

VICKSBURG, MISSISSIPPI

- ▶ Struggles with a high school graduation rate of 56%, 41 % of children live below the poverty line, and adult obesity rates continue to rise. Acting alone has very little power. Grassroots organizing was needed to improve lives.
- ▶ Partners across all sectors of the community have come together with a desire and a profound emotional commitment as the starting point to improve lives.
 - ▶ Knowing what the team aims to accomplish that transforms into something doable. Repeated reality checks –comparing ideas

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Lessons Learned, Resources or Tools:

- ▶ Successful planning requires deep knowledge of your community.
- ▶ Use the media as a Resource and a Bullhorn.

Current Challenge:

- ▶ Evaluation and measurements
- ▶ Funding connections