



Mississippi State Profile

Building Resilient Inclusive Communities

Overview

Building Resilient Inclusive Communities (BRIC) is a program of the [National Association of Chronic Disease Directors](#) (NACDD) [Center for Advancing Healthy Communities](#). NACDD and its more than 7,000 Members seek to improve the health of the public by strengthening leadership and expertise for chronic disease prevention and control in states, territories, and at the national level. Established in 1988, in partnership with the U.S. Centers for Disease Control and Prevention (CDC), NACDD is the only membership association of its kind serving and representing every state and U.S. territory's chronic disease division.

In collaboration with the CDC's Division of Nutrition, Physical Activity, and Obesity (DNPAO) and the Division of Population Health (DPH), and a team of nationally recognized experts, NACDD is providing funding to 20 states (including 15 DNPAO SPAN-funded states and five DNPAO Ambassador states) to implement BRIC at both a state and local level. As part of the program, states are engaging more than 60 communities to address food and nutrition security, safe physical activity access, and social connectedness through policy, systems, and environmental (PSE) change strategies. Social determinants of health, health equity, and social justice principles are integrated into the planning and implementation of all three strategy areas, in addition to accounting for the impact of the COVID-19 pandemic on groups at highest risk.

The initial project period was Jan. 1, 2021 – Dec. 31, 2021; an additional year of funding was awarded in 2021 and again in 2022, expanding the project period to Dec. 31, 2023. Mississippi accepted BRIC funding for Years 1-2 only. These profiles represent the state- and community-level activities planned by each BRIC state.

Learn more about the [BRIC program](#) or e-mail BRICinfo@chronicdisease.org.

State-Level Activities

Overarching

- Coordinate meetings with Mississippi State Department of Health (MSDH) Office of Performance Improvement to update State Health Improvement Plan (2016-2021) and present BRIC priorities for alignment and strategic implementation.

Food and Nutrition Security

- In partnership with Mississippi Food Network, conduct needs assessment with food banks and pantries across the state to identify gaps and assets, and develop and implement a technical assistance plan based on the needs assessment.

Safe Physical Activity Access

- Convene a meeting of existing and new physical activity partners to educate on physical activity access, health equity, and COVID-19 including Mississippi Delta Health Collaborative, Mississippi High Obesity Program (HOP) Advancing, Inspiring, and Motivating Community Health through Extension (AIM for CHange) Coalition, Mayoral Health Councils, Association of

American Retired Persons (AARP), Partnership for a Healthy Mississippi, American Heart Association, Blue Cross Blue Shield Foundation of Mississippi, and Parks and Recreation.

- Meet with key stakeholders in each county and conduct walkability audits to assess capacity to implement physical activity/built environment initiatives in Holmes and Humphreys.
- In partnership with HOP, train Community Health Directors in walkability audits and community action planning for walkability and safety.
- Convene a statewide training on strategies to increase access to equitable opportunities for physical activity.

Social Connectedness

- Meet with the Department of Human Services State Unit on Aging to share information about the BRIC program and discuss opportunities to include social connectedness and health equity in the 2022 Mississippi State Plan on Aging.
- Collaborate with HOP partners and AARP to discuss BRIC priorities to support social connectedness.
- Assess MSDH'S Chronic Disease Quality Improvement Initiative's Clinical Community Health Worker Initiative strategies to determine social connectedness collaboration opportunities.

Community-Level Activities

Holmes County (Rural)

Food and Nutrition Security (Reaching an estimated 17,000 residents)

- Partner with local coalition in Holmes County as a part of HOP AIM for CHangE Coalition and Mayoral Health Councils.
- Explore partnership with Mississippi Double Up Bucks to expand fruit and vegetable access.
- Conduct assessment of three food pantries in collaboration with Mississippi Food Network and Mississippi Extension/AIM for CHangE.
- Engage the community to determine their food preferences and ensure the nutrition policies and procurement practices reflect the local needs and cultural preferences.
- In collaboration with Connecticut Foodshare, implement training for food pantry staff on nutrition standards for food banks and SWAP program.

Social Connectedness (Reaching an estimated 17,000 residents)

- Collaborate with Council on Age-Friendly Public Health Systems Advisory Committee regarding activities related to social connectedness.
- Partner with the North Central Holmes County Area Agency on Aging Planning and Development District and HOP AIM for CHangE Coalition to enhance the meal delivery service for older adults by introducing the *More than a Meal* pilot program. As demonstrated in the

More than a Meal pilot study, trained AAA workers briefly engage with older adults along with meal delivery, helping to reduce social isolation and improve overall health outcomes.

- Develop toolkit on social connectedness using the More than a Meal initiative.
- Train More than a Meal initiative volunteers on social connectedness and social isolation.
- Pilot More than a Meal intervention with drivers of the AAA program.

Humphreys County (Rural)

Food and Nutrition Security (*Reaching an estimated 7,785 residents*)

- Convene community partners to support food and nutrition security and assess needs and assets. Community partners include City of Belzoni, elected officials for the City of Belzoni, Town of Louise and Town of Isola, Brotherhood Association, Belzoni Seventh Day Adventist Church/Food Pantry, Delta Hub, Mississippi Food Network, Louise Community Baptist Church, South Delta Planning and Development District, Sunflower/Humphreys Senior Citizen Companion Program, and Guaranty Bank.
- Conduct food pantry assessment (Belzoni and Louise Food Pantries) in collaboration with Mississippi Food Network and Mississippi Extension/AIM for CHangE.
- Engage the community to determine their food preferences and ensure the nutrition policies and procurement practices reflect the local needs and cultural preferences.
- In collaboration with Connecticut Foodshare, implement training for food pantry staff on nutrition standards for food banks and SWAP program.
- Collaborate with faith-based organizations to provide support for storing healthy foods for distribution with refrigeration and freezers.

Safe Physical Activity Access (*Reaching an estimated 7,785 residents*)

- Partner with HOP AIM for CHangE and the Mayoral Health Councils, municipalities, and other stakeholders to conduct an environmental scan to review current physical activity policies, parks, signage, organized sports programs, and other physical activity outlets in City of Belzoni.
- Develop physical activity committee to assess the needs and assets of the community, and secure community and local leadership buy-in.
- Share results with community partners and community residents for feedback and prioritization of strategies around safe walking and bicycling.
- Convene training on strategies, including PSE change to increase access to equitable opportunities for physical activity (e.g., active friendly destinations), for community leaders, stakeholders, and members.
- Conduct walkability assessment.
- Fund up to two neighborhoods/community leaders to develop a community improvement plan to increase access to equitable opportunities for physical activity in their community (e.g., active friendly destinations).



Health Equity Spotlight

- Assess existing state health equity partners, and identify new partners, for increased engagement, collaboration, and translatable action of BRIC strategies. Current statewide health equity partners include MSDH Office of Health Equity; Institute for Minority Advancement; MSDH Hispanic Task Force; National Association for the Advancement of Colored People, Mississippi Chapter; 100 Black Men; Black Greek Letter Organizations; and Immigrant Alliance for Justice in Equity, Mississippi.
- Demonstrate commitment to hearing voices from the community, considering power dynamics of the collaboration, and centering health equity in planning and decision-making.



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