



A NCMHD Exploratory Center of Excellence in Health Disparities

**CONTACT INFORMATION**

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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.





## **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).

# 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

## 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](mailto: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.

