

### **High Impact Program (HIP)**

The High Impact Program (HIP) was designed to improve the health status of African-Americans in Hinds County, Mississippi who are disproportionately affected by HIV/AIDS, STDs, TB and substance abuse and where gaps in services and funding existed. Through the Mississippi Urban Research Center, HIP operated the Linked Network of Services (LNS), which made all services equally available. The LNS utilized a database of providers who identified the services they provided as well as their linkage collaboration needs. This database clustered together a network of providers to facilitate services and improve efforts to deal with consumers holistically. HIP operated a 24-hour toll-free hotline, which allowed consumers to access assistance in prevention, treatment and care. The hotline was managed by professional HIP staff who made referrals based upon consumers' needs.

### **Partnership to Reduce Fatalities in Minority Communities**

The Mississippi Urban Research Center partnered with the Mississippi Department of Transportation and the Governor's Office of Highway Safety to respond to the national crisis of seatbelt nonuse by African-Americans, which results in a higher rate of motor vehicle fatalities for them than for other groups. The Center focused on assessing the knowledge, attitudes and behaviors of African-Americans in Mississippi with regard to seat belt use and motor vehicle safety. Additionally, MURC conducted research, and created and promoted health education resources to motivate drivers and passengers to use seat belts and child safety seats more often and more correctly.

### **Delta Health Initiative HIV/AIDS Prevention Project**

Delta Health Initiative HIV/AIDS Prevention Project was funded by the U. S. Department of Health and Human Services Health Resources and Services Administration through the Delta Health Alliance to provide HIV/AIDS prevention education to communitybased organizations that provide HIV/AIDS prevention care and treatment services in the Mississippi Delta. The project served the following counties: Bolivar, Coahoma, Carroll,

DeSoto, Holmes, Humphreys, Issaquena, Leflore, Panola, Quitman, Sharkey, Sunflower, Tallahatchie, Tate, Tunica, Washington, Warren and Yazoo, and offered training to communitybased organizations to increase their capacity to operate more efficiently, improve their organizational infrastructure and train staff to implement effective HIV/AIDS prevention programs. Training was offered on HIV 101, Small Group Facilitation for Youth and the following HIV/AIDS prevention behavioral interventions: Sisters Informing Sisters about Topics on AIDS (SISTA) and Video Opportunities for Innovative Condom Education and Safer Sex (VOICES/VOICES). These programs had been proven effective in reducing the acquisition and transmission of HIV/AIDS, and were approved for use by the U. S. Centers for Disease Control and Prevention.