COMMUNITY ACTION AGAINST CARDIOVASCULAR DISEASE

Implementing a Leadership Program Targeting Cardiovascular Disease and Stroke in Mississippi

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PURPOSE

- Improve the leadership skills of community members and engage them to create a strategic plan to fight cardiovascular disease and stroke
CURRICULA

- Leadership Plenty Curriculum, Pew Partnership for Civic Change

- Preparing for the Future: A Guide to Community-Based Planning, By Gene L. Theodori, Sam Houston State University
COMMUNITY GROUPS

- Jackson Heart Study Community Health Advisors
- Sharkey and Issaquena County Health Network and Supporters
SESSIONS

- Finding Leaders Within
- Identifying Assets
- Managing Conflict
- Managing Groups and Making Meetings Work
- Valuing Evaluation and Communication
- Strategic Partnerships
- Moving from Talk to Action I
- Moving from Talk to Action II
Participants Defined Leadership Qualities
Participants Identified Leadership Qualities in Themselves
Participants Identified Leadership Qualities and Talents Among Community Members
Participants Reviewed the State Health Plan for Cardiovascular Disease and Stroke Prevention and Discussed the Issues Surrounding this Community Problem
IDENTIFYING ASSETS

- Group Learned How to Identify Local Assets and How to Utilize Them

- Group Learned the Value of Human Capacity Building

- Group Worked to Identify Key Assets in Their Community That Could Aid in Combating Cardiovascular Disease and Stroke
MANAGING CONFLICT

- Group Learned How to Discern Between Positive and Negative Conflict
- Group Learned Skills to Help Them Use Conflict to Implement Positive Community Change
MANAGING GROUPS AND MAKING MEETINGS WORK

- Participants Learned Techniques to Improve the Efficiency of Meetings and Group Work

- Participants Discussed How the Techniques Could be Applied to their Group Work in the Community
VALUING EVALUATION AND COMMUNICATION

- Participants Learned Why Evaluation is Important to Determine Success of Group Work
- Participants Developed and Evaluation Plan for their Group
- Participants Learned Effective Communication Strategies and Determined Local Communication Outlets
- Participants Developed a Communication Strategy for their Group
STRATEGIC PARTNERSHIPS

- Participants Reviewed Assets Identified in Sessions I and II
- Participants Determined Possible Partners in Combating Cardiovascular Disease and Stroke in their Community
- Participants Learned Techniques for Building Partnerships
- Participants Developed a Strategy for Forming Partnerships With Identified Partners
- Participant Identified Potential Partners, What They Needed From These Partners, and How They Would Convince the Potential Partner to Work With Them
MOVING FROM TALK TO ACTION

- Participants Determined the Issues Impacting the Rate of Cardiovascular Disease and Stroke in their Community

- They Then Reviewed the State Plan for Cardiovascular Disease and Stroke and Determined Which Issues Corollated and Which Issues they Felt Were a High Priority in their Community
ISSUES IDENTIFIED

JACKSON
- Lack of Activity and Exercise
- Poor Diet
- Stress
- Inequitable Health Care
- Accessibility of Health Care
- Affordability of Health Care
- Refusal of Health Care
- Not Believing Warning Signs

SHARKEY AND ISSAQUENA COUNTY
- Lack of Exercise
- Poor Eating Habits
- Denial
- Tobacco
- Lack of Motivation
- Lack of Education
- Availability of Choices
- Drinking and Drugs
JACKSON

- Lack of Activity and Exercise
- Poor Diet
- Inequitable Health Care

SHARKEY AND ISSAQUENA COUNTY

- Lack of Exercise
- Availability of Choices

ISSUES SELECTED
**JACKSON**

- The Jackson Heart Study Community Health Advisors will empower citizens to decrease cardiovascular disease through the promotion of heart healthy decision-making regarding physical activity and health care education in the achievement of a health friendly environment.

**SHARKEY AND ISSAQUENA COUNTY**

- The Sharkey and Issaquena County’s Health Network and its supporters mission is to: Facilitate more physical activity and better nutrition resources and education to constituents: Empower citizens to strive for a healthier lifestyle through cooperation with the workplace, churches, schools, and healthcare providers.
GOALS

- Participants Learned How to Identify and Develop Workable Goals
- Participants Developed Critical Steps to Achieve These Goals
- Participants Identified Partners and Assets From Previous Sessions and Identified Critical Steps to Take to Utilize them
GOALS

- Participants Created a Strategic Plan for their Community Using the Issues, Assets, Communication Strategies, Mission Statements, Goals and Critical Steps Determined in Previous Sessions

- Participants Began Implementing Their Strategic Plan by completing Critical Steps
RESULTS FOR JACKSON HEART STUDY GROUP

- Planned a Cooking Demonstration for October 2008 to Teach Healthy Eating Habits to Child Care Providers to Address the Issue of Poor Diets
- Began Organizing a Three Mile Walk by Spring of 2008
- Began Plans for a Community Health Forum to Improve Communication between Health Care Providers and Potential Patients in Order to Address the Issue of Inequitable Health Care by August 2009.
RESULTS FOR SHARKEY AND ISSAQUENA COUNTY

- Implemented a Weekly Exercise Group “Shape Up Sharkey” to Address the Issue of Lack of Exercise
- Planned a Meeting with Local Grocers to Discuss Ways to Improve Healthy Selections in Stores
- Began Working with Local Restaurants to Develop a Light Side Menu to Address the Issue Lack of Healthy Choices
- Applied for a Grant to Implement a Walking Trail at the Local Hospital to Address the Issue of Lack of Exercise