



Media Release Public Relations

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Jackson State/Meharry Partner to Increase Jackson's Teen Seat Belt Usage

(JACKSON, Miss.) — Jackson residents will see a decrease in teen death and injury due to motor vehicle accidents with help from a partnership between Jackson State University and Meharry Medical College's Meharry-State Farm Alliance in Nashville, Tenn. The partnership will officially be announced during a press conference at 10 a.m. Thursday, Aug. 23, at the Jackson Medical Mall.

"We are excited about this initiative with Jackson State University to broaden the awareness of the importance of seat belt use and the overall goal the partnership to decrease motor vehicle fatalities and serious injury," said Osei Mevs, associate vice-president of External Affairs at Meharry Medical College.

With support from a wide variety of community partners, including the eight high schools of the Jackson Public School District, Jackson State and Meharry will target teens to increase the rate of seat belt usage.

"Together, we can make a difference in the health and safety of our citizens, especially our youth - our most important asset and the most at-risk subgroup for preventable death and injury due to motor vehicle crashes," says Dawn Bishop McLin, lead investigator of the project and a psychology professor at Jackson State.

Confirmed program speakers include Dr. Ronald Mason Jr., president, Jackson State; Frank Melton, mayor, Jackson; Ruth Shults, Centers for Disease Control and Prevention; Paul Juarez, principal investigator, Meharry Medical College; Lt. Jessie Robinson, Jackson Police Department; Richard Schwartz, attorney and coalition member; and an American Medical Response representative.

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About Jackson State University

Jackson State University, founded in 1877, is a historically black, high research activity university located in Jackson, the capital city of the state of Mississippi. Jackson State's nurturing academic environment challenges individuals to change lives through teaching, research and service. Officially designated as Mississippi's Urban University, Jackson State continues to enhance the state, nation and world through comprehensive economic development, health-care, technological and educational initiatives. The only university in the Jackson metropolitan area, Jackson State is located near downtown, with three satellite campuses throughout the city. For more information, visit www.jsums.edu.

About the Meharry-State Farm Alliance

Established in 2002, the Meharry-State Farm Alliance is a joint effort of Meharry Medical College and State Farm®. The mission of the Alliance is to reduce morbidity, mortality and economic costs associated with motor vehicle crashes through a combination of research, education and public policy designed to promote safe driving practices among racial and ethnic minority populations. For more information, please visit www.meharry.org