



Neighborhood and Community Safety Tips

Mark A. Colomb, PhD, CRA

Project Director, Jump Start Jackson

President/CEO, My Brother's Keeper, Inc.



My Brother's Keeper Inc.

Mission

- To enhance the health and well being of African Americans through leadership in public and community health practice, collaboration and partnerships.



My Brother's Keeper JSJ Project

- Jump Start Jackson (JSJ) Project :RWJF
- An innovative community based, **policy driven** healthy eating and active living initiatives addressing childhood obesity in the City of Jackson, Mississippi.



Jump Start Jackson Project

- (1) increase access to affordable healthy foods
- (2) support healthy eating and active living policy changes within legislative community institutions,
- (3) facilitate physical environmental changes in order to promote active living among children and their families, and
- (4) increase opportunities for physical activities.



Mississippi Tops Obesity Rankings

CNNhealth.com

POWERED BY
Google

SEARCH

HOME WORLD U.S. POLITICS CRIME ENTERTAINMENT HEALTH TECH TRAVEL LIVING MONEY SPORTS TIME.COM VIDEO IREPORT IMPACT

Hot Topics » [Cheating Death](#) • [H1N1 Flu](#) • [Health Care in America](#) • [Matters of the Heart](#) • [Allergies](#) • [Fit Nation](#) • more topics »

[Weather Forecast](#)

[International Edition](#)

HEALTH MAIN

LIVING WELL

DIET & FITNESS

MENTAL HEALTH

CONDITIONS

HEALTH A-Z

(FIT) NATION

Mississippi tops U.S. obesity rankings

updated 4:44 p.m. EDT, Wed July 1, 2009



STORY HIGHLIGHTS

- Survey: 44.4 percent of Mississippi children ages 10 to 17 are overweight or obese
- Economic slump could put more nutritious food out of the reach of struggling families
- Other top states were West Virginia, Alabama, Tennessee, South Carolina
- The survey used the Body Mass Index standards set by the CDC

[Next Article in Health »](#)

Community Mobilization

Premise of RWJF HKHC Projects

Community- people with common interest living in a particular area

Mobilization - to put into movement or circulation;
mobilize support for a proposal,

-Merriam Webster

Community mobilization is a process through which action is stimulated by a community itself, or by others, that is planned, carried out, and evaluated by a community's individuals, groups, and organizations on a participatory and sustained basis to improve health.

Community Mobilization Steps

1. Define the community.
2. Complete a community profile.
3. Inform other groups and the community about your coalition.
4. Obtain the commitment of the community.
5. Organize the community group/coalition (Structure, roles, etc).



Community Mobilization Steps

- 3. Inform other groups and the community about your coalition.**
- 4. Obtain the commitment of the community.**

These steps are highly important to HKHC with implications for community/neighborhood and worker safety.

Neighborhood/Community Safety

- Meet with community members/neighborhood associations and inform them/announce your project.
- Get to know community members/neighborhood associations personally and by name.
- Create a personal support network for outreach or work in the community.
- Agree to partner with other staff when you are working in unfamiliar neighborhoods/communities. Never work alone!



Neighborhood/Community Safety

- Identify the Neighborhood Watch program and inform them of your work.
- Attend meetings of neighborhood associations and crime watch.
- Report unusual or suspicious behavior to the local law enforcement.
- Have the police on speed dial!

HKHC Grantee-Employee Safety



- Check crime statistics in your targeted city.
- Learn as much as possible about target area before conducting activities. Do not conduct outreach or involve children in areas that are dangerous.
- Be aware of gang areas and their colors. Avoid wearing those colors.
- Always carry business cards and identification with you.
- Do not stand and argue with someone who does not agree with what you are doing.

HKHC Grantee- Employee Safety

- Do not approach those who are giving “signs” that they do not want to be bothered.
- Do not be critical of your partner in public while conducting outreach. Always present yourselves as a team.
- Wear comfortable clothes and shoes. Do not overdress.
- Do not carry valuables or other personal possessions such as jewelry, large amounts of money, radios, laptops, etc. If carrying incentives, make arrangements to hold these in a secure place.

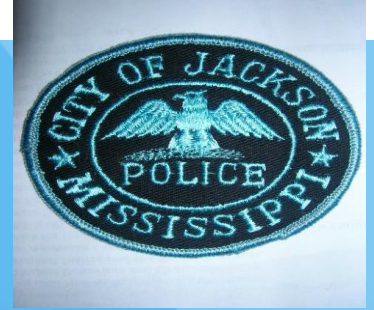


Community/Neighborhood Safety Example

- Jackson, Mississippi
- Home of Jump Start Jackson Project□



Crime (Jackson, Mississippi)



- The 14th annual (2007) "City Crime Rankings: Crime in Metropolitan America" ranks Jackson as the 23rd most dangerous city in America.
- According to an FBI report released in June 2009, **Jackson's murder rate ranked 4th in the nation**, behind New Orleans, St. Louis, and Baltimore, with a rate of 36 per 100,000 residents in 2008.
- For **burglaries, it ranked second**, behind Flint, Michigan, with a rate of 248 per 100,000 residents.
- While violent crime was up 9.3% and property crimes went up 4.6% in the year of the FBI report, nationwide violent crime fell 2.5% and property crime fell by 1.6%.

Jump Start Jackson Neighborhood Safety Example



- No sidewalks for children to walk from home to parks-
 - Post more signs- Children At Play
 - Influence Policy Makers to commit to funds for sidewalks- facilitate environmental change
 - Parental Involvement to “walk” kids to park
 - Ask crossing guards or park rangers to assist in high crime areas

Jump Start Jackson Employee Safety Example



- Working in High Crime Areas-
 - Meetings with community and neighborhood associations
 - Written policies and procedures for outreach
 - Communications protocols
 - Police interactions and collaboration