



ANNUAL AGENCY OVERVIEW

January 1, 2023—June 30, 2024

New Direction – Board of Directors



Cynthia J. Finch
LMSW, CCM, CMCE
President



Beulah Odom
Secretary



Gwen McKenzie
Member



Kathy Tate
Volunteer



Keira Wyatt
Treasurer



Eric Washington
Member



John Jowers
Accountant

Who We Are . . . New Direction Staff



Cynthia J. Finch
Executive Director
LMSW, CCM, CMCE



Monica Reed
COO/Program Support
BS, MAEL



Deborah Porter
Compliance Officer
BS, MAEL



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



Marvin Espy
Logistics Manager/
Community Outreach



Chuck Thomason
Community Outreach



Robin Whitmore
Executive Administrator



Jacqueline Collins
Volunteer Coordinator



Rementna Dockery, RN
Volunteer Nurse

Tabace Burns, RN, BSN, MSHA, CCM
Volunteer Nurse

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 -- “ALL THINGS HEALTH”

1. Faith Leaders Church Initiative—
Signature Program

2. VACImpact – Vaccine Program

3. COVID-19 Testing

4. Preventive Health/Education

Physical, Mental, Cancer, Heart, Diabetes Health
(and more)

5. Health Career Impact



The Importance of Partnership

- **Tennessee Wesleyan School of Nursing**
- **Pellissippi School of Nursing**
 - **LMU School of Nursing**
 - **Chi Eta Phi Nursing Sorority**
 - **UT School of Social Work**
 - **MeHarry Medical College**
 - **East TN Mental Health Association**
 - **Diabetes Association**
 - **Heart Association**
 - **Alpha Kappa Alpha Sorority, Inc., PZO**
 - **Centro Hispano**
 - **Oak Street Health**
- **East Knoxville Free Medical Clinic**
 - **Three³**
 - **Covenant Counseling**
- **United Way of Greater Knoxville**
- **Knox County Health Department**
 - **CONNECT Ministries**
 - **Rule31 Mediation**
 - **Munsey Pharmacy**
- **Knoxville Area Urban League**
 - **Knoxville Branch NAACP**
 - **Knoxville—Links, Inc.**
 - **Knoxville College**
 - **Winbigler Medical**
 - **UT Medical Center**
- **UT Medical Center Cancer Institute**
 - **City of Knoxville**
 - **One Day Relief**
 - **Truist Bank**
 - **First Horizon Bank**
 - **Juxtopia**
- **NPHC (15 Black Greek Sororities and Fraternities)**



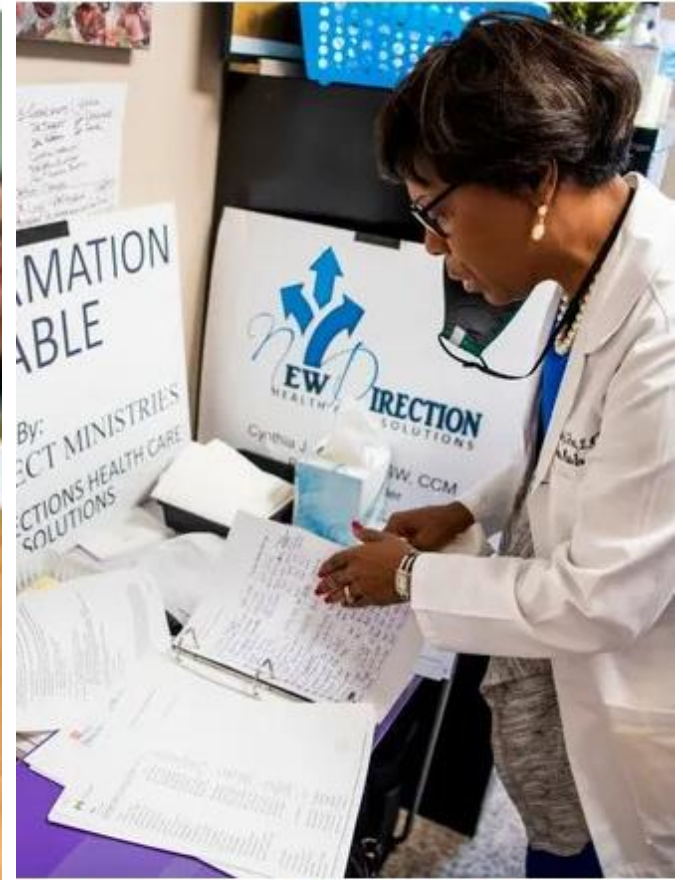
New Direction Builds An Army To Begin the Recovery Process

The Importance of Having Volunteers





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 Health Care Providers and Health Systems (hospitals, mental health, free clinics, pharmacies, and health centers)**
- **Build Programs to Address the Health Disparities in our Community**
- **Delivery Programs to Our "All Things Health"**

Blood Pressure Education – LMU Medical Students join New Direction at the Free Medical Clinic



BLOOD PRESSURE CATEGORY	SYSTOLIC MM HG (UPPER #)		DIASTOLIC MM HG (LOWER #)
Normal	Lower than 120	and	Lower than 80
Elevated Blood Pressure	120 -129	and	80
High Blood Pressure (Hypertension) Stage 1	130 -139	or	80 -89
High Blood Pressure (Hypertension) Stage 2	140 or higher	or	90 or higher
Hypertensive Crisis (Consult your doctor immediately)	Higher than 180	and/ or	Higher than 120

TRACK LEVELS



A diagnosis of high blood pressure must be confirmed with a health care professional. Any unusually low blood pressure readings should also be evaluated.

Health care professionals can take blood pressure readings and provide recommendations.

Learn more at [heart.org/lifes8](https://www.heart.org/lifes8)

© 2022 American Heart Association, Inc., a 501(c)(3) not-for-profit. All rights reserved. Unauthorized use prohibited. Citations available upon request. 7/22 WF306079



MOVE MORE

Physical activity helps control blood pressure, weight and stress levels.



MANAGE WEIGHT

If you're overweight, even a slight weight loss can reduce high blood pressure.



NO NICOTINE

Every time you smoke, vape or use tobacco, the nicotine can cause a temporary increase in blood pressure.



SLEEP WELL

Short sleep (less than 7 hours) and poor-quality sleep are associated with high blood pressure.



American Heart Association.
Healthy for Good™

Life's Essential



HOW TO MANAGE BLOOD PRESSURE



UNDERSTAND READINGS

Make smart choices and swaps to build an overall healthy eating style. Watch calories and eat smaller portions.

Blood pressure is typically recorded as two numbers, written as a ratio like this:



117
76

Read as "117 over 76" millimeters of mercury.

SYSTOLIC

The top number, the higher of the two numbers, measures the pressure in the arteries when the heart beats (when the heart muscle contracts).

DIASTOLIC

The bottom number, the lower of the two numbers, measures the pressure in the arteries when the heart is resting between heart beats.



TIPS FOR SUCCESS



EAT SMART

Eat a healthy diet of vegetables, fruits, whole grains, beans, legumes, nuts, plant-based proteins, lean animal proteins like fish and seafood.

Limit sugary foods and drinks, red or processed meats, salty foods, refined carbohydrates and highly processed foods.

Health Education, Community Engagement, and Outreach



“All Things Health”
Providing education
and protecting our
most vulnerable
community.



Talking Circles

(initiated in December 2023, New Direction continues to facilitate Talking Circles with local churches.)



The Talking Circles are capturing the communities' perspectives and stories on how COVID-19 has impacted them.

New Direction's Specific Targeted Areas According to the ALICE Data

Knoxville/Knox County is in the EAST/SOUTH/CENTRAL (Region 6) of the United States. Per the ALICE data, 40% of the 201,193 households located in Knoxville are below the ALICE threshold and struggle with regular financial crises without the resources they need for basic food, shelter, healthcare, etc.

The Primary Zip Code Data for Health Care: Knox County District 1—

37914 – 8,866 households	55% (below ALICE Threshold)
37915 – 2,958 households	84% (below ALICE Threshold)
37917 – 12,241 households	57% (below ALICE Threshold)

2022 Point-in-Time-Data Population: 494,574

Number of Households: 201,193

Median Household Income: \$69,999 (state average: \$65,254)

Labor Force Participation Rate: 65% (state average: 62%)

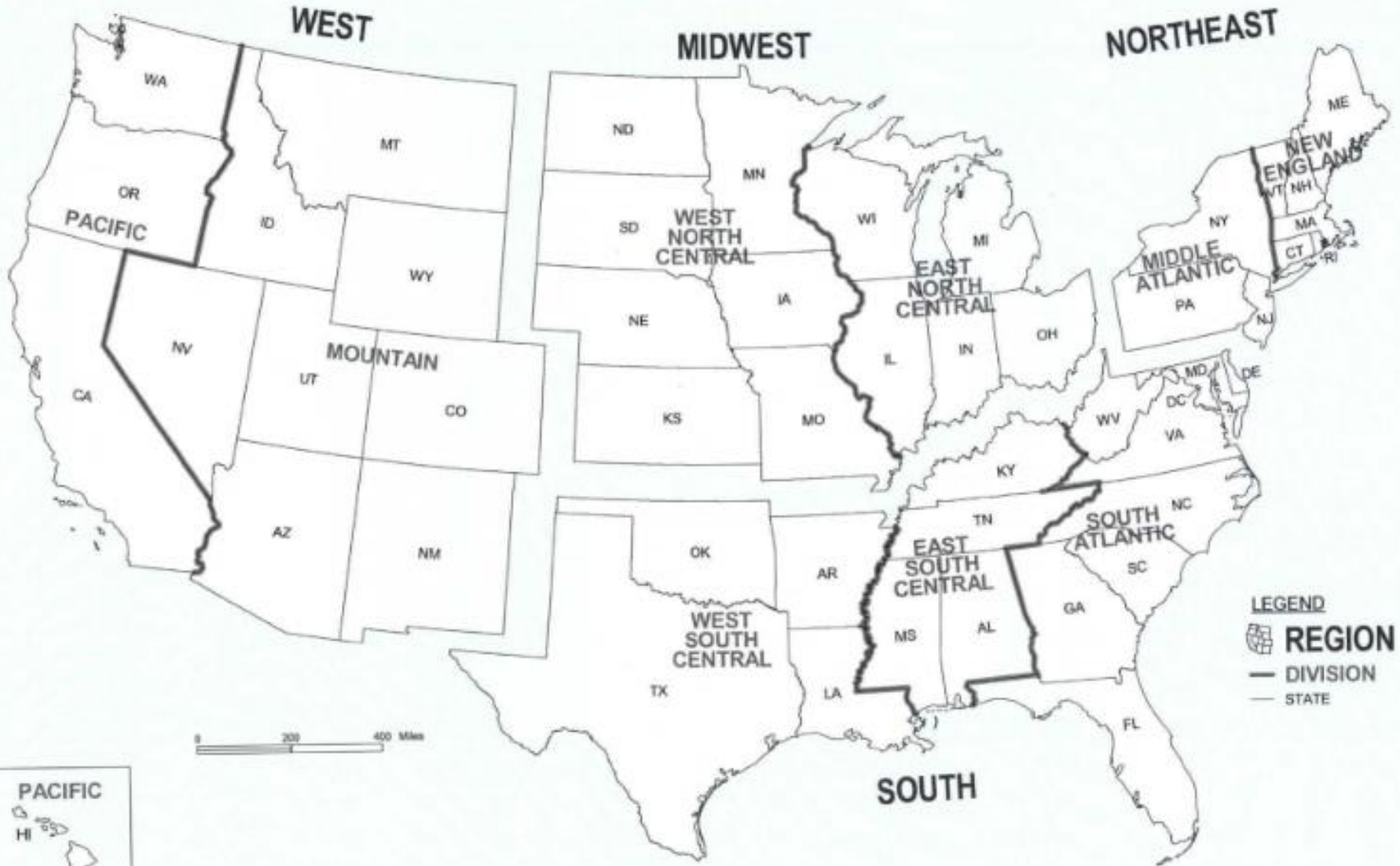
ALICE Households: 27% (state average 30%)

Households in Poverty: 13% (state average 13%)

PACIFIC

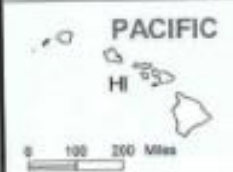


Census Regions and Divisions of the United States



LEGEND

-  REGION
-  DIVISION
-  STATE



How To Reach Us . . .

CYNTHIA FINCH

Executive Director

☎ 865-254-4793 (c)

☎ 865-415-2450 (o)

✉ cynthiajfinch@gmail.com

🌐 www.newdirectionhealth.org

📍 104 Lakeside St. Knoxville, TN 37914



Office Email: NewDirectionHCS@gmail.com