

Congregation For Public Health, Inc.
Jefferson County, Alabama Place Matters Team
Presentation Update
Design Lab 7
New Orleans, Louisiana

Jefferson County Place Matters Team
Introduces Organizing for Change: Build Community Alliance and Influence
Public Policy.

Mission

The Jefferson County Place Matter Team(JCPMT) mission is to establish public health advocacy infrastructure facilitate strategic planning, implement best practice programs and support specific action initiatives that will lead to improved health outcomes of citizen in Jefferson County, Alabama.

The goals of this team remain unchanged, we will continue to identify and address the economic, social, environmental and behavior a determinants that can improve heath outcomes for African Americans in Jefferson County, Alabama. Therefore, the Jefferson County Place Matter Team will focus on the social determinants of health to address the obesity in the county.

Team Accomplishment

The Congregation for Public Health (Neighborhood Outreach Specialists (NOSEY) have raised the awareness of health disparities in the communities. The team educated people in impoverished communities, especially African Americans. Tutorials and lectures from health professionals were used to create a forum for learning. The community outreach specialists (NOSEY) were used to develop information dissemination a one mile radius of six churches and ownership through the church consortium members. The team builds a capacity with Public Health Consortium and other resources to help with our mission.

Resolution

The team efforts to address health disparity issues (obesity) in the communities were recognized in the state legislation. A resolution was written recognizing and commending the Jefferson County Alabama Place Matters Team on its public education program on obesity. This effort was introduced by our State representative.

2.

UNNATURAL CAUSES

On April 8, the JCPMT is planning a Town Hall Meeting at the Historic 16th street Baptist Church with the Joint Center for Political and Economic Studies. This event is designed to promote the UNNATURAL CAUSES documentary.

Lessons Learned

Health is more than health care. We need to focus on the issues that make us healthy or sick in the first place. Research has provided data to show that social conditions- the jobs we do, the money we're paid, the schools we attend and the neighborhoods we live in are as important to our health as our genes, our behaviors and our medical care. Also it is very difficult for people to change their thought processes and lifestyles.

Challenges

1. Identify areas where access to proper health care is not readily available and seek solutions to correct this problem.
2. Work to place fitness zones in communities where people can exercise and sustain good fitness habits.
3. Provide proper training in nutrition and fitness to help remove the problem of obesity.
4. Fund opportunities for all community based programs.

Team Vision

The team, through its continuous efforts to partner with others in order to resolve these social determinants, works and ensures that the expected funding will bring the vision to reality. The education services that are being provided in the churches and communities will encourage families to make right healthy choices. As a result, there should be a decrease in unhealthy lifestyles in the areas served.

Policies and Practice

The focus of the JCPMT team is to identify and target acquired resources to help remove the many ills that plague communities of color such as (obesity, heart disease, sexually transmitted diseases, diabetes, mental illness, social dysfunction) and many other. The JCPMT team shall create policy and implement strategies that will ensure its success. We are initiating polices that will ensure consortium in a fair and equitable manner according to the law and policies that will safeguard against mismanagement and litigation that

would cause the team and consortium any loss due to negligent practice. All programs/ activities shall be fully evaluated in order to obtain critical data for achievement measure and future endeavor.