

# JACKSON STATE UNIVERSITY

## School of Public Health

### Jackson Heart Study Community Outreach Center

#### Overview

The Jackson Heart Study, which began recruitment in 2000, is the largest single-site, prospective, epidemiologic, observational investigation of cardiovascular disease among urban- and rural-dwelling African Americans ever undertaken. The JHS CORC is the result of the successful operation of the Community Partnership/Outreach Office which operated under the auspices of the JHS Coordinating Center at JSU from 2000-2013. The JHS exemplifies a unique collaborative model among three academic institutional partners: Jackson State University, Tougaloo College and The University of Mississippi Medical Center; the Jackson community and the National Institutes of Health National Heart, Lung, and Blood Institute.



Since there is a greater prevalence of cardiovascular disease among African Americans, the purpose of the Jackson Heart Study is to explore the reasons for this disparity and to uncover new approaches to reduce it.

#### Our Mission

The mission of the JHS CORC is to foster a welcoming, respectful, and collaborative community-academic environment that promotes health equity through prevention, education, training and research.

#### Our History

The JHS CORC, formerly the Community Partnership Outreach Office, was instrumental in the development and implementation of novel strategies to successfully recruit the 5,301 African-American adults from urban and rural areas of Hinds, Madison, and Rankin counties.

#### Our Work

The JHS CORC has been an integral entity of the Jackson Heart Study since its inception. CORC is credited with playing a major role in the unprecedented recruitment and training of more than 90 community health advisors (CHAs) who are indigenous to the metro Jackson counties of Hinds, Madison and Rankin in which they live. The CHAs have been trained to provide technical assistance in developing health messages, disseminating health education/promotion materials and establishing trust within in their neighborhoods and counties. These CHAs are now engaged in the research process with CORC investigators and outreach staff and CORC has expanded research opportunities for community participation, specifically in hypertension and chronic disease self-management. The *Heartbeat* newsletter is published twice annually for participants and the community to report research findings, provide health promotion messages and other appropriate items of interest. Additionally, CORC participates in other JHS initiatives, committees, manuscript development and provides support for JHS data analysis.

### JSU JHS CORC STAFF CONTACT INFORMATION

**MR. MARTY FORTENBERRY**  
*Community Outreach Specialist*  
**DR. PAMELA MCCOY**  
*Senior Program Manager*  
**MR. GREGORY WILSON**  
*Senior Programmer/Analyst*  
**MRS. CLEVETTE WOODBERRY**  
*Administrative Assistant*  
**MRS. LAVON YOUNG**  
*Information Technology Specialist*

**DR. DONNA ANTOINE-LAVIGNE**  
*Principal Investigator*

**DR. CLIFTON ADDISON**  
*Senior Research Scientist*



**PHYSICAL ADDRESS:**  
Jackson Medical Mall  
350 W. Woodrow Wilson Avenue  
Suite 2900-B  
Jackson, MS 39213  
**TELEPHONE:** 601-979-8736  
**FAX:** 601-979-1412  
**WEBSITE:** [www.jsu.edu/jsucorc](http://www.jsu.edu/jsucorc)  
**FACEBOOK:** JacksonHeartStudyCORC  
**TWITTER:** @jhscorc