

From Global Goals to Local Action

Advancing Health, Equity, and
Community Trust in Mississippi

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G.A. CARMICHAEL FAMILY HEALTH CENTER
Saturday, October 17, 2026



Three Global Goals, One Local Commitment



GOAL 3

Good Health and Well-Being

Ensure healthy lives and promote well-being for all at all ages

GOAL 10

Reduced Inequalities

Reduce inequality within and among countries

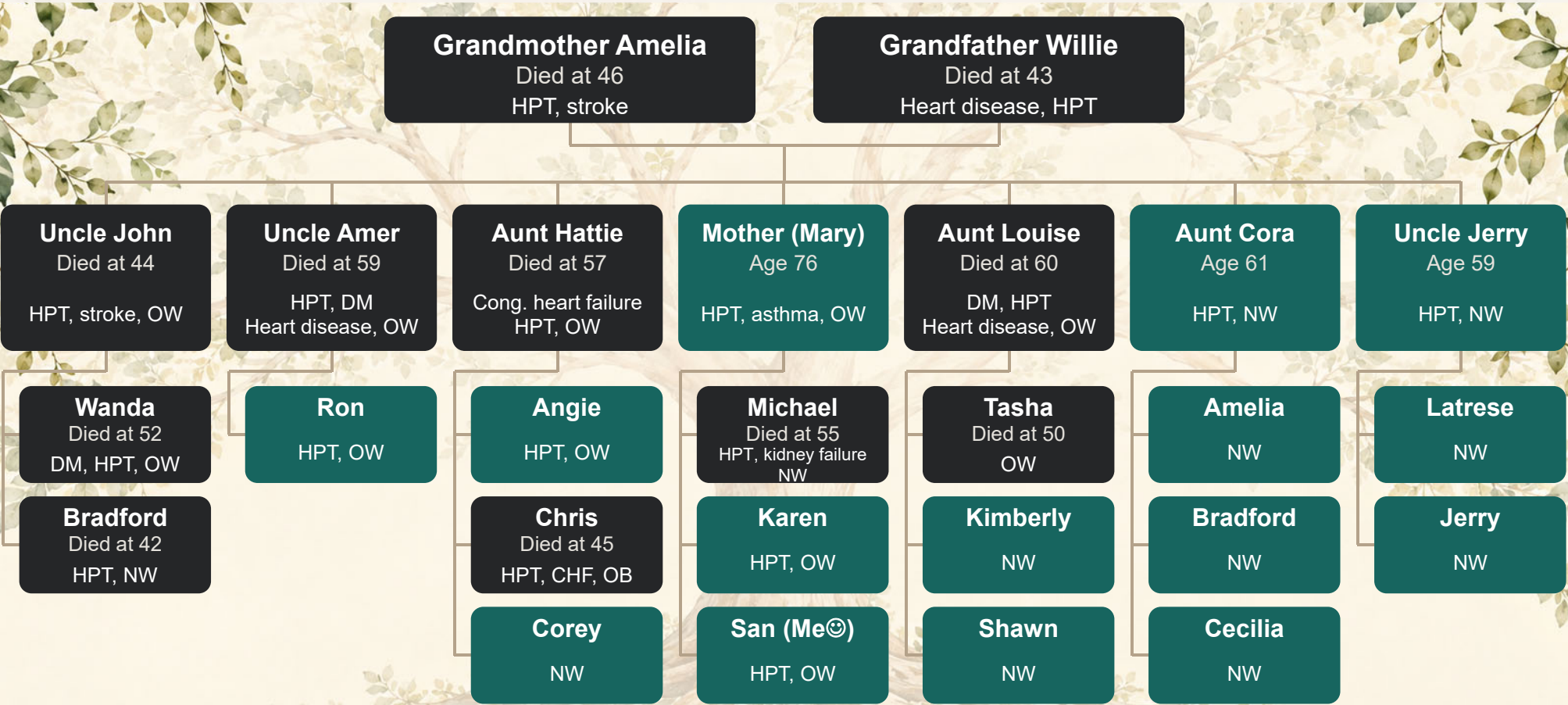
GOAL 16

Peace, Justice, and Strong Institutions

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Why This Work is Personal

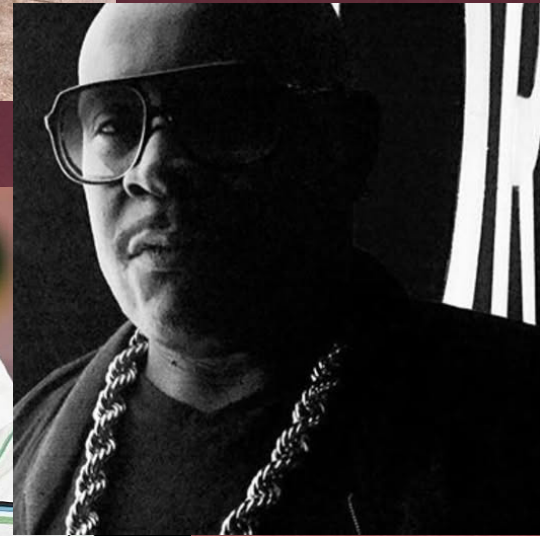
● Deceased ● Living



DM Diabetes HPT Hypertension OW Overweight OB Obese
CHF Chronic heart failure NW Normal weight Ages and living status as reported in the original diagram

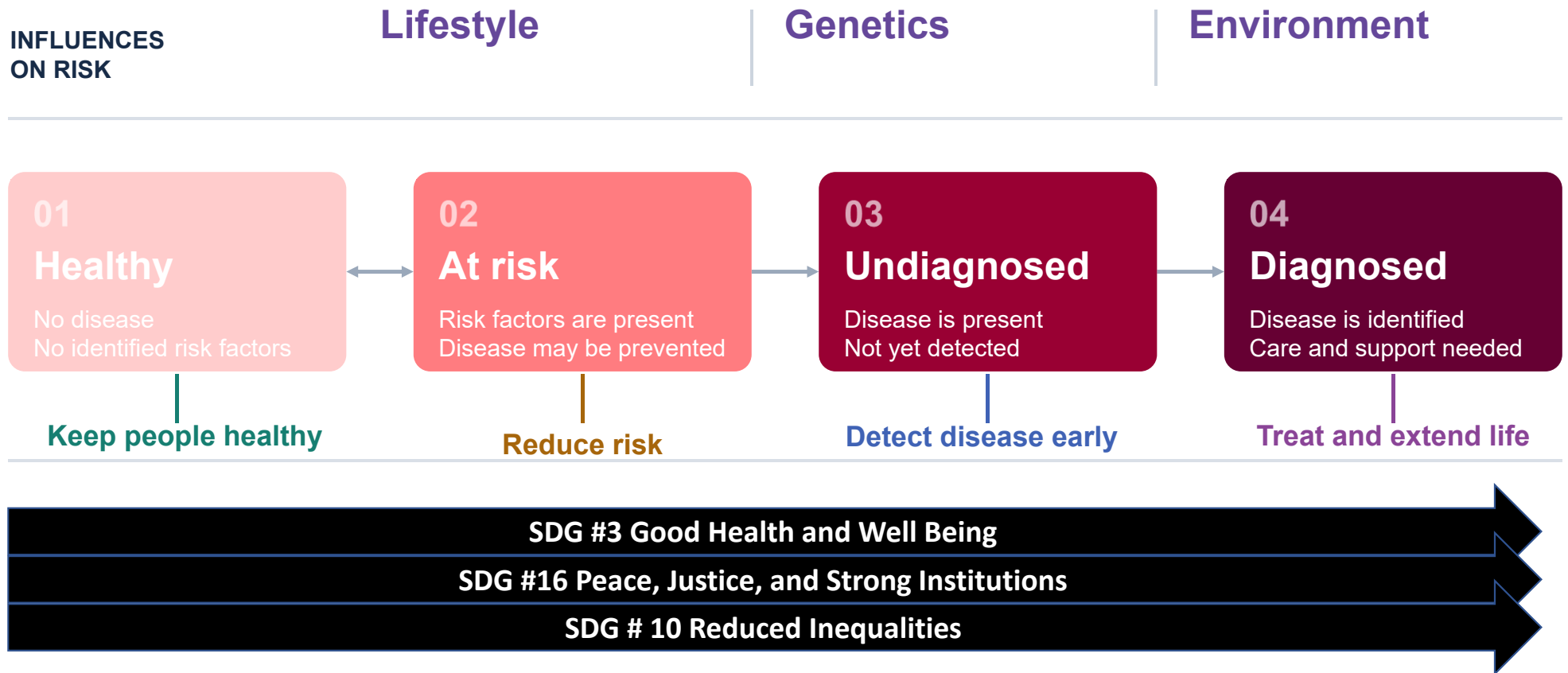
My Family's Story

Too often, care,
knowledge, resources,
information,
access...
were out of reach



Population Flow of Healthy to Unhealthy

Public health opportunities from prevention to ongoing care



Three Global Goals, One Local Commitment



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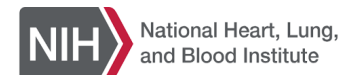


Advancing Cardiovascular Health Through Sustainable Community Partnerships: The Role of the Community Engagement Center

Dr. James L. Coleman, Principal Investigator
Dr. Victor D. Sutton, Co-Investigator
Dr. Excel Fiemotonghan, Program Director



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FAMILY HEALTH CENTER, INC.



Heart Disease Burden



8,586

Mississippians died from
heart disease in 2024

236.5

age-adjusted deaths per 100,000*

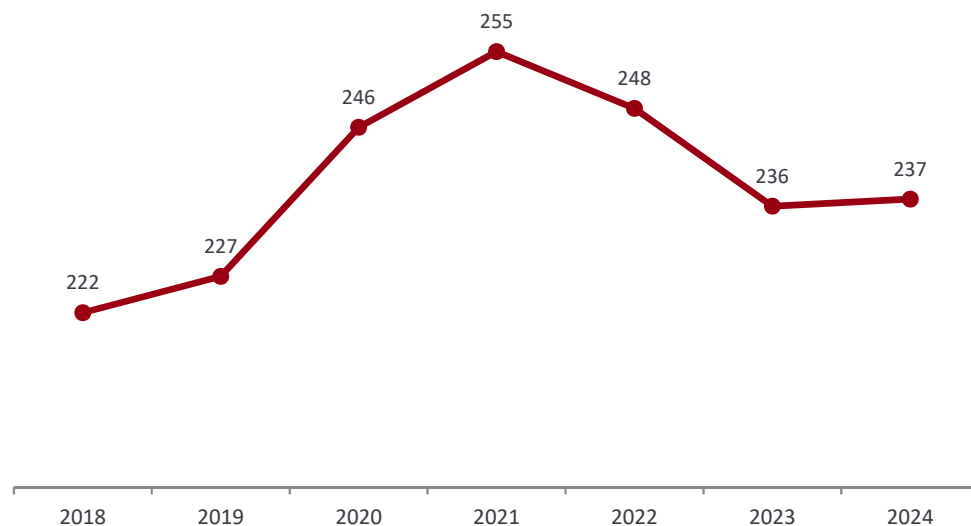
#1

leading cause of death in Mississippi

Mississippi's heart disease rate is **~50% higher** than the U.S. national rate of **157.6** per 100,000.

The rate has eased from **248.0** in 2022 to **236.5** in 2024 — but remains among the highest in the nation.

Heart Disease Mortality Trend in MS (2018–2024)



Source: CDC WONDER, Underlying Cause of Death (I00–I09, I11, I13, I20–I51), age-adjusted.

*Rate per 100,000 population, age adjusted to US 2000 Standard population

Data Source: CDC WONDER, 2024



What Is the Jackson Heart Study?

A long-term, community-based research study examining why heart disease and stroke disproportionately affect African American adults.

5,300+

African American adults
enrolled in the original
cohort

Jackson, MS

Urban and rural
communities
in Hinds, Madison, and
Rankin counties

2000–2004

Initial examinations,
followed
by ongoing health
tracking

Research findings inform prevention, community education, and efforts to reduce health disparities.



One Study – Six Centers

- The Jackson Heart Study is 1 Study comprised of 6 Centers

1. Cohort Field Center (UMMC)
2. Cohort Coordinating Center (Wake forest University)
3. Graduate Training and Education Center (Jackson State University)
4. Graduate Training and Education Center (USM)
5. Undergraduate Training and Education Center (Tougaloo College)
6. Community Engagement Center (GACFHC)

Research

Training

Community
Engagement



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Community Engagement Center

- Supports JHS efforts to promote cardiovascular health within priority Jackson metropolitan area communities as well as beyond.
- Persists in its core objectives of conducting evidence-based heart disease risk reduction programs through strategic partnerships, screening, education, and promoting healthy lifestyles.





JHS CEC Programs

- Health Ambassadors
- Barbers Reaching Out to Help Educate on Routine Screenings
- Community Health Advisors Networks
- Community Research Fellows Training Program
- Healthy Housing
- Mayoral Health Councils
- Congregational Health Alliance
- CEC Mobile Unit
- Community Advisory Board

Model of Community Engagement

Inform, Consult, and Involve

- ✓ Identify strategies for fostering community engagement
- ✓ Facilitate workshops, trainings, and meetings
- ✓ Train and deploy community health workers and community health advocates
- ✓ Support community-based research
- ✓ Disseminate new findings and evidence



IAP2 Spectrum of Public Participation, International Association of Public Participation (adapted from IAP2 by the JHS Community Engagement Center)

What Meaningful Engagement Requires



OUTREACH



CONSULT



INVOLVE



COLLABORATE



EMPOWER

IAP2 Spectrum of Public Participation, International Association of Public Participation (later adapted from IAP2 by the JHS Community Engagement Center)

Taking Engagement Into Trusted Spaces



Barbers Reaching Out to Help Educate on Routine Screenings (BROTHERS)

- *BROTHERS* is a heart disease education and screening program to reduce hypertension risk factors among African American males and identify black men at risk for hypertension.



Mayoral Health Councils (MHC)

Partnership with municipality Mayor's office infrastructures, facilitating formal health-focused councils that include community involvement and encourage policy efforts to build healthy communities.

Councils in Action



Byram Mayor's Health Council



Community health & wellness expo in Byram



Taco Bout a Baby Shower — maternal & infant health



Mental Health Matters community event

Examples of council-led programming

MHC partnerships translate policy efforts into local events that promote healthy families and communities.





Congregational Health Alliance

Congregational Health Alliance

Congregational Health Alliance churches promote hypertension risk reduction and increase access to cardiovascular risk screening and education.



Men's health event at Sweet Rest Church, one of our valued Congregational Health partners.

Heart Health Awareness Event

Sweet Rest Church of Christ / February 15, 2026
Congregational Health Ministry (CHM)



This event provided education on heart disease prevention, risk reduction, and healthy lifestyle practices, along with healthy snacks to promote nutrition awareness. Participants also received educational materials from the American Heart Association to support informed heart health decisions. **59 participants.**





Healthy Housing Initiative

Healthy Housing

- Partnership with housing units and Federally Qualified Health Centers to reduce hypertension risk factors and improve heart disease-related health outcomes through hypertension screenings and education for low-income families and disabled adults.
- Housing units are encouraged to adopt onsite policies to promote access to healthy foods and recreation and reduce second-hand smoke exposure.



Community Research Fellows Training

Community Research Fellows Training

BECOME A COMMUNITY RESEARCH FELLOW!

Learn about community research, get hands-on experience, and partner with researchers to make a difference with this **FREE 10-week training program**

BENEFITS

- Gain skills and tools to help improve the health of your community
- Meet leaders and researchers with similar interest in improving the health of Mississippians
- Play a role in making sure community research projects are created to positively impact your community
- Be able to apply for seed money to address a health issue in your community

ELIGIBILITY

- At least 18 years old
- Mississippi Resident
- Have an interest in improving minority health, public health research, or reducing health disparities
- Can make a 2.5 hour, once a week for 10 week commitment to this training

APPLICATIONS RELEASED: March 25, 2026

APPLICATIONS DUE: May 8, 2026

SESSIONS STARTS: May 26, 2026



TO LEARN MORE ABOUT CRFT, PLEASE CONTACT:
Dr. Tanya Funchess
Tanya.Funchess@usm.edu
601-266-5437

Scan to Complete Application Here:



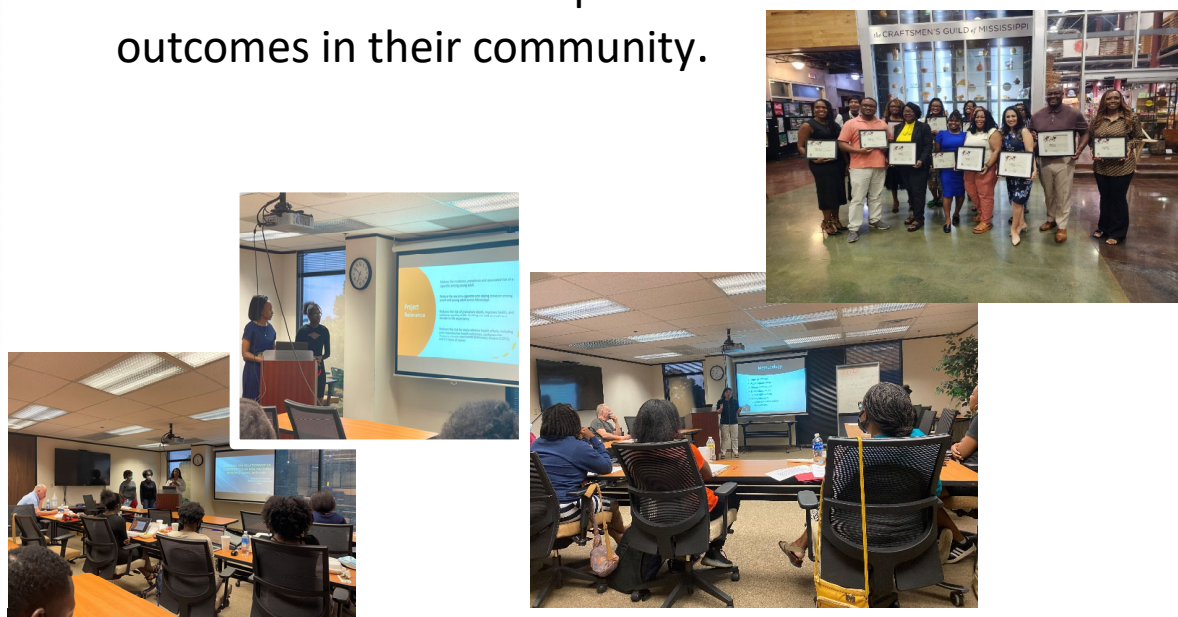
https://wucmi.jad1.qualtrics.com/jfe/form/SV_ezt3c8Z2pJvOu

OR

Please send completed application with your resume and one reference letter to:
Dr. Tanya Funchess
The University of Southern Mississippi
College of Nursing and Health Professions
118 College Drive #5122
Hattiesburg, MS 39406



The Community Research Fellows Training (CRFT) aids community members to become strong consumers of research and helps them understand how to use research as a tool to improve health outcomes in their community.





Community Health Advisors Network (CHAN)



Purpose — Trains, supports, and connects lay community members as trusted advocates for improving individual, family, and community health.



Catalyst for Engagement — Monthly CHAN meetings serve as a platform for ongoing community mobilization and collaboration within the Jackson Heart Study region.



Community Outreach Activities — Members lead and participate in health fairs, back-to-school events, cardiovascular presentations, and senior programs.



Education & Awareness — Disseminates heart health materials through churches and community groups aligned with monthly health observances.



Integration with CEC Initiatives — Members assist with CEC-led trainings, barbershop screenings, and Mayoral Health Council events.



Leadership Development — Equips volunteers with tools to organize, educate, and influence healthy behavior change within their communities.

CHAN IN ACTION



13th Annual Jimmie Ray Lewis Sr. Walk-a-thon

July 11, 2026 · Bolton, MS

CHAN members are trusted local advocates — extending heart health into the neighborhoods, churches, and gatherings where people already are.



Health Ambassadors

- Utilize community leaders and pillars' influence to engage individuals in healthy behaviors.
- Health Ambassador program collaborates with Kappa Alpha Psi Fraternity, Inc. to help reduce health disparities, especially among African American men.
- Works directly with Jackson State University, Tougaloo College, and the city of Jackson through numerous volunteer opportunities and health education.





Community Advisory Board

The JHS Community Advisory Board promotes heart health through outreach, research, advocacy, and communication media.



Meets quarterly and includes cohort participants from the JHS.



PARTNER RECRUITMENT & RETENTION

How We Recruit Partners

Recruitment is relational, not transactional. We build trust by showing up on the community's terms — these are the steps we take.



1

Direct Outreach

Staff initiate contact in person: attending community events, visiting sites, and engaging leaders through trusted networks and referrals.



2

Warm Introductions

Existing partners connect us with new organizations, leveraging established trust as a bridge to new relationships.



3

Low-Barrier Onboarding

Partners enter through simple, jargon-free signed agreements, no lengthy applications or grant-writing required.



4

Meeting Partners Where They Are

Physically going to their spaces sends a clear signal: we are here to support you, not to extract data from you.



5

Tangible Value From the Start

Partners receive training, materials, equipment such as blood pressure cuffs, and ongoing technical support — not just an ask.



6

Ongoing Retention

Regular check-ins, public recognition, flexible programming, and shared impact keep partners engaged as true collaborators.

If your outreach strategy depends on the community coming to you, you have already built in inequity — so we go to them.

Turning Partnerships Into Access to Care



MOBILE HEALTH OUTREACH

JHS-CEC Mobile Unit



Expanded Reach: The Mobile Unit engages both CEC and non-CEC community partners, extending services to a wider range of neighborhoods and populations.

Comprehensive Services



Breast & Cervical Cancer Screenings



Case & Chronic Disease Management



Dental & Diabetes Education



Family Medicine & Primary Care



Maternal, Pediatric & Mental Health



Nutrition Education & Pharmacy Support



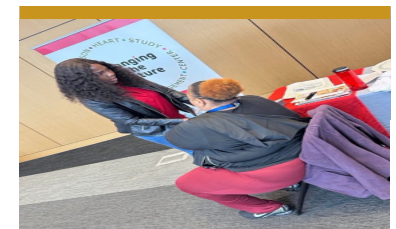
PrEP & Ryan White Services



Substance Abuse Counseling & School-Based Health



The CEC Mobile Unit



The CEC Mobile Unit provides on-site screenings and health education through coordinated partnerships — ensuring broad community coverage and direct access to preventive care.

Mobile Unit Community Outreach

G.A. Carmichael Family Health Center • Bringing health services into the community

3 Spring 2026 Events

SPRING TO WELLNESS Tougaloo College



The mobile unit team shared family health, behavioral health, PrEP, and Ryan White program resources with students and visitors.

MAN UP 2026 Holmes County Community College



SPRING RESOURCE FAIR Life of Mississippi — Yazoo



The G.A. Carmichael team connected with community members, offering screenings, education, and outreach materials.

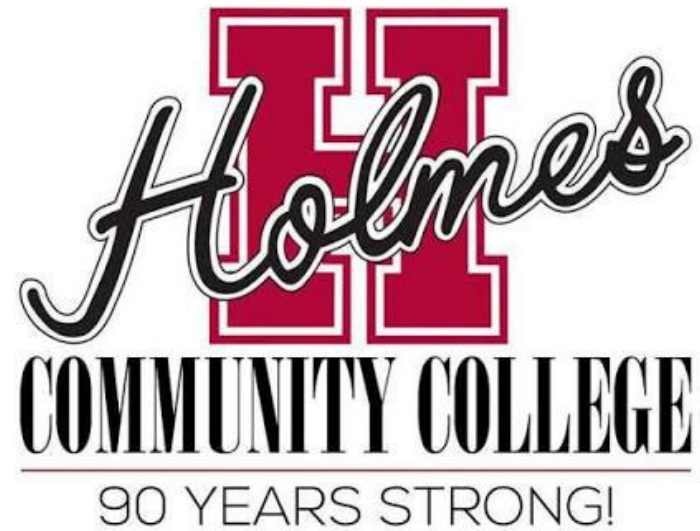
Campus Community Partnership

G.A. Carmichael Family Health Center • Bringing health services into the community

Mississippi Valley State University



Holmes Community College





A Future We Can
Help Build



Global Goals, Everyday Faith in Action

3

HEALTH

Care for yourself.

Know your blood pressure, keep preventive appointments, and follow your care plan.

Encourage Others; Offer a ride

10

INCLUSION

Ask who faces barriers.

Ask about transportation, cost, disability access, and other obstacles to participation

Connect someone with support.

16

TRUST

Practice peace.

Listen respectfully, address conflict constructively, and speak up against abuse and discrimination.

Invite participation and transparent decisions.

Choose one action. Invite one person. Begin this week.

Thank You
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