

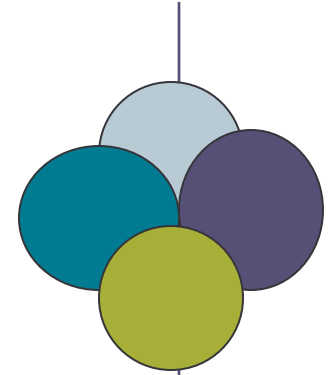
Mississippi Delta Site Visit

Place Matters

June 20, 2008

M. von Nkosi, NCARB, AIA
President/CEO
The MXD Collaborative, Inc.
Place Matters Facilitator

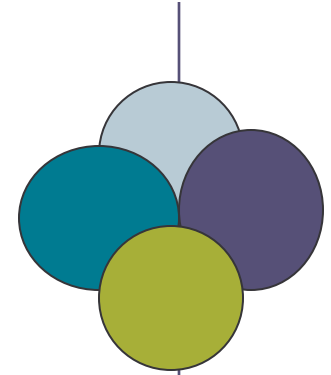
Bianca Pullen
Emerson Hunger Fellow
Joint Center for Political and
Economic Studies



Mission

To ignite a Fair Health Movement that gives people of color the inalienable right to equal opportunity for healthy lives.

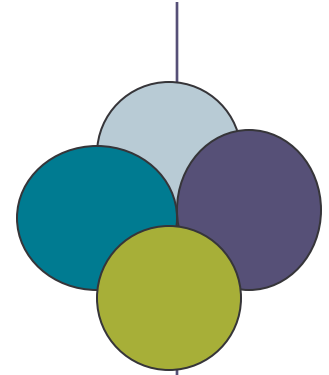
Place Matters



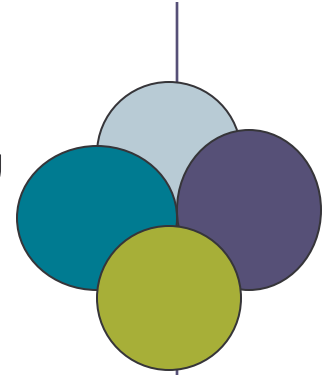
- Initiative of Health Policy Institute (HPI)
- 16 Place Matters Teams - 24 jurisdictions
- HPI provides technical assistance
- Improve health of participating communities
- Address social conditions that lead to poor health

The Approach

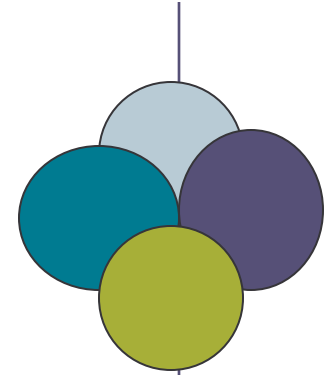
“Upstream Solutions”



“Upstream Solutions”

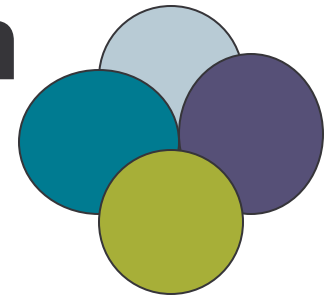


Go to the SOURCE!



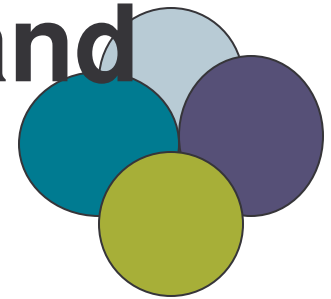
Use the social determinants
of health to access
upstream solutions

Mississippi Population Demographics



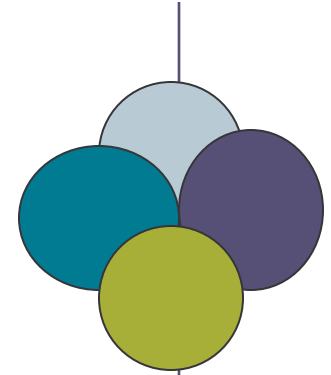
| | Coahoma | Issaquena | Sharkey | Sunflower | Washington | Mississippi | U.S. |
|----------------------------|---------|-----------|---------|-----------|------------|-------------|-------------|
| White | 29.3% | 36.3% | 29.4% | 28.9% | 33.9% | 60.9% | 80.1% |
| Black | 69.2% | 62.8% | 69.3% | 69.9% | 64.6% | 37.1% | 12.8% |
| Hispanic/Latino | 0.90% | 0.44% | 1.31% | 1.30% | 0.84% | 1.8% | 14.8% |
| Am. Indian/Alaska Native | 0.47% | 0.09% | 0.18% | 0.09% | 0.09% | 0.5% | 1.0% |
| Asian/Pacific Islander | 0.36% | n/a | 0.27% | 0.40% | 0.27% | 0.8% | 4.6% |
| Population | 27,543 | 1,675 | 5,571 | 30,964 | 55,644 | 2,910,540 | 299,398,484 |
| Pop. loss since 2000 | 3% | 26% | 15% | 10% | 11% | n/a | n/a |
| Persons per sq. mile | 55 | 6 | 15 | 50 | 87 | 60.6 | 79.6 |
| Rural-Urban Continuum code | 5 | 9 | 9 | 5 | 5 | n/a | n/a |

Mississippi Economics and Education



| | Coahoma | Issaquena | Sharkey | Sunflower | Washington | Mississippi | U.S. |
|------------------------------|----------|-----------|----------|-----------|------------|-------------|----------|
| % People in Poverty (2005) | 40.4% | 46.4% | 38.4% | 37.9% | 35.8% | 21.0% | 13.3% |
| Unemployment Rates | 9.5 | 7.9 | 8.5 | 9.7 | 8.9 | 5.9 | 4.7 |
| Median HH Income | \$23,728 | \$22,629 | \$24,297 | \$25,225 | \$25,155 | \$33,090 | \$44,334 |
| Grocery stores in the county | 10 | 0 | 3 | 15 | 20 | n/a | n/a |
| <High School | 37.8% | 41.2% | 39.4% | 40.7% | 33.5% | 27.1% | 19.6% |
| High School | 21.5% | 31.2% | 28.8% | 25.6% | 28.7% | 29.4% | 28.6% |
| Some College | 24.5% | 20.5% | 19.2% | 21.7% | 21.4% | 26.6% | 27.4% |

Social Determinants of Health are...



conditions, systems, and aspects of the surrounding local, national, and global environment that affect the health of a population.

Social Determinants of Obesity in Mississippi



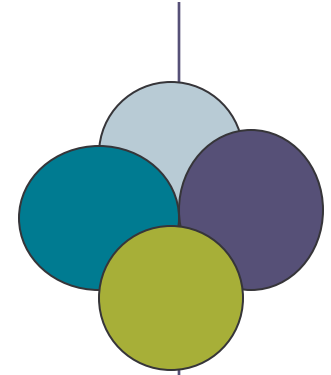
Race

Education

Built Environment

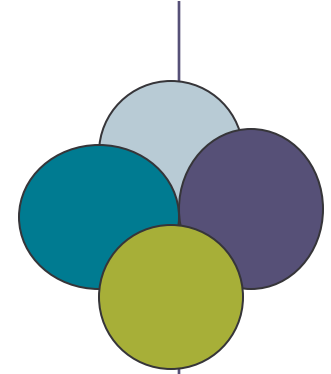
Unlikely Connections

Social Determinants of Health



Brittany is a 7 y.o. girl living in Chicago with severe asthma. The prescribed medicine is not working. Her mother cannot seem to control her asthma.

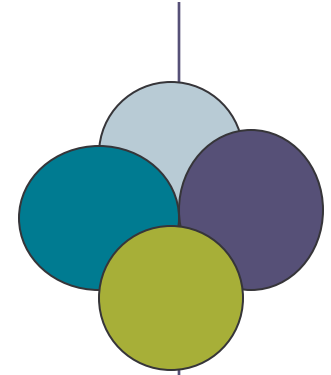
Work Session #1



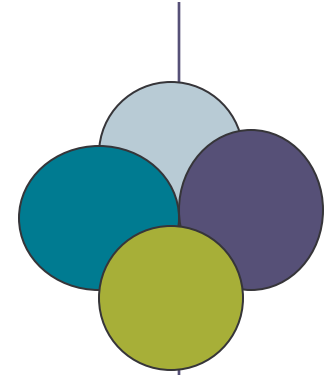
- What external factors could contribute to her condition?
- How can these factors be changed?
- Who are the key players?

Report Out

- External factors
- Change
- Key players

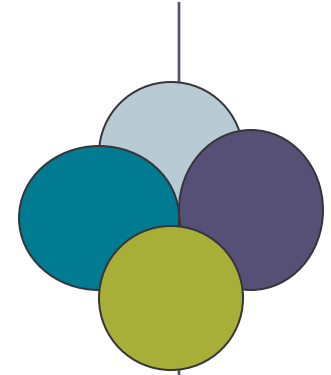


Work Session #2



What are the social determinants of **obesity** specific to the Delta?

Work Session #2

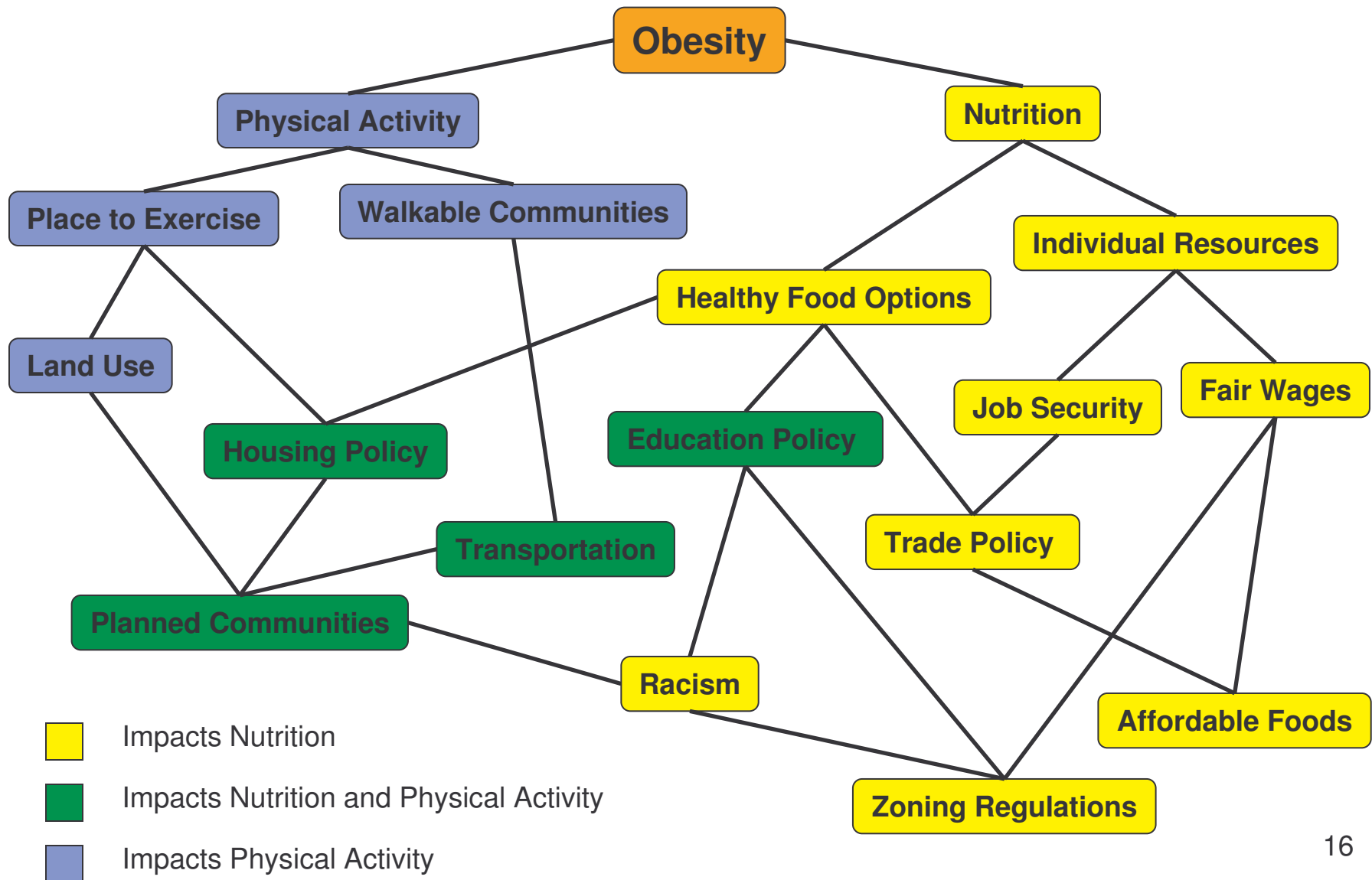


Social Determinants

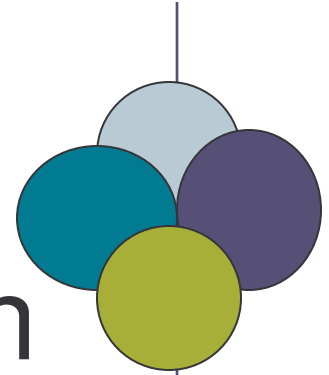
Change

Key Players

Web of Social Determinants



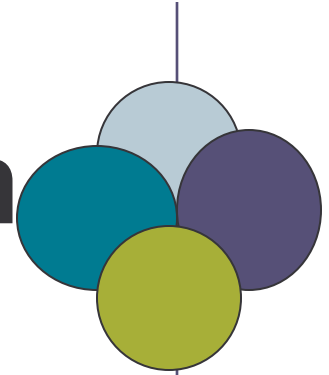
Partnering-Collaboration



Case Making

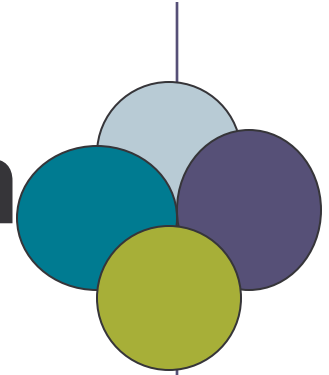
Implementation Plan
Development

Partnering-Collaboration



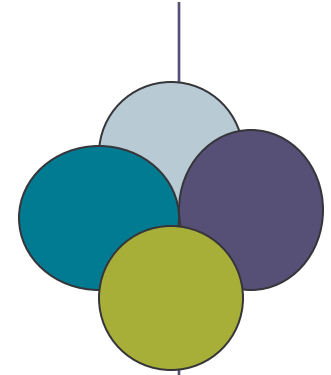
1. Shared Leadership - with people outside of the usual suspects (shared vision).
2. Committee and Subcommittee Development – various people can work on their passion.

Partnering-Collaboration



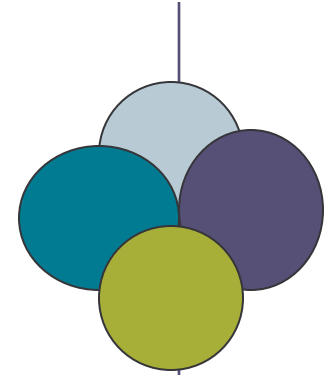
3. Champion development influence.
4. Leverage – time, talent, and resources.

Case Making

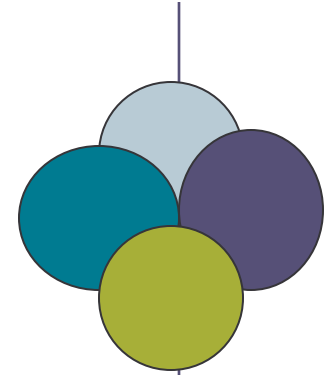


1. Business – the Economic Case.
2. Case studies – success provides comfort.

Case Making

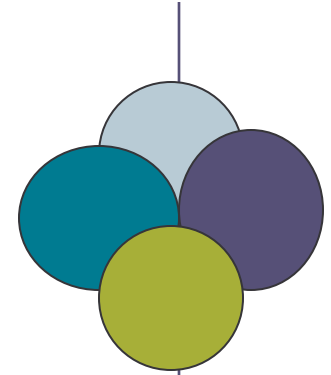


3. Baseline development – point of departure for measuring success.
4. Messaging – for influence and resources.



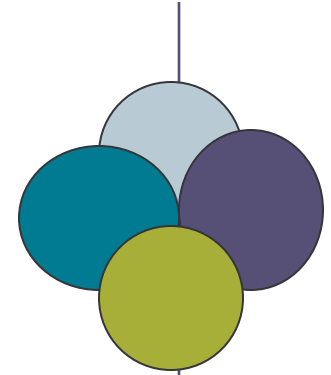
Implementation Plan Development

Implementation Plan Development



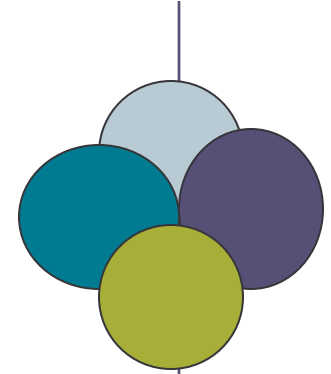
1. Set the length of the Initiative.
 - Set the timeline
 - Believe the timeline
 - Own the timeline

Implementation Plan Development



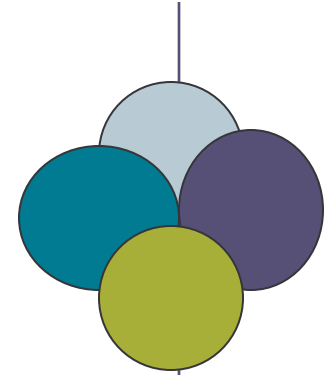
2. Develop a concrete plan of action in conjunction with partners.

Implementation Plan Development



3. Stick-to-itiveness – the responsible entity of the plan should be apolitical (stable and influential).

Questions and Answers



Demographics

Social Determinants

Partnership, Case Making, Implementation



M. von Nkosi

vn@mac.com

404.909.3276

President/CEO

MXD Collaborative, Inc.

Place Matters Facilitator

Bianca Pullen

bpullen@jointcenter.org

202.789.3553

Emerson Hunger Fellow

Health Policy Institute