



**State of Tennessee
Department of Health**

**Grantee Update
March 13, 2024**

Special Presentation by New Direction

Who We Are . . . New Direction Staff



Cynthia J. Finch
Executive Director
LMSW, CCM, CMCE



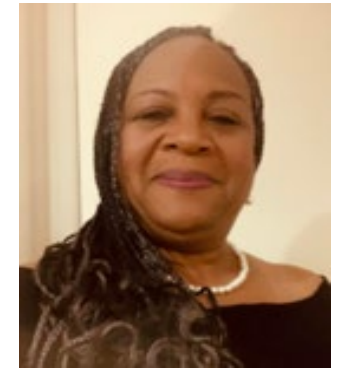
Monica Reed
COO/Program Support



Brittonya Sparks
Clinical Service
APRN, FNP-BC



Deborah Porter
Compliance Officer
BS, MA



Jennifer Dixon
Health, Equity, Research
Institution Director
BS, MA



Robin Whitmore
Executive Administrator



Jacqueline Collins
Volunteer Coordinator



Marvin Espy
Logistics Manager/
Community Outreach



Chuck Thomason
Community Outreach

A Community-Based Organization (CBO), Minority-Led Organization with a Focus on addressing health disparities of Black, Indigenous People of Color (BIPOC) and the underserved and the underrepresented.

What We Do . . .

- **Health Education and Outreach**
 - **Workshops & Training**
 - **Community Engagement**
- **Vaccine and Flu Shot Clinics**
- **Faith Leaders Church Initiative**
 - **Education and Information**
 - **Testing and Supplies**
- **Health Disparities Research and Solutions**

ALL THINGS HEALTH!

**Diabetes, Heart Health, Cancer,
Mental Health, and Self Care**

KEY Programs

- COVID-19 Testing
- VACImpact – Vaccine Program
 - Faith Leaders Church Initiative—Signature Program



The Importance of Partnership

- **Tennessee Wesleyan School of Nursing**
 - **Alpha Kappa Alpha Sorority, Inc.**
- **East Knoxville Free Medical Clinic**
 - **United Way of Greater Knoxville**
 - **Knox County Health Department**
 - **CONNECT Ministries**
 - **Munsey Pharmacy**
- **Knoxville Area Urban League**
- **Chi Eta Phi Nursing Sorority**
- **Knoxville Branch NAACP**
 - **Knoxville—Links, Inc.**
 - **Winbigler Medical**
 - **UT Medical Center**
 - **City of Knoxville**
 - **One Day Relief**
 - **Truist Bank**
 - **Juxtopia**



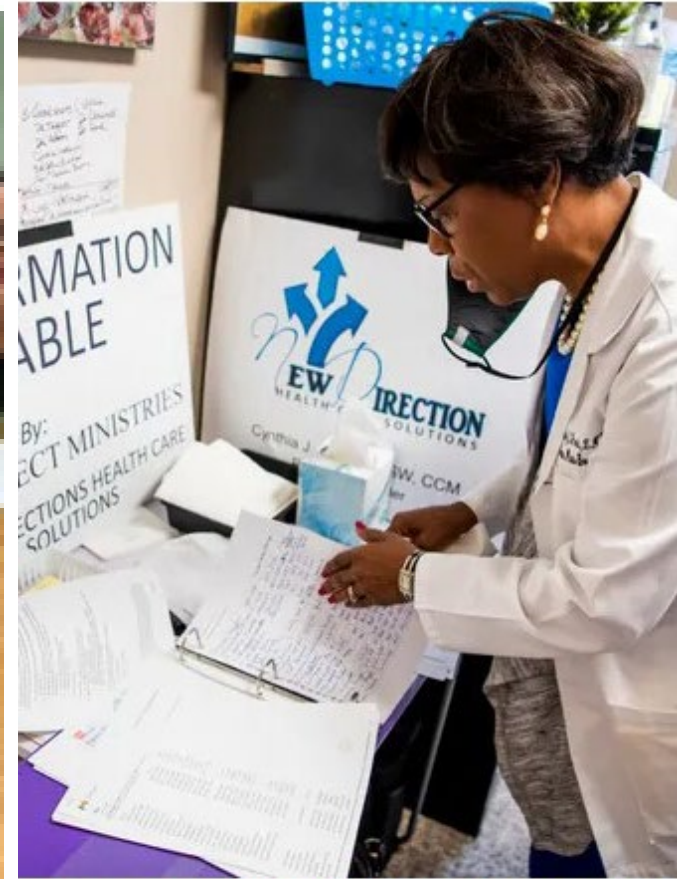
New Direction Builds An Army To Begin the Recovery Process

The Importance of Having Volunteers





In October over 60 women attended this **Breast Cancer** Lunch and Learn



in a binder containing an ever-growing list of Knoxville's elderly office on Wednesday, January 27, 2021. Brianna Paciorka/New



New Direction In Action



On the Lawn Give-A-Ways: Over the past few years, New Direction has received truckloads of COVID-19 survival kit items such as COVID-19 test kits, wipes, sanitizers, and masks donated by the State's Stockpile/Emergency Management.

Every Wednesday, New Direction continues to give away these items to the community on the lawn outside of their building. New Direction continues to provide our communities with the resources they need to keep them safe and healthy.



What's Next - PIVOT

- **Strengthen New Direction's Partnership With Winbigler Medical – Pharmacy**
- **Build Programs to Address the Health Disparities in our Community**
- **Delivery Programs to Our “All Things Health”**



How To Reach Us . . .

CYNTHIA FINCH

Executive Director

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