

Lifestyle Education & Resource Services

Presents

*LERS Inaugural
Community Capacity Building
Mini-Conference*

**Community Capacity Building:
Through the Lenses of
Environmental
&
Social Justice**

Conference Facilitators



Stephanie
Bundle



Roshunda
Harris-Allen



**FEATURED
SPEAKERS**



Sandra C. Melvin, DPH, MPH
Chief Executive Officer
*Institute for the Advancement of
Minority Health*



**Rodney Washington, EdD,
MS, MA**
Associate Professor,
*Department of Population
Health Science, John D. Bower
School of Population Health*

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Marco Robinson, Ph.D.
Prairie View A&M University



Lea Campbell
Mississippi Rising Coalition



Danyelle Holmes
Poor People's Campaign



Louis Henderson, Ed.S.
Moss Point High School



Eric Busby, Ph.D.
Sul Ross State University

**Friday,
November 13,
2020
8:30am-2:00pm
Zoom (Virtual)**

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Community Capacity Building: Through the Lenses of Environmental and Social Justice

Community Capacity Building Mini Conference

Friday, November 13, 2020

8:30am-2:00pm

Zoom (Virtual)

AGENDA

Facilitators

Stephanie Bundle, BSW, M.Ed.

Roshunda Harris-Allen, Ed.D.

8:30am – 8:45am

Opening Session

Stephanie Bundle, BSW, M.Ed.

8:45am – 9:30am, Featured Speaker

Racism as a Public Health Issue

Sandra C. Melvin, DrPH, MPH

9:30am – 9:40am, Q & A, Break

9:40am – 10:25am, Featured Speaker

Engaging Multi-Sector Partnerships for Community
Driven Messaging and Risk Communication to
Support Rural Mississippi Communities in the
COVID-19 Pandemic

Rodney Washington, EdD, MS, MA

10:25am – 10:35am, Q & A, Break

10:35am – 11:20am

Addressing Social Justice Issues and Community
Capacity Building through Classroom Instruction
and Conducting Research in Local Communities

Marco Robinson, Ph.D. and Louis Henderson, Ed.S.

11:20am – 12:30pm, Lunch Break

12:30pm – 1:30pm

Professional Round Table

Eric Busby, Ph.D.

LaToya Johnson, Ph.D.

Carol Redfield-Mims

1:30pm – 2:00pm

Closing Session

Stephanie Bundle, BSW, M.Ed.

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Community Capacity Building: Through the Lenses of Environmental and Social Justice

Community Capacity Building Mini Conference

Message from the CEO and COO

LERS would like to extend a heartfelt thanks to all of the inspiring presenters, and fantastic participants of the *Community Capacity Building: Through the Lenses of Environmental and Social Justice*, mini-conference. It has been a successful 2020 virtual experience. LERS eagerly anticipates our 2021 mini-conference will be an in-person event.

Thanks to our LERS mini-conference committee, the LERS organization will be able to continue providing great programming and pour into the next generations of community capacity building leaders.



Stephanie Bundle, BSW, M.Ed.
Owner and CEO



Roshunda Harris-Allen, Ed.D.
COO

Community Capacity Building: Through the Lenses of Environmental and Social Justice

Community Capacity Building Mini Conference

Featured Speakers



Sandra C. Melvin, DPH, MPH

Dr. Melvin's undergraduate work includes a Bachelor of Science degree in Biology from Tougaloo College and a Bachelor of Science degree from the University of Mississippi in Clinical Laboratory Sciences. Her graduate studies have culminated in a Master of Combined Science degree in Biology from Mississippi College, a Master of Public Health in Epidemiology from Jackson State University and a Doctor of Public Health in Epidemiology from Jackson State University.

Dr. Melvin's research interests are reflected in various publications that she has co-authored. These publications explore health disparities related to the development of infectious and chronic diseases, such as HIV/AIDS, TB, diabetes, and asthma. She has also produced manuscripts that examine social factors that contribute to health disparities. Recently, she was honored in the Congressional Record for her work in health disparities.

Dr. Melvin served as the Executive Director for the George A. and Ruth B Owens Health and Wellness Center at Tougaloo College from April 2012-February 2018. In that capacity she was responsible for managing over 3 million dollars in federal and private funding to implement community-based health programs.

Today, Dr. Melvin is Chief Executive Officer and Founder of the Institute for the Advancement of Minority Health. She also serves as the Health Committee Chair for the MS State Conference of the NAACP. She is also an active member of several civic organizations, including Alpha Kappa Alpha Sorority Incorporated and the Jackson MS Chapter of the Links, Incorporated.

Title of Presentation

Racism as a Public Health Issue

Synopsis

This session will promote a dialogue about implicit, explicit and systemic racism and their effects on public health. The session will discuss the differences between explicit, implicit, and systemic racism and explore their effects on health outcomes, particularly in disadvantaged, low income minority communities.



Rodney Washington, EdD, MS, MA

Dr. Washington has a background in criminology and justice services, mental health counseling, and early childhood education. His research interests include population-specific program evaluation methods, HIV Testing among African American men-who-have-sex-with men (MSM), barriers to pre-exposure prophylaxis (PrEP) adherence and use among sexual minority populations. Currently, Dr. Washington is leading work in creating risk messaging and education on COVID 19 prevention strategies for rural communities of color in the Mississippi Delta Region.

Rodney Washington is an Associate Professor in the Department of Population Health Science at the University of Mississippi Medical Center. His research areas include using equity-driven research practices to improve health and educational outcomes for children and families living in high poverty communities. Dr. Washington is also a Robert Wood Johnson Foundation Culture of Health Leader and a Fellow with the Obesity Health Disparities PRIDE Program.

Title of Presentation

Engaging multi-sector partnerships for community driven messaging and risk communication to support rural Mississippi communities in the COVID-19 pandemic

Synopsis

The primary focus of health communication during a pandemic is to encourage public participation in promoting disease prevention and containment, as well as resilience and recovery. Using the Centers for Disease Control and Prevention (CDC) Crisis and Emergency Risk Communication (CERC) Framework, we have piloted several rural counties in the Mississippi Delta to help establish bidirectional communication related to COVID-19. Vulnerable and historically disenfranchised populations may adopt preventive measures when messages are crafted and delivered in a language and modality that are culturally congruent and resonate to them personally. Notably, there has been a widespread effort to develop COVID-19 media and other communication materials, however, the effectiveness of those efforts in reaching vulnerable communities has yet to be determined. Therefore, the objective of this presentation is to show how leveraging local representation and technical expertise of community partnerships in developing credible, community driven messaging can build the capacity of residents in driving risk communication for COVID-19.

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Speakers and Round Table Participants

Eric Busby, Ph.D. – Round Table Participant

A native of Dallas, Eric is a graduate of the School of Architecture at Prairie View A&M University and holds an MBA from Texas Woman's University and a MS in Urban Design from Texas Tech University.

He received his PhD in Land-Use, Planning, Management and Design with a concentration in Housing & Community Development from Texas Tech University. His research focuses on neighborhood development, gentrification, minority business ownership, resident inequality in historically underserved communities.

Eric has worked in architecture, construction management, and real estate development for several leading national design and construction firms. He has taught construction management, and business at Tarrant County College (TCC), and Northwood University respectively. Currently he is Assistant Professor and Chair in the Department of Industrial Technology at Sul Ross State University in Alpine, TX.

Louis Henderson, Ed.S. – Speaker

Louis Henderson II is a veteran teacher with over thirteen years of teaching experience. He received his undergraduate degree from Rust College in English and his graduate degrees from William Carey University in Secondary Education and Educational Leadership. Currently, Louis serves as an English Teacher at Moss Point High School. Louis is conducting research on the best pedagogical and mentoring practices to address the needs of ESL and special education students. As an advocate for professional development, Louis is a consummate professional and is passionate about working with socially marginalized students. Louis is also working to publish a scholarly work on the best instructional practices to utilize while working with economically marginalized students. Louis is married to Tiffany Henderson and they have two daughters, Trinity and Kezia-Grace. The Hendersons reside in Saucier, Mississippi.

LaToya Johnson, Ph.D. – Round Table Participant

Dr. LaToya Johnson is an Assistant Professor and currently serves as the Academic Program Coordinator for the Family and Consumer Sciences Business/Multidisciplinary program at South Carolina State University. She holds a B.S. in Family and Consumer Sciences Education from South Carolina State University; an M.Ed in Divergent Learning from Columbia College; and a Ph.D in Family and Consumer Sciences Education with an emphasis in Nutritional Sciences from Texas Tech University. She has been a Family and Consumer Sciences Educator on the secondary and post-secondary levels for 17 years. She is the author of two chapters in the ebook entitled *Teaching Family and Consumer Sciences in the 21st Century*, which was published in 2018. The titles of her chapters are "History of a Profession: From Home Economics to Family

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and Consumer Sciences” and “Teaching Black/African American Students”. Her main research interests include analyzing effective professional development opportunities for educators and incorporating social networking and technological advancements for instructional effectiveness.

Carol Redfield-Mims – Round Table Participant

Mrs. Carol Redfield-Mims, Curriculum Specialist, Restorative Justice Practitioner is currently working in Yazoo City Public Schools. She was the former Uniserv Director of Mississippi Association of Educators (Capitol Region). Mrs. Redfield-Mims received her B.S. degree in Elementary Education and her M.S. in Reading from Jackson State University. She is currently working towards her Ph.D. in Education Organizational Leadership. She has been active in the area of equal educational rights for public school children for over 14 years and has been a frequent contributor to the policies developed around educational issues in our area. She shared a full year of lessons online through the National Education Association (NEA) and Better Lesson initiative to help educators across the country promote student success. She believes that “The power of teachers’ expertise is necessary and teachers should be passionate about inspiring children’s natural curiosity, imagination, and desire to learn.” Carol has shared her passion, creativity, and knowledge with our nation’s classrooms. Now educators will be able to customize the shared lessons to their students’ individual needs and provide high-quality instruction for all students, regardless of their zip code. Her experience also includes programs and consultancies in Praxis Workshops and community organizing. Her current research involves teachers’ mindsets and the educational gap in rural/urban areas as it relates to student success.

Marco Robinson, Ph.D. - Speaker

Dr. Marco Robinson is a native of North Mississippi and writes on various aspects of the black experience in the American South and throughout the African Diaspora. Robinson's research employs the use of qualitative methods, archival research, community studies, and focuses on the use of digital tools for historic preservation. His scholarship delves into pedagogical approaches to the aforementioned topics and bringing light to the lived experiences of obscure individuals or groups. Marco centers his teaching and community work in the promotion of social justice and gender equity.

Robinson is an Assistant Professor of History at Prairie View A & M University, Prairie View, Texas and he currently resides with his family in Houston, Texas.