CHEER's National Advisory Board members. We hope that you will find that our sixth issue provides new and valuable information.

Let us know what you think about our newsletter by taking the CHEER survey at <http://www.surveymonkey.com/s/LDFV75Y>. 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, Ph.D.  
Executive Director, CHEER

## CHEER Talks

### *Why Do You Want to be a Lay Health Worker?*

Because it allows me to serve congregants of the city of Memphis and become aware of health disparities that occur within my city

- Lauren Russell



Because I want to affect my community in a positive way

- James Winters

So that I can help educate disadvantaged people about the importance of living healthier lives

- Lisa Evans-Smith



Because I want to contribute in a meaningful way to the betterment of health in the Memphis community through an organization that I know truly cares

- Okoa Uket

So that I can help make a difference in people's lives who may not have the essential resources needed to pursue happiness

- LaMarcus Wingate



## Summer Reading

*Deadly Monopolies: The Shocking Corporate Takeover of Life Itself and the Consequences for Your Health and Our Medical Future*



by Harriet Washington

Harriet Washington is a member of the CHEER National Advisory Board. Her new book takes a look at the medical needs of the developing nations of Asia and Africa, which have long been ignored. Below are a few of her insights on medications for developing countries.

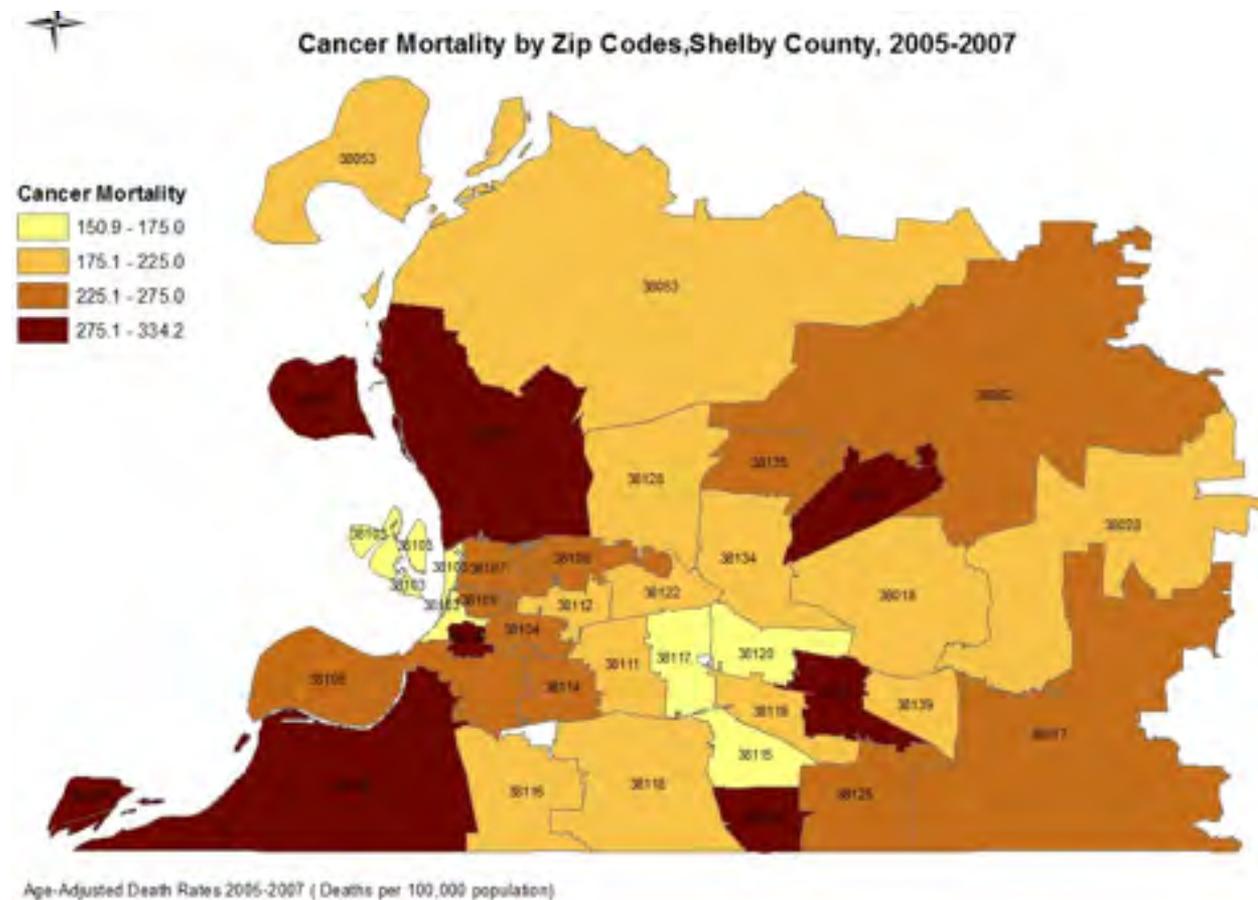
Only four of the 1,233 medications developed by pharmaceutical companies between 1975 and 1997 were developed to prevent diseases common to the tropics. In the United States, the production of new medications has slowed to a trickle, with less than 20 being brought to market each year. Even with this slow development, Americans increasingly struggle to afford these expensive medications.

In response, the Bill & Melinda Gates Foundation has brokered partnerships against leprosy, guinea worm and other serious diseases of the developing world. As a result, more than 1.4 million doses of medication have been sent to those infected.

This year The Global Fund to Fight AIDS, Tuberculosis, and Malaria celebrates a decade of contributing medicines and expertise that have saved millions of lives. Over the last decades, several new alliances of such organizations as GAVI, UNICEF, and the World Health Organization have provided medications against such killers. These organizations have worked for decades to bring medical help to people of the developing world. Now there is a significant new player: Pharmaceutical companies, which have partnered to develop cheap low-maintenance forms of vaccines and other drugs for the medically marginalized.

This alternative model of global action is welcome as it provides lifesaving medications to people who need them.

To read more about Harriet Washington's insights, read her full article on the CHEER Web site at [www.uthsc.edu/CHEER/](http://www.uthsc.edu/CHEER/). Get her new book, *Deadly Monopolies: The Shocking Corporate Takeover of Life Itself and the Consequences for Your Health and Our Medical Future*, at select booksellers and on Amazon.com (ISBN-10: 0385528922).



## The State of Cancer Now — Know Your Risks

The map above depicts differences in cancer mortality rates across zip codes of Shelby County. It was found that predominantly African-American communities in Shelby County, such as South Memphis (38109) and Frayser (38127), suffer higher rates of mortality. For example, a recent study conducted by the Sinai Urban Health Institute in Chicago found that African-American women in Memphis are more than twice as likely to die from breast cancer as their white counterparts. The study also found that among the 25 largest U.S. cities, Memphis had the greatest disparity in mortality outcomes between white and African-American women with regard to breast cancer.

Generally speaking, the twentieth century saw great advances in the treatment of diseases such as cancer. However, not all Americans have experienced equal health outcomes. Among all types of cancer, African-Americans experience a higher mortality rate from the disease, despite having a lower likelihood of developing it in many cases.

According to the Center for Disease Control and Prevention, “increasing early cancer detection, promoting healthy lifestyles, and expanding access to health care help reduce inequalities in cancer among groups at greatest risk.” This is especially critical for African-Americans in order to reduce cancer deaths – early detection is the key.

For information on how to reduce your cancer risk and other questions about cancer, please call the American Cancer Society at 1-800-227-2345 or visit its Web site at [www.cancer.org](http://www.cancer.org).

**Check out CHEER on Facebook:  
<http://www.facebook.com/healthequityatCHEER>**



A NCMHD Exploratory Center of Excellence in Health Disparities

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*More Statements from CHEER Health Workers*



I work to bring research to the community that will impact the affected population.  
- Natalee Peart



I work with CHEER to help bring healthier lifestyles to underserved communities.  
- Jason Casey



I empower underserved populations by incorporating processes framework.  
- Krystal Hester-Smith

**CHEER Community STARS**

Congratulations to the following churches located in the 38126 zip code area that have participated in both the CHEER Health Assessment and Intervention Activities.

- New Salem Baptist Church - (Pastor) - Mary Moore
- New Song Baptist Church - (Pastor) - Rev. Marty Holman
- First Baptist Church Lauderdale - (Pastor) - Dr. Noel G. L. Hutchinson



**SAVE THE DATE**

**CHEER Seminar**

*What Is CHEER Doing to Address Health Disparities? How Do You Fit In?*

May 4, 2012 • Noon - 1 p.m.



**CHEER**

Consortium for Health Education,  
Economic Empowerment and Research

*transforming health disparities into health possibilities*

Presenter

Dr. Shelley White-Means  
Executive Director, CHEER

Location

UTHSC Student-Alumni Center  
800 Madison Ave., Room 313  
Memphis, Tenn. 38163