

# 2022 State Health Improvement Plan

**UProot**  
MISSISSIPPI







## ACKNOWLEDGMENTS

The Mississippi State Health Assessment (SHA) and the Mississippi State Health Improvement Plan (SHIP) were developed by the Mississippi State Department of Health with the assistance of the Mississippi State Health Assessment and Improvement Committee (SHAIC). The SHAIC is an advisory council comprised of experts, stakeholders, and representatives from across the state public health system. The SHAIC provided guidance on the assessment process, selected priority areas to address in the State Health Improvement Plan, and will be monitoring the implementation of the Plan. A list of participating partners can be found in Appendix A.

The assessment and improvement plan would not have been possible without the commitment and dedication of MSDH and Mississippi Public Health Association staff, who helped collect and analyze data for this process.

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## MISSISSIPPI STATE DEPARTMENT OF HEALTH



Dear Colleagues:

The role of public health is ever evolving to meet the critical challenges that impede our collective health and prosperity. It is becoming increasingly clear that structural societal issues, or the “social determinants of health,” drive the majority of poor health outcomes witnessed in our state. I am pleased that the 2022 SHIP partners have identified the social determinants of health, endemic system issues and the subsequent burden of obesity and chronic disease as targets for unified action. To address a problem it must be identified, named and understood at its most foundational levels. The authors of this report are bold to call out poverty and structural racism as key elements holding our state back. With the 2022 State Health Improvement Plan our coalition of partners have chosen to tackle Mississippi’s most entrenched issues head-on.

The 2022 State Health Improvement Plan also demonstrates the power of partnerships. Public health is not the sole property of the department of health, but a coordinated series of efforts and initiatives that can only be successful when the voices and actions of stakeholders are unleashed in concert with dedicated public health professionals. Although Mississippi suffered greatly from the COVID pandemic, tragically losing over 12,000 residents, we found success when effective partnerships were brought into play. Coordination with community leaders, advocacy groups, other agencies and other professions saved many Mississippi lives and closed the health disparity gap in ways never seen before in Mississippi. To that same end, the partners that have coalesced around the creation of this document must be maintained in the ongoing public health effort. Only through partnerships will we succeed.

**Thomas Dobbs, MD, MPH**  
State Health Officer

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# Executive Summary

In 2014, the Mississippi State Department of Health (MSDH) began the first-ever State Health Assessment (SHA) and State Health Improvement Plan (SHIP) to determine the state's greatest health needs. This process was a collaborative effort engaging more than 19,000 residents, public health professionals, and community partners across the state. For the past five years, the SHIP has been monitored and assessed for the progress made in reaching the goals, as well as barriers. Obviously, the COVID-19 pandemic created major challenges in keeping the momentum among community partners. Despite the setback, MSDH assessed the initial SHIP to ascertain what could be learned to inform the 2021-2022 revision process. A summary of that information is included in this plan.

From 2019-2020, MSDH conducted its second SHA to build a healthier Mississippi. The 2020 SHA provides an overview of the health and social wellbeing of Mississippians and the issues affecting our state's public health system. Understanding our state's current health, quality of life, as well as the many factors that influence health, provided an important foundation to create **Building a Healthier Mississippi** State Health Improvement Plan. The SHA is published as a separate report. Those findings led the SHAIC to select two priority areas, with six overarching goals, for the 2022-2026 State Health Improvement Plan.

## Battle Obesity to Prevent and Manage Chronic Disease Address Social Determinants of Health

Developing the 2022 **Building a Healthier Mississippi** SHIP has served as a catalyst for moving the state's diverse groups and sectors toward a common health agenda over the next five years.

In this plan, there are specific goals for each of the identified community health priorities. While the plan does not address every strength and weakness identified in the SHA, it does provide a clear course of direction for this plan cycle. It identifies high-impact strategic issues as well as desired health and public health outcomes to be achieved through the coordinated activities of the many partners who provided input.



## Leadership

The SHA process began by assembling the State Health Assessment and Improvement Committee (SHAIC). It consists of stakeholders and partner organizations throughout the state public health system. This group serves as the advisory committee for the SHA and SHIP processes. The group met to support the Mobilizing for Action through Planning and Partnerships (MAPP) process and review its findings. The MAPP model is comprised of 4 assessments using input from the public, public health stakeholders, and compiled data. Coordination of the MAPP process was led by the MSDH Office of Performance Improvement. This included facilitation support of the four assessments and engaging stakeholders in the state public health system.

In conducting the SHA, the UProot partners assisted MSDH in identifying and prioritizing Mississippi's public health issues, as well as strategies to support them over the next 5 years (2021-2026). UProot is a collaborative effort to assess and improve the health of the state of Mississippi. This effort includes the input of over 90 partner organizations, including business groups, non-profits, and state agencies. The Mississippi State Department of Health convened these organizations in 2014 to participate in the inaugural SHA and the SHIP processes. The groups have worked hard to candidly evaluate the health issues making the greatest impact on Mississippians and develop plans to address them together. Each section of the SHA looks at the health issues affecting Mississippi through a different lens.

The community process for updating the SHIP continued to center around the quarterly meetings of the SHAIC. They met in April 2021 to review the previous SHIP per the survey and discuss the updated SHA. A second survey was sent to them in preparation for the May 2021 meeting. Two work groups began identifying the specific objectives, tasks, and measures for the new SHIP. The July 2021 meeting provided further discussion and clarification of the goals, objectives, and measures for the work plans. In August 2021, a Steering Committee of the SHAIC was appointed to help focus the work plans for public vetting and approve questions for the vetting process. The SHAIC Steering Committee met October 12 to review the latest draft for vetting. Additionally, the MSDH Office of Performance Improvement (OPI) and Mississippi Public Health Association (MPHA) met with Creative Distillery to plan the public input process. The draft was posted on the UProot website and social media with an initial deadline of November 8, 2021. MPHA assisted in promoting public comment on the draft. State Health Officer Dr. Thomas Dobbs sent a letter to stakeholders requesting their feedback and added gift cards to incentivize comments.



## Vision and Values

During the inaugural SHA/SHIP, the SHAIC composed vision and values statements to guide the State Health Assessment and Improvement Planning process, as well as a mission statement to summarize the purpose of the SHA and SHIP. The vision statement, “All Mississippians living healthier, longer lives due to a thriving public health effort that is supported by active and committed citizens and organizations,” has remained the framework for the SHA/SHIP process.

The SHAIC’s selection of values was referred to throughout the MAPP process to ensure all State Health Assessment and Improvement Plan activities were in line with these guiding principles.

### Vision

All Mississippians living healthier, longer lives due to a thriving public-health effort supported by active and committed citizens and organizations.

### Values

**Integrity** - Strive to do the right thing in achieving the best public health outcomes through honesty, trustworthiness, and transparency in all we do;

**Collaboration** - Value the diversity and unique contributions of partners, develop positive relationships, foster innovative solutions, and strengthen capacity to accomplish our mission;

**Service** - Demonstrate a commitment to public health through compassionate actions and stewardship of time, resources, and talents;

**Quality** - Exhibit superior performance and continuous improvement in knowledge and expertise;

**Equity** - Promote equity through fairness and social justice within the context of health in diverse communities;

**Effectiveness** - Utilize evidence, science, best practices, resources, and time to achieve optimal results;

**Accountability** - Maintain the highest standards of responsibility, transparency, and accountability to the citizens of Mississippi.

# Health Assessments Guiding the Development of the SHIP

The **State Health Status Assessment** was conducted through an epidemiological analysis of demographic, social, and health indicators from a variety of state and national surveillance data sources. MSDH epidemiologists gathered and analyzed this data, and compiled it into a report. This assessment constitutes a snapshot of the health status and social wellbeing of Mississippians, highlighting disparities in health and social outcomes that must be addressed to improve population health and quality of life.

The **State/Community Themes and Strengths Assessment** sought community input from Mississippians from a statewide survey and a series of focus groups throughout each of the state's nine public health districts.

MSDH conducted a convenience sample survey of Mississippians across the state and received 953 responses. The survey explored the public's perceptions on health status, health services, and quality of life in their communities. While efforts were made to reflect state demographics, it is important to note the sample is not a fully representative sample. A majority of respondents were aged 45 and older (57%), identified as female (78%), and listed a median household annual income of \$60,00 to \$79,999. According to U.S. Census estimates, median age is estimated at 38.3, female identified residents are approximately 51%, and median household income is approximately \$43,000. Due to the COVID-19 outbreak and subsequent pandemic, MSDH was forced to halt the dissemination of the Community Input Survey in March 2020.

A total of 29 listening sessions were also held throughout the state to explore local perspectives regarding community assets and challenges, barriers to health, and quality of life. These conversations secured input from residents on how health and well-being can be improved in the state's communities.

The Forces of Change Assessment gathered community leaders and stakeholders to think strategically about transforming variables along with their corresponding threats and opportunities. Participants looked to the future to anticipate forces while also taking current trends into consideration. Dialogue from this assessment comprised a report identifying forces that may influence the health and quality of life of Mississippi communities and the effectiveness of its public health system.

The State Public Health System Assessment involved a day-long retreat of 68 partners and stakeholders including public, private, and voluntary sectors. Participants assessed the public health system's collective performance in delivering essential public health services to Mississippians.

The transcripts, highlighted strengths, weaknesses, and opportunities to collectively improve the state public health system. This assessment is an illustration of the performance of Mississippi's public health system and serves as a roadmap for partners and stakeholders across the state to collectively strengthen public health services.

# Analysis of Cross Cutting Themes and Identification of Priority Issues

Upon completion of the four MAPP components, the SHAIC convened virtually to review key findings and discuss cross-cutting themes from the four assessments. With analysis complete, the SHAIC considered the following prioritization criteria to identify a list of strategic issues:

- **Cross-cutting issue emerging from multiple assessments**
- **Disparities related to issue (disproportionately affects sub-populations)**
- **Cost and/or return on investment**
- **Availability of solutions/best practices**
- **Availability of resources (staff, time, money, equipment, potential grants) to address issue**
- **Urgency of addressing issue**
- **Size of issue (e.g., # of individuals affected)**
- **Feasibility (likelihood of being able to make an impact working together)**

On September 9, 2020, the SHAIC re-convened to examine the survey results and select strategic issues to address as a state public health system. After reviewing the key findings, the SHAIC used them as a basis to define the 2022-2026 SHIP priorities. They agreed on the following:

## Battle Obesity to Prevent and Manage Chronic Disease

The prevalence of obesity in Mississippi was emphasized throughout the assessments. Obesity co-occurs with many other health problems, such as hypertension and diabetes, and is a result of societal barriers, such as access to care and food insecurity. Listening session participants from the Community Themes and Strengths Assessment (CTSA) noted obesity, diabetes, and hypertension as health issues preventing their communities from being considered healthy. Survey respondents from the CTSA listed diabetes (14.3%), obesity (12.9%), and high blood pressure (12.2%) as the top three most important health problems in their communities. Data from the State Health Status Assessment showed 72.9% of the population was either overweight or obese with 25.4% of children ages 10-17 being considered obese (2018).

The SHAIC identified the need to improve issues related to chronic disease by addressing prevention and self-management of obesity, hypertension, and diabetes. Participants from the Forces of Change Assessment noted poor access to healthy food in local communities, due to the lack of time to procure healthy food; the prohibitive cost of healthy food relative to unhealthy options; and a lack of incentives for farmers to grow healthy, consumable foods. As well, a listening session participant in Meadville noted: “Most of the stores do not have enough variety of healthy food. Nutrition is not there because we cannot afford it.” The SHAIC identified the need to improve nutrition by combating food insecurity throughout the state.

The SHAIC also recognized the need to focus on populations with the greatest inequities and ensure cultural competency (i.e., how food is eaten in that culture; what are desired body types; or how different cultural groups engage with exercise, if at all). Mortality rates for diabetes and hypertension were shown to be consistently higher for African Americans than Caucasians in Mississippi. In 2018, the mortality rate for diabetes was 52.3/100,000 population for African Americans, for Caucasians this was 20.6/100,000 population. African Americans consistently experienced higher rates of mortality due to hypertension than any other race (26.6/100,000 population in 2018). Due to this, it is important to focus on populations with the greatest inequities to address obesity in the state.

## Addressing Social Determinants of Health

The World Health Organization defines the Social Determinants of Health (SDOH) as the conditions in which people are born, grow, live, work, and age. Social and structural determinants of health can serve as challenges to achieving optimal health and well-being for community members throughout the state. In the CTSA report, participants most frequently indicated housing, food insecurity and access, education, and employment were some of the greatest challenges faced in their communities. Throughout each of the assessments, employment and poverty were consistently listed as barriers to health and well-being. This included unemployment and underemployment, cost of education/job training, and a lack of well-paying jobs. Of the CTSA respondents, 11.8% frequently identified a lack of quality jobs as one of the top issues impacting health and wellbeing. The SHAIC identified the need to address poverty and employment through educational attainment and job training. The SHAIC also noted the need to focus on social and structural determinants of health related to structural racism. The SHSA report showed more African Americans had less than a high school education, as compared to Caucasians, at 52.5% vs 43.6%, respectively. The Forces of Change Assessment noted structural racism limits economic opportunity and health attainment among people of color and minorities. The SHAIC recognized the need to reduce inequities through addressing SDOH with populations experiencing the greatest inequities.

## Addressing Systems Issues

The SHAIC also identified important system issues to address through planning, implementation, and monitoring impact while working collectively on addressing the complex issues of obesity and the social and structural determinants of health.

- **Evaluation** – The public health system must evaluate efforts to address these priority issues as well as other public health initiatives to make data-informed decisions and strategically leverage our resources on what works.
- **Community Capacity Development** – While the public health system works collectively to address these complex issues, it is imperative to work in partnership with local communities. This includes strategies to enhance capacity at the local level, meaningfully engage communities and those impacted the most by inequities, and coordinate communication about these issues.

The key findings and priorities were shared through the UProot Mississippi website, the UProot newsletter, and to participants from the CTSA listening sessions to solicit feedback from partner organizations and state residents on the proposed priorities with the public. Information on the priority issues and the four assessments were posted on the UProot website to receive public comment.

# Process Flowchart for the State Health Assessment and Improvement Plan

The state health assessment and improvement plan were both conducted following the process outlined below:

Leadership		
State Health Assessment and Improvement Committee	MSDH Staff Leadership Team	Community Engagement and Input

Vision and Values						
All Mississippians living healthier, longer lives due to a thriving public health effort that is supported by active and committed citizens and organization						
Integrity	Collaboration	Service	Quality	Equity	Effectiveness	Accountability

Health Assessments from State Health Assessment Process				
State Health Assessment	State/Community Themes and Strengths Assessment		Forces of Change Assessment	State Public Health System Assessment
Epidemiological Analysis of Health and Social Determinants	Statewide Survey	Focus Group and Community Conversations	SHAIC Meeting	Stakeholder Meeting

Analysis of Cross Cutting Themes and Priority Issues		
Key Findings Meeting with SHAIC	SHAIC Steering Committee Review	Public Comment Period

Development of State Health Improvement Plan			
Formulate Goals and Strategies	Develop Action Plan	Implement Action Plan	Evaluate Action Plan



# Mississippi State Health Improvement Plan 2022

## Reviewing and Updating the State Health Improvement Plan

The Mississippi State Health Improvement Plan (SHIP) was initially constructed between 2014 - 2016 in preparation for initial accreditation of the state health department. The process was a collaborative effort that engaged more than 19,000 residents, public health professionals, and community partners across the state. The Building a Healthier Mississippi State Health Assessment provided an overview of the health and social well-being of Mississippians and the issues affecting the state's public health system. Understanding the state's current health and quality of life, as well as the many factors that influence health, provided an important foundation of knowledge to inform the development of Building a Healthier Mississippi State Health Improvement Plan to improve Mississippi's health.

The findings from the State Health Assessment informed the selection of nine priority issues across three categories, and the development of the Building a Healthier Mississippi State Health Improvement Plan narrowed the nine priorities to four. Four categories or priorities were selected, along with key partner organizational leadership, and indicators to measure the progress of the work plans. Those priority areas were:

- **Address Social Determinants of Health: Increase Educational Attainment**
- **Strengthen Public Health Infrastructure: Create a Culture of Health**
- **Improve Health Status & Reduce Health Disparities: Reduce Rates of Chronic Disease**
- **Improve Health Status and Reduce Health Disparities: Improve Infant Health**

The collaborative process used to monitor and track the implementation of the SHIP included several components:

- **The State Health Assessment and Improvement Advisory Committee (SHAIC) is the community group responsible for the development and implementation of the State Health Assessment (SHA) and the State Health Improvement Plan. The SHAIC meets quarterly to discuss the progress of the SHIP and make revisions, as necessary.**
- **The areas for which the MSDH was responsible were included in the MSDH Strategic Plan, published in 2018. Since some of this work involved maintaining the UProot website, a key partner for this work was Creative Distillery.**

- **Implementation for each of the three priority areas included measurable work plans, approved by community partners who agreed to assist with the work. The work plans included measures for monitoring the progress of each of the priority areas.**

To close out the first iteration of the SHIP's 5-year period, MSDH conducted an anonymous survey with the priority workgroup members. The feedback informed the current SHIP. The evaluation included both an assessment of the progress on the selected health priority areas, as well as the on the SHIP process. The evaluation results were discussed with the SHAIC as part of the kick-off meeting for the 2021 SHIP development. The survey input also guided the 2021 process and priority areas. A summary of the feedback included the following:

- **The 2016 Mississippi State Health Improvement Plan, as a plan, met all of the requirements for a good plan. There were no suggestions for improvement to this part of the SHIP development.**
- **Creating a Culture of Health' as a priority is so vague as to being pointless. In a state as unhealthy as Mississippi, public health resources need practical, targeted, and CONCRETE priorities.**
- **Reflection from the 2016 SHIP identified only two priority areas for consideration in the 2021 SHIP. This narrowing should help the process seem less academic and more practical. Those two priority areas were ratified during the SHA process. They are address social determinants of health and battle obesity.**

As previously stated, the community process for updating the SHIP continued to center around the quarterly meetings of the SHAIC. They met in April 2021 to review the previous SHIP per the survey and discuss the updated SHA. A second survey was sent to them in preparation for the May 2021 meeting. Two work groups began identifying the specific objectives, tasks, and measures for the new SHIP. The July 2021 meeting provided further discussion and clarification of the goals, objectives, and measures for the work plans. In August 2021, a Steering Committee of the SHAIC was appointed to help focus the work plans for public vetting and approve questions for the vetting process. The SHAIC Steering Committee met October 12 to review the latest draft for vetting. Additionally, the MSDH Office of Performance Improvement (OPI) and Mississippi Public Health Association (MPHA) met with Creative Distillery to plan the public input process. The draft was posted on the UProot website and social media with an initial deadline of November 8, 2021. MPHA assisted in promoting public comment on the draft. State Health Officer Dr. Thomas Dobbs sent a letter to stakeholders requesting their feedback and added gift cards to incentivize comments. In the end, there were **284** total respondents:

- **122 from state, regional, or local health departments**
- **79 from non-profits**
- **51 from academic institutions**
- **24 from members of the general public**
- **8 from public housing, federally qualified health centers, acute care hospital, federal agency, and consultant**

No major changes were proposed in the draft priority goals. There were a few suggested language changes and resources identified for the specific measures. The SHAIC discussed the changes on December 9, 2021.

# Battling Obesity to Prevent Chronic Disease

**Rationale:** Mississippi is experiencing a public health crisis. In 1996, 19.8% of the adult population was obese. By 2019, the obesity prevalence in our population had increased to 40.8%. If the tide is not changed, the percent of obesity in our population will reach over 50% by 2024.

**Why It Matters:** Obesity is a root cause of most chronic illnesses. Therefore, it is the role and obligation of public health to inform and educate Mississippians about this threat as it does when there is a threat of pandemics and epidemics. The consequences of obesity include Type 2 diabetes, heart disease, arthritis, stroke, and dementia. Currently in Mississippi, 1.1 million adults and 126,000 children are obese; many of whom already show signs of chronic illnesses. Unnecessary suffering is caused by obesity, driven by sedentary lifestyles and unhealthy eating habits. According to the CDC, 75% of total health care expenditures are associated with treating chronic diseases. If Mississippians reduce their BMI rates to lower levels and achieve an improved status of health, the state could save over \$13 billion annually in unnecessary health care costs.

## Addressing Social Determinants of Health

**Rationale:** Social determinants of health (SDOH) are the conditions and environments in which people are born, live, learn, work, play, worship, and age. They affect a wide range of health, functioning, and quality-of-life outcomes and risks. SDOH have a major impact on people's health, well-being, and quality of life. According to **Healthy People 2030**, SDOH can be grouped into the categories of:

- **Economic stability**
- **Education access and quality**
- **Health care access and quality**
- **Neighborhood and built environment**

**Why It Matters:** SDOH contribute to health disparities and inequities. In addition to promoting healthy choices, public health organizations and their partners in sectors like education, transportation, and housing can take action to improve the environmental conditions of Mississippians, including people of color, tribal members, and the socioeconomically disadvantaged. The Mississippi State Health Assessment Improvement Committee (SHAIC) has identified SDOH as a priority area for Mississippi's State Health Improvement Plan in order to, "create social, physical, and economic environments that promote attaining the full potential for health and well-being for all."

<https://health.gov/healthypeople/objectives-and-data/social-determinants-health>

# Key Descriptions Related to The Two Priority Areas

For purposes of this document, the following definitions apply.

- 1.** Access to high-quality preventive health care helps prevent diseases and improve quality of life. Access to preventive health care refers to the ease with which an individual can obtain needed preventive health services such as screenings, health education and counseling, and early treatment for health issues identified during screening. Access to preventive health care includes removal of social, cultural, economic, and geographic factors that may be barriers to accessing preventive health care services. Intentional attention to barriers related to language, physical, and intellectual disabilities as well as mental and behavioral health are also included.
- 2. Healthy People 2030** addresses personal health literacy and organizational health literacy and provides the following definitions: Personal health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others. Organizational health literacy is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
- 3.** CDC defines a disability as any condition of the body or mind (impairment) that makes it more difficult for the person with the condition to do certain activities (activity limitation) and interact with the world around them (participation restrictions). There are three dimensions to disability: a.) impairment in a person's body structure or function, or mental functioning (examples of impairments include loss of a limb, loss of vision or memory loss); b.) activity limitation, such as difficulty seeing, hearing, walking, or problem solving; or participation restrictions in normal daily activities, such as working, engaging in social and recreational activities, and obtaining health care and preventive services.
- 4.** The Joint Commission defines implicit bias as the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. Implicit biases involve associations outside conscious awareness that lead to a negative evaluation of a person on the basis of irrelevant characteristics such as race or gender. Intentional awareness of and acting on implicit bias are essential to ensuring health equity.
- 5.** For purposes of this document, telehealth is defined more broadly than telemedicine and includes the use of technology to deliver personal health information and services.

Targets and measures outlined in this Plan are aligned with the national **Healthy People 2030** goals and objectives, wherever applicable. A detailed list of alignment with national priorities can be found in Appendix.

The science-based measurable objectives and goals identified in Healthy People 2030 are applicable at the national, State, and local levels. These objectives and goals allow communities to engage multiple sectors, to take actions to strengthen policies and improve practices that are driven by the best available evidence and knowledge.

As with Healthy People 2030, the overarching goal of utilizing evidence-based goals and strategies is to ensure that Mississippi sustains its journey to:

- **Promote quality of life, healthy development, and healthy behaviors across all life stages.**
- **Achieve health equity, eliminate disparities, and improve the health of all groups.**
- **Create social and physical environments that promote good health for all.**
- **Support programs or policies recommended in the national health plans.**

## **Take Action! - Tracking & Evaluating Results**

Over the next five years, the objectives included in the SHIP will begin to produce results, as the Mississippi State public health system develops and implements action plans. Because MSDH bears statutory responsibility for protecting the public's health, its staff initiated the SHIP and convened partners to develop it. However, MSDH is only one part of the public health system. Other agencies, non-governmental organizations, institutions, and informal associations play critical roles in creating conditions in which people can be healthy. MSDH leadership realized government alone cannot match the collective strength of individuals, communities and various social institutions working together to improve health. As a result, they created a collaborative state health improvement process, culminating in the SHIP. The ongoing SHIP process and the plan itself reflects efforts of the public health system to promote collaboration, coordination, and efficiency. The ongoing process of implementing the SHIP will bring together these system partners on a periodic basis to coordinate achieving SHIP goals. As such, this plan is meant to be a living document rather than an end point. It reflects a commitment of partners and stakeholders to address common issues in a systematic and accountable way.

## **LOOKING AHEAD**

The success of each goal is based on outcome measurements that track progress and project impact. Each priority area has an assigned co-chair, one from the Mississippi State Health Department and one from our partners. Work groups are working together to develop coordinated Action and Evaluation plans. Progress will be monitored by each co-chair, as well as the SHAIC.

Evaluation will remain important throughout the remainder of the SHIP monitoring cycle so progress toward Plan goals is both meaningful and measurable. Continual plan updates will regularly occur and be based on feedback from members of the SHAIC. Lessons learned will help guide future actions (i.e., what worked well? what didn't work well?). Evaluation will also help inform key decision makers to decide if the right strategies were implemented, as well as, if the desired outcomes were achieved.

The detailed priority work plans using the Balanced Scorecard approach, found in Appendices H and I, presents a comprehensive view of the State Health priorities, strategic objectives, measures, targets, and specific actions.

The SHIP priorities work in concert to improve health and well-being of Mississippians. By addressing the social determinants of health and strengthening the state's public health infrastructure, Mississippi can improve health status and reduce health disparities for its residents. In doing so, the state can achieve the SHIP vision of all Mississippians living healthier lives due to a thriving public health effort, supported by committed citizens and organizations.



## **APPENDICES**

**Appendix A** - Participating Partners and Organizations

**Appendix B** - Mississippi State Asset and Resource Inventory

**Appendix C** - Key Health Disparity Objectives

**Appendix D** - Alignment with National Priorities

**Appendix E** - How to Use This State Health Improvement Plan

**Appendix F** - Glossary of Key Terms

## **WORK PLANS**

**Appendix G** - Battling Obesity to Prevent and Manage Chronic Disease

**Appendix H** - Addressing Social Determinants of Health

## Appendix A - Participating Partners and Organizations

Alcorn State University	Eliza Pillars Registered Nurses of Mississippi	Mississippi Board of Nursing
American Cancer Society	Families as Allies	Mississippi Business Group on Health
American Heart Association	Foundation for the Mid-South	Mississippi Center for Justice
American Lung Association	Golden Triangle Planning & Development District	Mississippi Center for Autism & Related Developmental Disabilities
Appalachian Regional Commission	Head Start	Mississippi Center for Violence Prevention
Aspen Young Leaders Fellowship	Health Resources in Action Health Ways	Mississippi Coalition for Vietnamese-American Fisher Folks and Families
Blue Cross Blue Shield of Mississippi	Hope Credit Union	Mississippi Community College Board
Boat People SOS	Housing & Urban Development - Mississippi	Mississippi Department of Agriculture and Commerce
Bower Foundation	Innovation Behavioral Services	Mississippi Department of Education
Brain Injury Association of Mississippi	Jackson Police Department	Mississippi Department of Environmental Quality
Catholic Charities Jackson	Jackson State University	Mississippi Department of Human Services
Center for Mississippi Health Policy	Jackson-Hinds Comprehensive Health Center	Mississippi Department of Mental Health
Children's Advocacy Centers of Mississippi	Lexington Food Pantry/Rabbits of Relevance	Mississippi Department of Public Safety
Choctaw Health Center	March of Dimes	Mississippi Department of Rehabilitation Services
City of Jackson	Mayor of Collins/MML Health Committee Chair	Mississippi Department of Wildlife, Fisheries, and Parks
Coahoma Community College – Health Services	Mississippi Academy of Family Physicians	Mississippi Diabetes and Obesity Research Institute- Biloxi
CommonHealth ACTION	Mississippi Action Coalition on the Future of Nursing	Mississippi Division of Medicaid
Community Health Center Association of MS	Mississippi Alliance of Nonprofits and Philanthropy	Mississippi Economic Council
Community Health PIER	Mississippi Association of Addiction Professionals	Mississippi Economic Policy Center
Converge Mississippi	Mississippi Association of Supervisors	
Delta Medical Foundation	Mississippi Band of Choctaw Indians	
Department of Human Services	Mississippi Blood Services	
Dependable Source Corporation		
Diabetes Foundation of Mississippi		
Double-Up Food Bucks Mississippi		

## Appendix A - Participating Partners and Organizations

Mississippi Emergency Management Agency	Mississippi Restaurant Association	Office of Mississippi Physician Workforce
Mississippi Farm Bureau – Public Policy	Mississippi Rural Health Association	Partnership for a Healthy Mississippi
Mississippi First	Mississippi Rural Water Association	The Good Samaritan Center
Mississippi Food Network – Back Pack Program	Mississippi Society for Disabilities	The Partnership for a Healthy Mississippi Robert Wood Johnson Foundation
Mississippi Healthcare Alliance	Mississippi State Board of Health	Rural Health Association
Mississippi Health Care Association	Mississippi State Board of Nursing	Rush Health Systems
Mississippi Health Information Network	Mississippi State Department of Health	Small Business Administration
Mississippi Hospital Association	Mississippi State Extension Service	Society of St. Andrew-Mississippi
Mississippi Hospitality and Restaurant Association	Mississippi State Medical Association	Surge Advisors
Mississippi Institutions of Higher Learning	Mississippi State University Extension Services	Tallahatchie General Hospital
Mississippi Joint Legislative Committee on Performance Evaluation and Expenditure Review	Mississippi State University Social Science Research Center	Teen Health Mississippi
Mississippi Legislative Budget Office	Mississippi Urban League	Three Rivers Planning and Development District
Mississippi Medical and Surgical Association	Morehouse School of Medicine	Tougaloo College
Mississippi Migrant Education Service Center	My Brother’s Keeper	United States Department of Housing and Urban Development
Mississippi Municipal League	National Coalition of 100 Black Women-Central Mississippi Chapter	United Way of the Capital Area
Mississippi Nurses Association	National Diabetes and Obesity Research Center	University of Mississippi Medical Center Preventive Medicine
Mississippi Office of Nursing Workforce	NMHS Unlimited/The Good Life	University of Southern Mississippi
Mississippi Primary Healthcare Association	North Central Planning & Development District	W.K. Kellogg Foundation
Mississippi Public Health Association	North Delta Planning and Development District	William Carey University College of Osteopathic Medicine
Mississippi Public Health Institute	Northeast Mississippi Planning and Development District	Wray Enterprises, Inc.

## Appendix B - Mississippi State Asset and Resource Inventory

This state asset inventory was compiled throughout the state health assessment and improvement process. This inventory will be used to explore the breadth and depth of state assets and resources that may be mobilized to address community health needs. This is a living document, with additional community assets and resources being continually added.

**What is an asset?** – An asset is anything that improves the quality of community life. It may be a person, group of people, place, or institution.

### Health Care System Assets

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- Alternative Medicine Providers
- University/College Student Health Centers
- Community Health Centers
- Dentists and Dental Clinics
- Disease-based Support Groups
- Emergency Medical Services
- Eye & Ear Care Providers
- Free Clinics
- Health Insurance Plans
- Health Professions Schools/Programs
- Hospitals
- Mental Health Providers
- Nursing Homes
- Pharmacies
- Physical and Occupational Therapists
- Private Physicians
- Public Health Department
- Registered Dietitians
- Rehabilitation, Home Health & Hospice Providers
- School Nurses, Counselors, Psychologists
- Substance Abuse Treatment and Recovery
- Urgent Care Centers

### Recreational Assets

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- 4H and County Fairs
- Bicycle Courses (BMX)
- Bicycling Clubs
- Community Centers
- Community Dances
- Community Education Programs
- Conservation Activities/Programs
- Golf Courses
- Horseback Riding/Stables
- Parks and Recreation Districts
- Private Membership Fitness Clubs
- Riverboat
- School Based Athletics
- Swimming Locations
- Walking/biking Trails & Sidewalks
- Recreation and Fitness Organizations

# Appendix B - Mississippi State Asset and Resource Inventory

## Food System Assets

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- Agriculture
- Community Gardens
- Farmers Markets
- Food Pantry/Bank/Commodities
- Food Policy and System Groups
- Food Purchasing Programs
- Full Service Grocery Stores
- Garden Supply Centers
- Home Delivered Meal Services
- Nutrition Education Programs/Services
- School Lunch Programs

## Cultural Assets

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- Agencies That Provide Cultural Support, Education and Advocacy
- Community Events and Festivals
- Crafts and Enrichments Classes/Resources
- Family and Cultural Centers
- Historical Organizations
- Media Organizations
- Museums
- Nature Centers
- Performing Arts Organizations
- Public Spaces

## Education Assets

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- Charter and Private Schools
- Childcare and Preschool Providers (0-5)
- Community Centers
- Community Colleges and Universities
- Homeschool Organizations
- K-12 School Districts

## Organizational Assets

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- 12-Step Organizations
- Crisis Intervention
- Chambers of Commerce
- Economic Development Organizations
- Faith-Based Organizations
- Public Libraries
- Senior Centers
- Tutoring/Mentoring Organizations
- Virtual & Online Learning
- Vocational/Trade Schools
- Nature Centers
- Human Service Organizations
- Informal Groups and Meetings
- Local Charities, Grant-Makers, & Foundations
- Multi-Sector Coalitions
- Service Organizations

# Appendix B - Mississippi State Asset and Resource Inventory

## Public Safety Assets

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- Alternative Custody Programs
- Anti-Bullying Programs
- Domestic Violence & Crisis Response Organizations
- Emergency Operations Centers
- Emergency Preparedness Coalitions
- Environmental Protection Organizations
- Jails
- Law Enforcement Training Centers
- National Guard
- Neighborhood Watch Programs
- Police and Fire Departments
- Probation and Fire Departments

## Housing Assets

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- Affordable Housing Programs
- Aging in Place Efforts
- Assisted Living Facilities
- Foster Care Homes (Adult/Child)
- Home Building Charities
- Homeless Coalitions
- Homeless Shelters
- Rehab Programs
- Subsidized Housing Developments
- Rental Housing Landlords and Developments
- Weatherization, Home Improvement, and Home Safety Programs

## Transportation Assets

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- Airports
- Ambulances
- Bicycle Infrastructure
- Long Distance Bus Services
- Mobility Managers
- Public Transportation Providers
- Safe Streets Initiatives/Polices
- Taxis
- Train Service

## Employment Assets

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- Business Associations
- Development and Social Service
- Department
- Economic Development Organizations
- Farmers and Rural Employers
- Labor Organizations
- Major Employers
- Public Employers
- Self-Employed and Startups
- Unemployment and Job-Placement Services
- Volunteer Organizations

## Appendix C - Key Health Disparity Objectives

The objectives in the table below were selected for inclusion in the SHIP because there are clear inequities among people who belong to different racial groups, geographic regions, or other groupings. The health equity measures below will help us evaluate if we are making progress in addressing the objectives in disparity affected groups.

SHIP Objective	Affected Group	Equity	Baseline	Target
Decrease food insecurity reducing the number of food deserts in Mississippi	African Americans; Asians; Hispanics and Native Americans	Decrease the number of Food Deserts in Mississippi by at least 10%	To be established	10% reduction in five years
Decrease the rate of diabetes in the state in order to address obesity	African Americans; Asians; Hispanics and Native Americans	Increase the use of evidence-based diabetes prevention education programs in the state by at least 20%	40% of population who ever had diabetes prevention education	To be developed
Enhance community engagement by strengthening collaborations	People who live in identified areas where there have been no obesity and diabetes collaboratives; primarily rural dwellers	Develop at least one new partnership annually that is aimed at coordinating initiatives on obesity and diabetes prevention	To be established	At least one per year
Increase community-based physical activity opportunities	Individuals with little to no access to community-based physical activity	Increase community based opportunities for physical activity	32% of the population reported no physical activity in the past 30 days	To be developed
Increase community-based physical activity opportunities	Students in public schools in MS, which are largely African Americans, Hispanics and Asians	Increase the percentage of students who achieve 30 minutes or more of moderate and/or vigorous physical activity daily	25% of students participate in school PE	To be determined
Increase community-based physical activity opportunities	Individuals who work for small rural businesses	Increase the percentage of employers who offer wellness programs or health promotion activities by 10%	Baseline data at 5 year intervals	10% per year
Increase utilization of preventive health services	Children, adolescents, and adults who do not have access to preventive health services	Increase the percentage of adults and children who get recommended evidence-based preventive health care by 10%	35% of adolescents had no preventive health visit in last year 25% of children did not have a preventive dental visit in the past year MS ranks 48th in the percentage of adult population having a wellness visit	10% per year

## Appendix C - Key Health Disparity Objectives

SHIP Objective	Affected Group	Equity	Baseline	Target
Increase availability of preventive health services	People who live in rural areas of the state with no access to preventive health care	<p>Reduce the percentage of people under 65 years of age who are underinsured by 15%</p> <p>Increase the use of telehealth to improve access to preventive health services by at least 10%</p>	To be established	<p>15% per year</p> <p>10% per year</p>
Increase access to early intervention for developmental delays	Children 9-35 months	<p>Increase the rate of developmental screenings for children ages 9-35 months by 10%</p> <p>Increase the number of qualified providers of early intervention services</p>	<p>68% of MS children ages 9-35 months did not receive a completed developmental screening</p> <p>To be determined</p>	<p>10%</p> <p>To be determined</p>
Increase the number of health policies that specifically address implicit bias	African Americans; Hispanics; Asians; Native Americans	Increase the number of health policies that specifically address implicit bias	To be determined	To be determined



## Appendix D - Alignment with National Priorities

SHIP Goals Priority Area One		National Priorities (HP 20330)	
1.0	Decrease obesity rates through the reduction of food insecurities	Reduce household food insecurity and hunger - NWS-01	
2.0	Decrease obesity rates through the promotion of healthy lifestyles	Reduce the proportion of children and adolescents with obesity NWS-04 - HP 2030	
SHIP Goals Priority Area Two		National Priorities	
1.0	Increase access to preventive health services	Increase the proportion of adults who get recommended evidence-based preventive health care - AHS-08	
2.0	Decrease preventive health barriers related to health literacy	Increase the health literacy of the population - HC/HIT-R01	
3.0	Decrease the proportion of individuals with disabilities who experience barriers to preventive health services	Increase the proportion of adults who get recommended evidence-based preventive health care - AHS-08	
4.0	Decrease the impact that implicit bias has on health	No direct national alignment.	
SHIP Objectives		National Priorities	
1.1.0	Decrease food insecurity by reducing the number of food deserts	Reduce household food insecurity and hunger - NWS-01	
1.1.2	Decrease the rate of diabetes in MS in order to address obesity	Increase the proportion of eligible people completing CDC-recognized type 2 diabetes prevention programs - D-D01 Reduce the number of diabetes cases diagnosed yearly - D-01	
1.1.3	Enhance community engagement by strengthening collaborations	No direct national alignment	
2.1.0	Increase utilization of preventive health services	Increase the proportion of adults who get recommended evidence-based preventive health care - AHS-08 Increase the proportion of children and adolescents who receive care in a medical home - MICH-19	
2.2.0	Increase availability of preventive health services	Increase the proportion of adults who get recommended evidence-based preventive health care - AHS-08 Increase the proportion of children and adolescents who receive care in a medical home - MICH-19	
2.3.0	Develop a method to assessing personal health literacy	Increase the health literacy of the population - HC/HIT-R01	
2.3.1	Increase access to early intervention for developmental delays	Increase the proportion of children who receive a developmental screening - MICH-17 Increase the proportion of children with developmental delays who get intervention services by age 4 years - EMC-R01	
2.4.0	Increase the number of health policies that specifically address implicit bias	No direct national alignment.	

## Appendix E - How to Use This State Health Improvement Plan

Each of us can play a significant role in community health improvement in Mississippi, whether in our homes, schools, workplaces, or churches. Encouraging and supporting healthy behaviors from the start is so much easier than altering unhealthy habits. Below are simple ways to use this Plan for improving the health of your community:

### Employers

- Understand priority health issues within the community and use this Plan and recommended resources to help make your business a healthy place to work!
- Educate your team about the link between employee health and productivity.

### Community Residents

- Understand priority health issues within the community and use this Plan to improve the health of your community.
- Use information from this Plan to start a conversation with community leaders about health issues important to you.

Get involved! Volunteer your time or expertise for an event or activity, or financially help support initiatives related to health topics discussed in this Plan.

### Health Care Professionals

- Understand priority health issues within the community and use this Plan to remove barriers and create solutions for identified health priorities.
- Share information from this Plan with your colleagues, staff, and patients.
- Offer your time and expertise to local improvement efforts (committee member, content resource, etc.)
- Offer your patients relevant, counseling, education, and other preventive services in alignment with identified health needs of the State of Mississippi.

### Educators

- Understand priority health issues within the community and use this Plan and recommended resources to integrate topics of factors (i.e., access to health food, physical activity, risk-behaviors, use of the health care system, etc.) into lesson plans across all subject areas such as math, science, social studies, and history.
- Create a healthier school environment by aligning this Plan with school wellness plans/policies. Engage the support of leadership, teachers, parents, and students.

## Appendix E - How to Use This State Health Improvement Plan

### Government Officials

- Understand priority health issues within the community.
- Identify the barriers to good health in your communities and mobilize community leaders to take action by investing in programs and policy changes that help members of our community lead healthier lives.

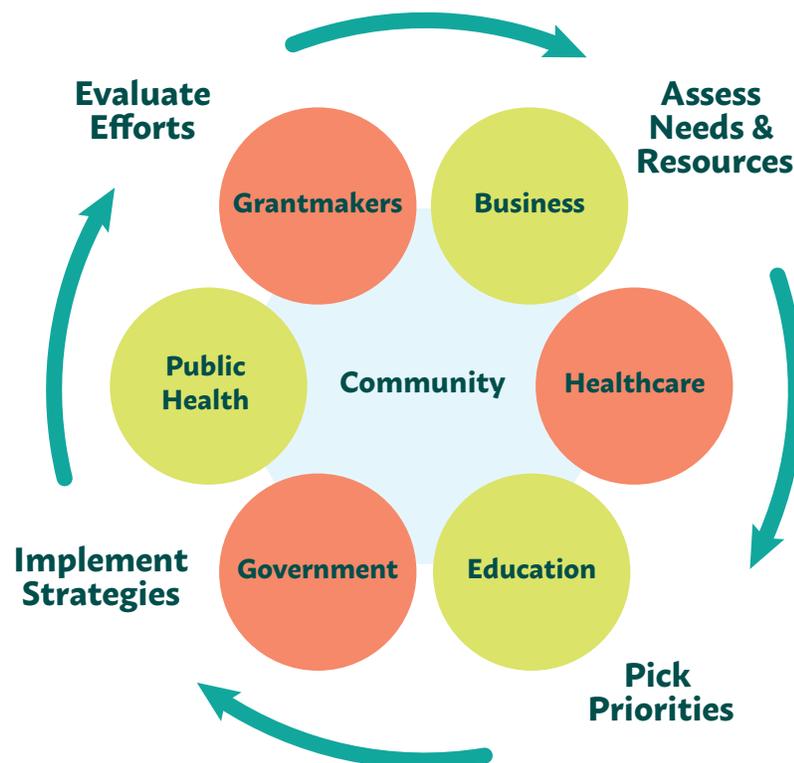
### State and Local Public Health Professionals

- Understand priority health issues within the community and use this Plan to improve the health of this community.
- Understand how the State of Mississippi compares with Peer States, Regional Peers, and the U.S. population, as a whole.

### Faith-based Organizations

- Understand priority health issues within the community and talk with members about the importance of overall wellness (mind, body, and spirit) and local community health improvement initiatives that support wellness.
- Identify opportunities that your organization or individual members may be able to support and encourage participation (i.e., food pantry initiatives, community gardens, youth groups gear around health priorities, etc.).

#### Take Action | Work Together



Source: Take Action [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

## Appendix F - Glossary of Key Terms

### Community

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Community is a group of people who have common characteristics; communities can be defined by location, race, ethnicity, age, occupation, interest in particular problems or outcomes, or other similar common bonds. Ideally, there would be available assets and resources, as well as collective discussion, decision-making, and action.

(Turnock, BJ. *Public Health: What It Is and How It Works*. Jones and Bartlett, 2009)

### Community Assets

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Community assets are contributions made by individuals, citizen associations, and local institutions that individually and/or collectively build the community's capacity to assure the health, well-being, and quality of life for the community and all of its members.

(National Association of County and City Health Officials (US). *Mobilizing for Action through Planning and Partnerships (MAPP): Achieving Healthier Communities through MAPP, A User's Handbook*. 2001 [cited 2012 Nov 7]. [http://www.naccho.org/topics/infrastructure/mapp/upload/MAPP\\_Handbook\\_fnl.pdf](http://www.naccho.org/topics/infrastructure/mapp/upload/MAPP_Handbook_fnl.pdf))

### Community Health

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Community health is a field within public health concerned with the study and improvement of the health of biological communities. Community health tends to focus on geographic areas rather than people with shared characteristics. (<http://dictionary.reference.com/browse/community+health>) The term "community health" refers to the health status of a defined group of people, or community, and the actions and conditions that protect and improve the health of the community. Those individuals who make up a community live in a localized area under the same general regulations, norms, values, and organizations. For example, the health status of the people living in a particular town, and the actions taken to protect and improve the health of these residents would constitute community health.

([http://www.encyclopedia.com/topic/Community\\_Health.aspx](http://www.encyclopedia.com/topic/Community_Health.aspx))

### Community's Health

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The community's health is the perspective on public health that regards "community" as an essential determinate of health and an indispensable ingredient for effective public health practice. It considers the tangible and intangible characteristics of the community, its formal and informal networks.

### Community Health Assessment

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Community health assessment is a systematic examination of the health status indicators for a given population that is used to identify key problems and assets in a community. The ultimate goal of a community health assessment is to develop strategies to address the community's health needs and identified issues. A variety of tools and processes may be used to conduct a community health assessment; the essential ingredients are community engagement and collaborative participation.

(Turnock, B. *Public Health: What It Is and How It Works*. Jones and Bartlett, 2009).

## Appendix F - Glossary of Key Terms

### Community Health Improvement Plan

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A community health improvement plan is a long-term, systematic effort to address public health problems on the basis of the results of community health assessment activities and the community health improvement process. A plan is typically updated every three to five years.

(<http://www.cdc.gov/stltpublichealth/cha/plan.html>)

This plan is used by health and other governmental education and human service agencies, in collaboration with community partners, to set priorities and coordinate and target resources. A community health improvement plan is critical for developing policies and defining actions to target efforts that promote health. It should define the vision for the health of the community through a collaborative process and should address the gamut of strengths, weaknesses, challenges, and opportunities that exist in the community to improve the health status of that community (Adapted from: United States Department of Health and Human Services, Healthy People 2010. Washington, DC)

This definition of community health improvement plan also refers to a Tribal, state, or territorial community health improvement plan.

### Community Health Improvement Process

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Community health improvement is not limited to issues clarified within traditional public health or health services categories, but may include environmental, business, economic, housing, land use, and other community issues indirectly affecting the public's health. A community health improvement process involves an ongoing collaborative, community-wide effort to identify, analyze, and address health problems; assess applicable data; develop measurable health objectives and indicators; inventory community assets and resources; identify community perceptions; develop and implement coordinated strategies; identify accountable entities; and cultivate community ownership of the process.

(National Public Health Performance Standards Program, Acronyms, Glossary, and Reference Terms, CDC, 2007. [www.cdc.gov/nphpsp/PDF/Glossary.pdf](http://www.cdc.gov/nphpsp/PDF/Glossary.pdf))

### Demographics

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Demographics are characteristic related data, such as size, growth, density, distribution, and vital statistics, which are used to study human populations.

(Turnock, BJ. Public Health: What It Is and How It Works. Jones and Bartlett. 2009)

### Determinants of Health

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Determinants of health are factors that influence the health status of an individual and/or a population are called determinants of health. They may be categorized in several groups such as the genetic or biological causes and predisposition of disease, mortality, or disability; the behavioral aspects of disease and illness (choices, lifestyle, etc.); the cultural, political, economic, and social aspects of disease and illness; the environmental aspects of disease and illness; the policy aspects of disease and illness; and the individual and response to all of the above.

(Institute of Medicine. The Future of the Public's Health in the 21st Century. National Academies Press. Washington, DC. 2003).

## Appendix F - Glossary of Key Terms

### Evidence-based Practice

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Evidence-based practice involves making decisions on the basis of the best available scientific evidence, using data and information systems systematically, applying program-planning frameworks, engaging the community in decision making, conducting sound evaluation, and disseminating what is learned.

(Brownson, Fielding and Maylahn. *Evidence-based Public Health: A Fundamental Concept for Public Health Practice*. Annual Review of Public Health).

### Goals

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Goals are general statements expressing a program's aspirations or intended effect on one or more health problems, often stated without time limits.

(Turnock, B.J. *Public Health: What It Is and How It Works*. 4th ed. Sudbury, MA: Jones and Bartlett; 2009.)

### Health Disparities

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Health disparities are differences in population health status (incidence, prevalence, mortality, and burden of adverse health conditions) that can result from environmental, social and/or economic conditions, as well as public policy. These differences exist among specific population groups in the United States and are often preventable.

(Adapted from: National Association of County and City Health Officials (US). *Operational Definition of a Functional Local Health Department* [online]. 2005 [cited 2012 Nov 8]. Available from URL <http://www.naccho.org/topics/infrastructure/accreditation/OpDef.cfm>. National Cancer Institute (US). *Health Disparities Defined* [online]. 2010 [cited 2012 Nov 8] <http://crchd.cancer.gov/disparities/defined.html>)

### Health in all Policies

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Health in all policies is an approach that rests on the assumption that health is fundamental to every sector of the economy and that every policy—large and small—should take into consideration its effect on health.

(Institute of Medicine (US). *For the Public's Health: Revitalizing Law and Policy to Meet New Challenges*. Washington, DC: National Academies Press; 2012.)

### Health Inequity

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Health inequity refers to differences in population health status and mortality rates that are systemic, patterned, unfair, unjust, and actionable, as opposed to random or caused by those who become ill.

(Margaret M. Whitehead, "The Concepts and Principles of Equity and Health," 22(3) *International Journal of Health Services* (1992): 429-445.)

### Healthy People 2030

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Healthy People 2030 is a document that provides science-based, 10-year national objectives for improving the health of all Americans. For three decades, Healthy People has established benchmarks and monitored progress over time in order encourage collaborations across sectors; guide individuals toward making informed health decisions and measure the impact of prevention activities.

([www.healthypeople.gov/2030](http://www.healthypeople.gov/2030))

## Appendix F - Glossary of Key Terms

### Intervention

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Intervention is a generic term used in public health to describe a program or policy designed to have an impact on a health problem. For example, a mandatory seat belt law is an intervention designed to reduce the incidence of automobile-related fatalities. Five categories of health interventions are: (1) health promotion, (2) specific protection, (3) early case finding and prompt treatment, (4) disability limitation, and (5) rehabilitation.

(Turnock. *Public Health: What It Is and How It Works* (4th Ed). Jones and Bartlett. MA. 2009)

### Mission Statement

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A mission statement is a written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted mission statements (1) serve as filters to separate what is important from what is not, (2) clearly state which markets will be served and how, and (3) communicate a sense of intended direction to the entire organization.

(BusinessDirectory.Com. "Mission Statement" [online]. No date [cited 2012 Nov 8]. <http://www.businessdictionary.com/definition/mission-statement.html>)

### Objectives

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Objectives are targets for achievement through interventions. Objectives are time limited and measurable in all cases. Various levels of objectives for an intervention include outcome, impact, and process objectives.

(Turnock, B.J. *Public Health: What It Is and How It Works*. 4th ed. Sudbury, MA: Jones and Bartlett; 2009.)

### Partnership

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A partnership is a relationship among individuals and groups that is characterized by mutual cooperation and responsibilities.

(Scutchfield, FD, and CW Keck. *Principles of Public Health Practice*. Delmare CENGAGE Learning. 2009)

### Population Health

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Population health is a cohesive, integrated, and comprehensive approach to health considering the distribution of health outcomes within a population, the health determinants that influence the distribution of care, and the policies and interventions that impact and are impacted by the determinants.

(Nash, Reifsnnyder, Fabius, and Pracilio. *Population Health: Creating a Culture of Wellness*. Jones and Bartlett. MA, 2011)

### Practice-based Evidence

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For Tribal health departments, for the purposes of PHAB accreditation, practice-based evidence is the incorporation of evidence grounded in cultural values, beliefs, and traditional practices.

(Public Health Accreditation Board. *Standards and Measures Version 1.5*. Alexandria, VA, May 2011)

## Appendix F - Glossary of Key Terms

### Promising Practice

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Promising practice is defined as a practice with at least preliminary evidence of effectiveness in small-scale interventions or for which there is potential for generating data that will be useful for making decisions about taking the intervention to scale and generalizing the results to diverse populations and settings.

(U.S. Department of Health and Human Services, Administration for Children and Families Program Announcement. Federal Register, Vol. 68, No. 131, July 2003.)

### Public Health System

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Public health systems are commonly defined as “all public, private, and voluntary entities that contribute to the delivery of essential public health services within a jurisdiction.” This concept ensures that all entities’ contributions to the health and well-being of the community or state are recognized in assessing the provision of public health services.

The public health system includes:

- **Public health agencies at state and local levels**
- **Healthcare providers**
- **Public safety agencies**
- **Human service and charity organizations**
- **Education and youth development organizations**
- **Recreation and arts-related organizations**
- **Economic and philanthropic organizations**
- **Environmental agencies and organizations**

### State Health Department

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For the purposes of PHAB accreditation, a state health department is defined as the governing entity with primary statutory authority to promote and protect the public’s health and prevent disease in humans. This authority is defined by state constitution, statutes, or regulations, or established by Executive Order. State health departments may be part of an umbrella organization, super public health agency, or super agency that oversees public health functions as well as other government functions. (Public Health Accreditation Board. Guide to National Public Health Department Accreditation Version 1.0. Alexandria, VA, May 2011).

### Values

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Values describe how work is done and what beliefs are held in common as a basis for that work. They are fundamental principles that organizations stand for.

(Swayne, Duncan, and Ginter. Strategic Management of Health Care Organizations. Jossey Bass. New Jersey. 2008)

## Appendix F - Glossary of Key Terms

### Vision

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Vision is a compelling and inspiring image of a desired and possible future that a community seeks to achieve. A vision statement expresses goals that are worth striving for and appeals to ideals and values that are shared among stakeholders.

(Bezold, C. On Futures Thinking for Health and Health Care: Trends, Scenarios, Visions, and Strategies. Institute for Alternative Futures and the National Civic League. Alexandria, VA. 1995)

### Well-Being

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Well-being is the state of being comfortable, healthy, and happy.

### Wellness

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Wellness is the quality or state of being in good health especially as an actively sought goal.

([www.merriam-webster.com/dictionary/wellness](http://www.merriam-webster.com/dictionary/wellness))



## Appendix G - Battling Obesity to Prevent and Manage Chronic Disease

As previously mentioned, Mississippi is experiencing a public health crisis. In 1996, 19.8% of the adult population was obese. By 2019, the obesity prevalence in our population had increased to 40.8%. If the tide is not changed, the percent of obesity in our population will reach over 50% by 2024. Obesity is a root cause of most chronic illnesses. Therefore, it is the role and obligation of public health to inform and educate Mississippians about this threat as it does when there is a threat of pandemics and epidemics. The consequences of obesity include Type 2 diabetes, heart disease, arthritis, stroke, and dementia. Currently in Mississippi, 1.1 million adults and 126,000 children are obese; many of whom already show signs of chronic illnesses. Unnecessary suffering is caused by obesity, driven by sedentary lifestyles and unhealthy eating habits. According to the CDC, 75% of total health care expenditures are associated with treating chronic diseases. If Mississippians reduce their BMI rates to lower levels and achieve an improved status of health, the state could save over \$13 billion annually in unnecessary health care costs.

### PRIORITY AREA #1: Battling Obesity

#### Goal 1.0 Decrease obesity rates through the reduction of food insecurities

Strategic Objective 1.1.0 Decrease food insecurity by reducing the number of food deserts in Mississippi

Measure	Baseline	Target	Critical Actions/Intervention Strategies
<p>Decrease the number of Food Deserts in Mississippi by at least 10%</p> <p><b>Source:</b>  <a href="https://www.ers.usda.gov/data-products/food-access-research-atlas/">https://www.ers.usda.gov/data-products/food-access-research-atlas/</a></p>	<p>573,610 Mississippians experienced food insecurity in 2017 according to feeding America.</p>	<p>Real-time elimination of food deserts</p> <p>State tax/other incentives to vendors</p> <p>Legislative decisions supported by food desert data</p>	<p><b>Step 1</b>            Develop a tracking system to monitor the nutrition security status of food deserts in MS annually. Develop and present a dynamic produce map in ARC-GIS database (Migrating “Food Deserts”)</p> <ul style="list-style-type: none"> <li>● Update 2017 food insecurity data</li> <li>● Tap multiple data sources – state tax rolls for food vendors, city, and county surveys</li> <li>● Assess geographic areas of nutrition insecurity</li> <li>● Investigate root causes for nutrition insecurity</li> </ul> <p>Use data from the tracking system to inform policy makers about the need for incentives for vendors to improve food insecurity</p> <p>Based on acceptable definitions, identify the areas with healthy food options</p> <p><b>Step 2</b>            Share the information with decision makers to support actions to increase access to healthy foods</p>

## Appendix G - Battling Obesity to Prevent and Manage Chronic Disease

### PRIORITY AREA #1: Obesity

#### Goal 1.0 Decrease obesity rates through the reduction of food insecurities

Strategic Objective 1.1.2 Decrease the rate of diabetes in Mississippi in order to address obesity

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Increase the use of evidence-based diabetes prevention education programs in the state by at least 20%	40% ever had a course in diabetes management  Source: BRFSS		Establish data base for measuring DPP education programs established with the MSDH Diabetes Prevention Program and their networks  Mentorship Program  ✓ Modified long-term DPP (CDC Diabetes Prevention Program) with health professions student, varsity student athlete, high school student mentorship cascade - with instruction/coaching/performance-tracking

### PRIORITY AREA #1: Obesity

#### Goal 1.0 Decrease obesity rates through the reduction of food insecurities

Strategic Objective 1.1.3 Enhance community engagement by strengthening collaborations

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Develop at least one new partnership annually that is aimed at coordinating initiatives on obesity and diabetes prevention	Establish the number of partnerships already in place from MSDH DPP program as a baseline  Source: MSDH Diabetes Prevention and Control		Establish a mechanism for measuring and mapping the number and type of partnerships in conjunction with the MSDH Diabetes Prevention Program.  Annually measure the number and type or partnerships  Obesity and diabetes prevention  ✓ Modified long-term DPP faith-based with professional clinician and intelligent assistance (ie, reverse Artificial intelligence - emphasizes clinician/health coach lead with computer-supported efficiency and analytics) platform support  ✓ Cultural competence and equity considerations are included in planning diabetes self-management education in the community

## Appendix G - Battling Obesity to Prevent and Manage Chronic Disease

### PRIORITY AREA #1: Obesity

#### Goal 2.0 Decrease obesity rates through the promotion of healthy lifestyles

##### Strategic Objective 1.2.1 Increase community-based physical activity opportunities

Measure	Baseline	Critical Actions/Intervention Strategies
Increase community based opportunities for physical activity	BRFSS data that says that 32% of the population reported no physical activity in the past 30 days.	<p>Establish a mechanism for measuring and Engage in Partnerships in Support of Community-based Physical Activity Opportunities</p> <ul style="list-style-type: none"> <li>Community Health prevention teams - Complete streets policy work (education &amp; policy), sidewalks, bike paths</li> <li>Blue Cross Blue Shield Foundation -building health communities grants, farmers markets</li> </ul>

Measure	Baseline	Critical Actions/Intervention Strategies
<p>Increase the percentage of students who achieve 30 minutes or more of moderate and/ or vigorous intensity physical activity daily</p> <p>Source: Youth BRFSS 2015</p> <p>MS Code 37-13-134 MS Healthy Students Act</p>	25% of students participated in school PE	<p><b>Promote UProot's 10 Healthy Power-UPs campaign</b></p> <p>Based on 5 areas fundamental for youth in obesity prevention and overall health maintainance.</p> <p>Annual Measurements:</p> <ul style="list-style-type: none"> <li>Social media impressions</li> <li>Engaged organizations assisting with promotion, such as schools, clubs, agencies, non-profits, faith-based, colleges &amp; universities (HBCU, CC, 4-year), Greek, Tribal.</li> <li>Number of children engaged</li> <li>Track impact via Youth BRFSS</li> </ul> <p><b>Monitor, review, and collaborate with the following:</b></p> <p>"Move to Learn" Campaign</p> <p>Work with schools on 30 min. activity - the Children's Foundation is conducting research</p> <p>School District compliance with the MS Healthy Students Act</p> <ul style="list-style-type: none"> <li>Whether schools are meeting the required minutes of physical education/ physical activity (150/minutes/week)</li> <li>Health Education (45 minutes/week) for K-8, and ½ Carnegie Unit for graduation in Health and Physical Education for grades 9-12</li> </ul> <p>Evaluate a school's Wellness Policy as well as the school's health council, including school policies related to promoting healthy lifestyles and choices</p>

Measure	Baseline	Critical Actions/Intervention Strategies
<p>Increase the percentage of employers who offer wellness programs or health promotion activities by 10%</p> <p>Data Source: <a href="https://www.cdc.gov/workplacehealthpromotion/data-surveillance/scorecard-2020-employer-profile.html">https://www.cdc.gov/workplacehealthpromotion/data-surveillance/scorecard-2020-employer-profile.html</a></p>		

## Appendix G - Battling Obesity to Prevent and Manage Chronic Disease

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## Appendix H - Addressing the Social Determinants of Health

As previously stated, the social determinants of health (SDOH) are the conditions and environments in which people are born, live, learn, work, play, worship, and age. They affect a wide range of health, functioning, and quality-of-life outcomes and risks. SDOH have a major impact on people's health, well-being, and quality of life. According to Healthy People 2030, SDOH can be grouped into the categories of:

- **Economic stability**
- **Education access and quality**
- **Health care access and quality**
- **Neighborhood and built environment**

SDOH contribute to health disparities and inequities. In addition to promoting healthy choices, public health organizations and their partners in sectors like education, transportation, and housing can take action to improve the environmental conditions of Mississippians, including people of color, tribal members, and the socioeconomically disadvantaged. The Mississippi State Health Assessment Improvement Committee (SHAIC) has identified SDOH as a priority area for Mississippi's State Health Improvement Plan in order to, "create social, physical, and economic environments that promote attaining the full potential for health and well-being for all."

<https://health.gov/healthypeople/objectives-and-data/social-determinants-health>

For purposes of this document, the following definitions apply.

- 1. Access to high-quality preventive health care helps prevent diseases and improve quality of life.** Access to preventive health care refers to the ease with which an individual can obtain needed preventive health services such as screenings, health education and counseling, and early treatment for health issues identified during screening. Access to preventive health care includes removal of social, cultural, economic, and geographic factors that may be barriers to accessing preventive health care services. Intentional attention to barriers related to language, physical, and intellectual disabilities as well as mental and behavioral health are also included.
- 2. Healthy People 2030 addresses personal health literacy and organizational health literacy and provides the following definitions:** Personal health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others. Organizational health literacy is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
- 3. CDC defines a disability as any condition of the body or mind (impairment) that makes it more difficult for the person with the condition to do certain activities (activity limitation) and interact with the world around them (participation restrictions).** There are three dimensions to disability: a.) impairment in a person's body structure or function, or mental functioning (examples of impairments include loss of a limb, loss of vision or memory loss); b.) activity limitation, such as difficulty seeing, hearing, walking, or problem solving; or participation restrictions in normal daily activities, such as working, engaging in social and recreational activities, and obtaining health care and preventive services.

## Appendix H - Addressing the Social Determinants of Health

4. The Joint Commission defines implicit bias as the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. Implicit biases involve associations outside conscious awareness that lead to a negative evaluation of a person on the basis of irrelevant characteristics such as race or gender. Intentional awareness of and acting on implicit bias are essential to ensuring health equity.
5. For purposes of this document, telehealth is defined more broadly than telemedicine and includes the use of technology to deliver personal health information and services.

### PRIORITY AREA #2: Addressing the Social Determinants of Health

#### Goal 1.0 Increase access to preventive health services

Strategic Objective 1.0 Increase utilization of preventive health services

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Percent of children and adolescents having had the appropriate EPSDT screenings in the following age ranges: 0-5, 6-11, and 12-17.	To be calculated.		<p><b>Design Monitoring Strategy</b></p> <ul style="list-style-type: none"> <li>● Collection of Health Plan Data and Information: Claims data from Medicaid (required), MississippiCAN Managed Care (required), State Health Plan, BCBS MS, etc. As well as information regarding Managed Care Plan requirements for EPSDT screenings.</li> <li>● Determination of the number and type of community organizations that provide EPSDT referrals, education and outreach, or screenings.</li> </ul> <p><b>Monitor and Track EPSDT Screenings</b></p> <ul style="list-style-type: none"> <li>● By provider type (for referrals and screenings)</li> <li>● Full or partial EPSDT screening</li> </ul> <p><b>Identify Populations of Concern</b></p> <ul style="list-style-type: none"> <li>● GIS mapping of frequency of screenings, provider types, and community organizations</li> </ul> <p><b>Implementation strategies for education, outreach, and trainings for childcare providers, health care providers, etc.</b></p>

## Appendix H - Addressing the Social Determinants of Health

### PRIORITY AREA #2: Addressing the Social Determinants of Health

#### Goal 1.0 Increase access to preventive health services

##### Strategic Objective 2.0 Increase availability of preventive health services

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Percentage of people under 65 years of age who are uninsured and underinsured.	To be calculated.	Increase the percentage of people under 65 years of age who are insured by 15% by 2027.	<p><b>Address procedural disenrollments</b></p> <ul style="list-style-type: none"> <li>Need at the table: Health Help MS and organization in North MS (Jamie).</li> </ul> <p><b>Enhance education efforts for seniors in high school regarding Medicaid enrollment</b></p> <p><b>Provider education regarding re-enrollment.</b></p> <ul style="list-style-type: none"> <li>Financial planners, case workers</li> </ul> <p><b>Others to include in this work:</b></p> <ul style="list-style-type: none"> <li>Dr. Katherine Bratton</li> <li>Kids to Coverage</li> <li>FQHCs</li> </ul>

##### Strategic Objective 3.0 Increase utilization of telehealth services

Measure	Baseline	Target	Critical Actions/Intervention Strategies
<p>Current scope of services allowed to be provided via telehealth.</p> <p>Current rules and regulations for telehealth services (MSDH, DoM, etc.)</p> <p>Licensures included in allowable providers</p> <p>Billing Modifiers</p>	<p>Scope and utilization of telehealth services in Mississippi</p> <p>Scope of Services</p> <p>Utilization of Services</p> <p>Primary/ Preventive Care</p> <p>Behavioral Health: Others?</p>	Increase the scope of services that can be provided via telehealth to increase utilization of telehealth services by 2027.	<p>Education and Outreach</p> <p>Telehealth Bootcamp</p> <p>Others to include in this work:</p> <ul style="list-style-type: none"> <li>Mississippi Association for Telehealth</li> <li><a href="https://www.telehealthlocator.org">Telehealthlocator.org</a></li> <li>MDE Center for Telehealth Program</li> <li>UMMC Telehealth</li> <li>Horizon Services</li> </ul> <p>Additional Info: <a href="#">Connect for Health Act</a></p>

## Appendix H - Addressing the Social Determinants of Health

### PRIORITY AREA #2: Addressing the Social Determinants of Health

#### Goal 2.0 Decrease preventive health barriers related to health literacy

##### Strategic Objective 1.0 Develop a method for assessing personal health literacy

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Level of access to and utilization of health literacy training series available to providers.	Number of providers having completed the <i>Health Literacy Educational Series</i> .	Broader implementation of Health Literacy Educational Series throughout educational programs and institutions.  Academic Medical Centers  Nursing Schools  AccelerateMS	<ul style="list-style-type: none"> <li>● Provide CEUs at state association meetings</li> <li>● Development and implementation of Train-the-Trainer programs</li> </ul>

##### Strategic Objective 2.0 Increase number of providers providing health literacy education to patients

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Percentage of providers that provide health literacy education to patients either directly or indirectly.	Number of providers having completed the <i>Health Literacy Educational Series</i> .	Achieve greater health literacy in Mississippi through provider-patient education by increasing the number of providers that provide health literacy education by 2027.	<ul style="list-style-type: none"> <li>● Provide CEUs at state association meetings</li> <li>● Development and implementation of Train-the-Trainer programs</li> <li>● Development of provider surveys</li> </ul>

## Appendix H - Addressing the Social Determinants of Health

### PRIORITY AREA #2: Addressing the Social Determinants of Health

#### Goal 3.0 Decrease the proportion of individuals with disabilities who experience barriers to preventive health services

Strategic Objective 1.0 Increase access to early intervention for developmental delays

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Increase the percentage of intellectual / developmental screening services for applicable Mississippians.	68.5% MS children did not receive a completed developmental screening for children ages 9-35 months (2019-2020)  <b>Source:</b> <a href="https://childhealthdata.org/browse/survey">https://childhealthdata.org/browse/survey</a>  Child and Adolescent Health Measurement Initiative (CAHMI)		<ul style="list-style-type: none"><li>● Partner with others to encourage developmental screenings in the 0-3 population.</li><li>● Educate providers and parents about the evidence-based practices associated with developmental screening.</li><li>● Assess the barriers to developmental screening.</li></ul>

## Appendix H - Addressing the Social Determinants of Health

### PRIORITY AREA #2: Addressing the Social Determinants of Health

#### Goal 3.0 Decrease the proportion of individuals with disabilities who experience barriers to preventive health services

Strategic Objective 1.0 Increase access to early intervention for developmental delays

Measure	Baseline	Target	Critical Actions/Intervention Strategies
<p>Number of providers qualified in providing intervention services 0-3.</p>	<p>More than 30,000 Mississippi children have developmental and behavioral disorders; however, the state has traditionally had limited services and too few qualified providers. There is a severe lack of services particularly for children aged 0 to 60 months; many behavioral programs accept children only older than age 5. Mississippi faces a shortage of pediatric specialists (i.e., allied health professionals; behavioral health; and medical providers) overall. However, this number is drastically reduced for providers that have expertise in identifying and treating developmental and behavioral health concerns of children ages 0-5.</p> <p><b>Source:</b> Mississippi Thrive! Child Health and Development Project</p>		<ul style="list-style-type: none"> <li>● Partner with the Institutions of Higher Learning (IHL), to include training in pre- service curriculums, to encourage training in assessment and treatment of developmental delays in 0-3 population.</li> <li>● Educate current providers in evidence-based assessment in treatment and services within the 0-3 population.</li> <li>● Advocate for teleconsulting programs such as Project ECHO to provide training within this domain.</li> <li>● Support post-graduate training programs in early infant and child health.</li> <li>● Assess the feasibility of moving from a contract model to a salary-based employment model for early intervention services to encourage retention of providers.</li> <li>● Assess the overall funding and infrastructure (including gaps) for early intervention services.</li> <li>● Advocate for changes in the natural environment that can support early intervention.</li> <li>● Assess the potential for addressing the stigma associated with developmental delays.</li> <li>● Enhance technical assistance to child care facilities and head start centers regard early intervention.</li> </ul>

## Appendix H - Addressing the Social Determinants of Health

### PRIORITY AREA #2: Addressing the Social Determinants of Health

#### Goal 4.0 Mitigate the effects of implicit bias in the scientific workforce on the working population

Strategic Objective 1.0 Raise awareness and reduce the influence of implicit biases in recruitment, retention, and evaluation processes within the working population.

Measure	Baseline	Target	Critical Actions/Intervention Strategies
Track the number of organizations providing training that mitigates implicit bias	Baseline data not available; to be measured	Increase by 5% 2027	<ul style="list-style-type: none"> <li>● Create a list of state agencies in targeted counties.</li> <li>● Develop a survey tool to determine if and how many state agencies are offering training that mitigates implicit bias.</li> <li>● Survey state agencies in targeted counties.</li> <li>● Advocate for and support the establishment of implicit bias workshops to educate and raise community awareness.</li> <li>● Promote awareness of the automatic and unintentional nature of implicit bias affecting judgments and decisions.</li> <li>● Distribute resources on effective bias-reduction strategies like counter-stereotypic examples, perspective-taking, and interrupting biased thoughts.</li> <li>● Facilitate the creation of action plans, using IF and THEN statements, to increase mindfulness of or mitigate the influence of implicit bias during critical evaluations.</li> </ul>

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