



6	7	8
Avoyelles	Bienville	Caldwell
Catahoula	Claiborne	East Carroll
Concordia	DeSoto	Franklin
Grant	Red River	Jackson
LaSalle	Sabine	Lincoln
Vernon	Natchitoches	Madison
Winn	Webster	Morehouse
		Tensas
		Union
		West Carroll

## Selected Social Determinants of Health for Rural Louisiana

8.5% of Louisiana residents lack health insurance (Kaiser, 2021). According to the USDA Economic Research Service, the average per capita income for Louisiana residents in 2020 was \$50,874, with the rural per capita income at \$42,597. The ERS reports, based on 2020 ACS data, that the poverty rate in rural Louisiana is 21.6%, compared with 17.1% in urban areas of the state. 16.6% of the rural population has not completed high school, while 9.4% of the urban population lacks a high school diploma according to 2017-2021 ACS data reported by ERS. The unemployment rate in rural Louisiana is 5.4%, while in urban Louisiana, it is 5.5% (USDA-ERS, 2021).

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# Minority Health Promotion Initiative, Inc.



[www.minorityhealthpromotion.com](http://www.minorityhealthpromotion.com)

*Addressing healthcare in rural minority populations to reduce the effects of health disparities through health promotion activities in Louisiana, USA.*

## What is Health Promotion?

According to the World Health Organization (WHO), *health promotion* is the process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behavior towards a wide range of social and environmental interventions.

As a core function of public health, health promotion supports governments, communities and individuals to cope with and address health challenges. This is accomplished by building healthy public policies, creating supportive environments, and strengthening community action and personal skills.



## OUR MISSION IN LOUISIANA

**To enhance quality of life through Rural Health Promotion Among the underserved and underprivileged in Louisiana, USA**

Targeting the 24 parishes in LA Department of Health Regions 6, 7, and 8. MHPI, Inc. seeks to develop programs to address the unique impact health disparities have on minority populations by partnering with the Louisiana Chronic Disease Prevention Network and other educational and cultural and faith-based institutions.

**Focus:** Prevention and education about Heart Diseases, Cancer & Diabetes,

## What are rural Health Disparities?

Despite the many positive attributes and assets associated with working and living in rural communities, many rural American population groups experience significant health disparities.

Health disparities are differences in health status when compared to the population overall, often characterized by indicators such as higher incidence of disease and/or disability, higher mortality rates, lower life expectancies, and higher rates of chronic pain.

Rural risk factors for health disparities include geographic isolation, lower socioeconomic status, higher rates of health risk behaviors, limited access to healthcare specialists and sub-specialists, and limited job opportunities. Rural residents are also less likely to have employer-provided health insurance coverage.



12%

of adults in rural Louisiana have heart disease (53% higher than the urban prevalence of 7%)<sup>5</sup>



16%

of adults in rural Louisiana have diabetes (13% higher than the urban prevalence of 14%)<sup>5</sup>



47%

of adults in rural Louisiana are obese (21% higher than the urban prevalence of 38%)<sup>5</sup>



27%

of adults in rural Louisiana use tobacco (34% higher than the urban prevalence of 19%)<sup>5</sup>