



# Raising Awareness with Students

Ending the plague of minority health disparities deeply rooted in the urban community.





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# The Team



# Problem

Minority health disparities deeply rooted in urban communities

## Problem 1

926,000 children in Michigan live in low-income families and are affected by the lack of access to healthy food choices

## Problem 2

Most children living in low-income families are BIPOC

## Problem 3

Decreased access to healthy food results in people in low-income communities to suffer more from diet-related diseases



# Solution 1

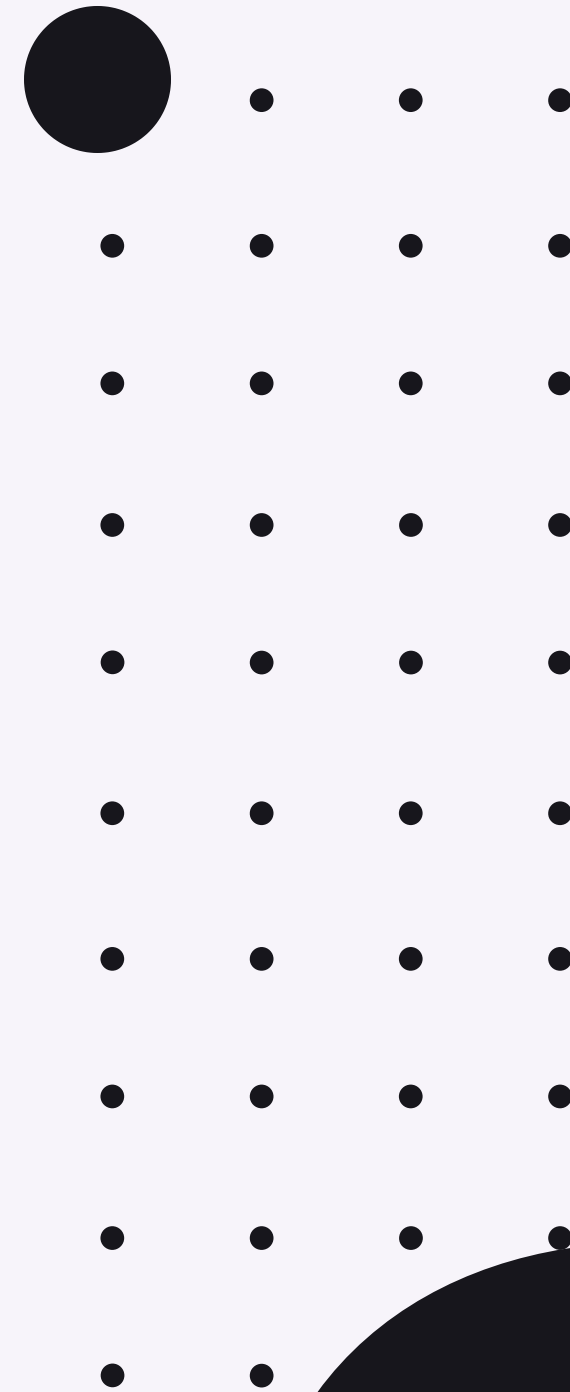
Implement programming within the healthcare system, legislative system and school system

# Solution 2

Bridge the gap between what students are learning in school and what they practice at home with their parents

# Solution 3

explore healthier eating options through easy access



# The Utopia





## RAWS Jr.

A four-month-long student-led cohort built to give students the liberty to lead a healthier lifestyle through leadership, programming and hands on projects.





# Our Approach

A simple timeline on how our organization can tackle the issues around minority health disparities.



1

## Legislative System

Students for bioethical prisons -- will learn about health and human rights in the prison system and how to advocate for a healthier future in the legislative field

2

## Healthcare System

Diabetes is NOT Sweet! -- host annual DINS event for diabetes awareness and advocate for diabetes in the health and educational field. Host annual Golf Fundraiser to raise awareness about diabetes. Implement healthy vending machines in inner cities. Plans to partner with hospitals and related institutions.

3

## School System

Students have participated in after-school programming in partnership with Wayne State University College of University's C2 Pipeline. RAWS will offer workbooks and modules for student self learning regarding diabetes, mental health and food nutrition. Implementing further programming within schools.



# Timing

## Reason 1

Now is the best time given the current status of the healthcare system and the pandemic. The public health crisis directly affecting our communities.

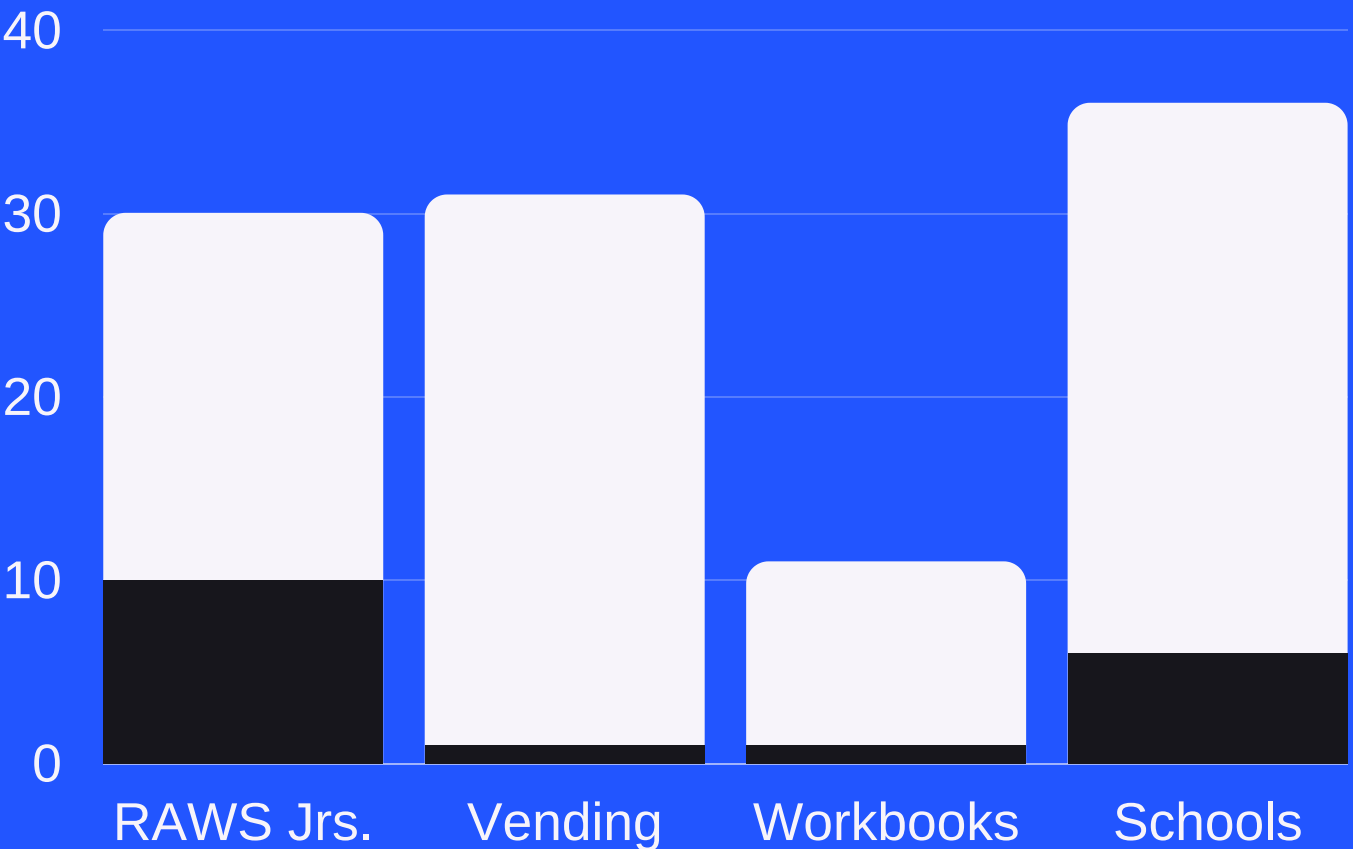
## Reason 2

Students are very impressionable. It is important we implement programs with relative people who can connect with the students in RAWS

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# Traction

Developmental stage of our planned initiatives and goals and where we are currently.





# Target Market

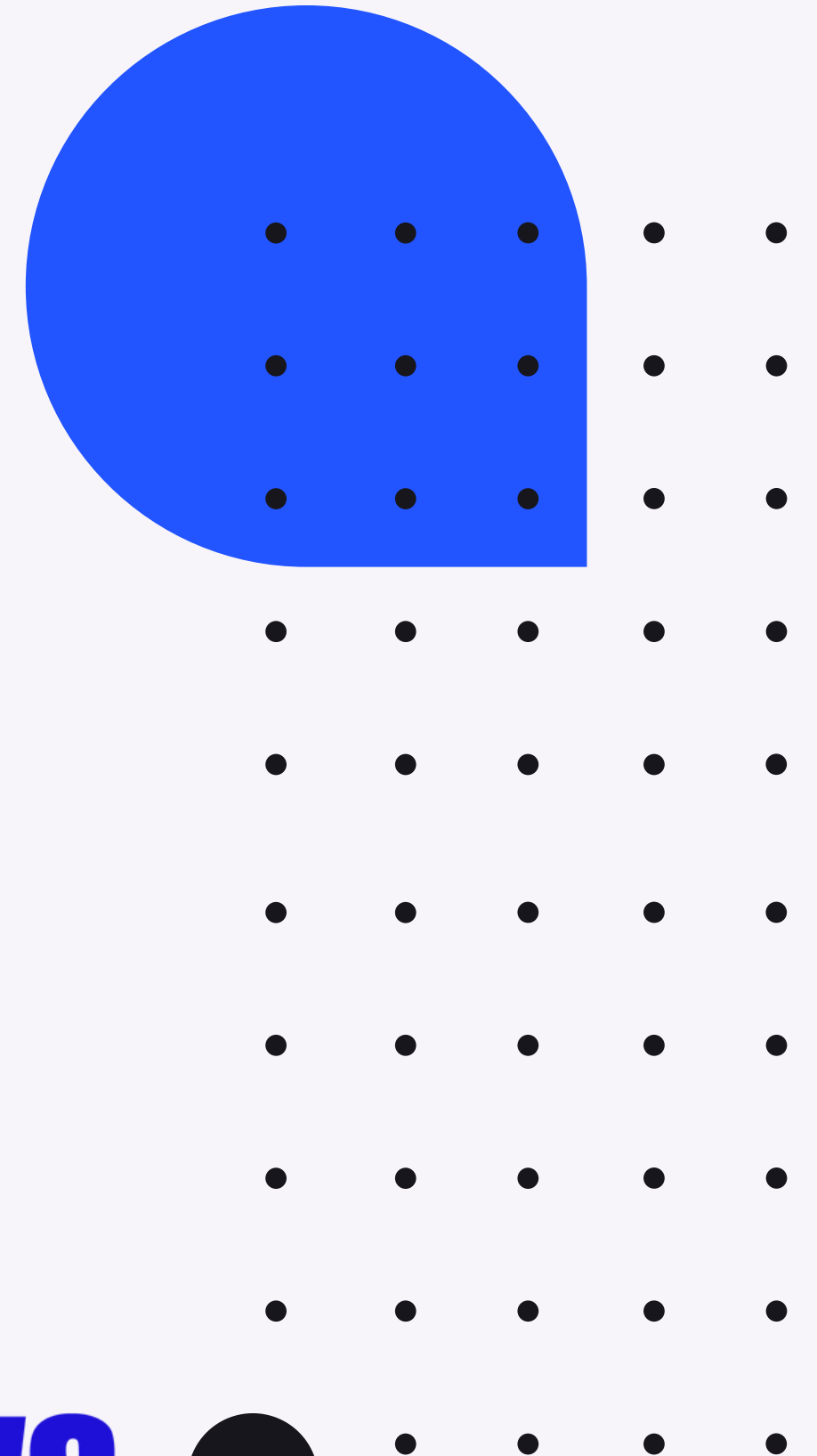
Minority children in and around the state of Michigan (specifically urban areas with less access to healthier eating options)

## Target Market 1

Students in the Detroit Public School System and surrounding areas

## Target Market 2

Parents of students within the Detroit Public School System and surrounding areas





# Data and Statistics

Data and statistics to show the prevalency of diabetes within our community.

- **34.2 Million**  
Americans with Diabetes
- **88 Million**  
Americans with prediabetes
- **95% of Americans**  
with diabetes have type 2



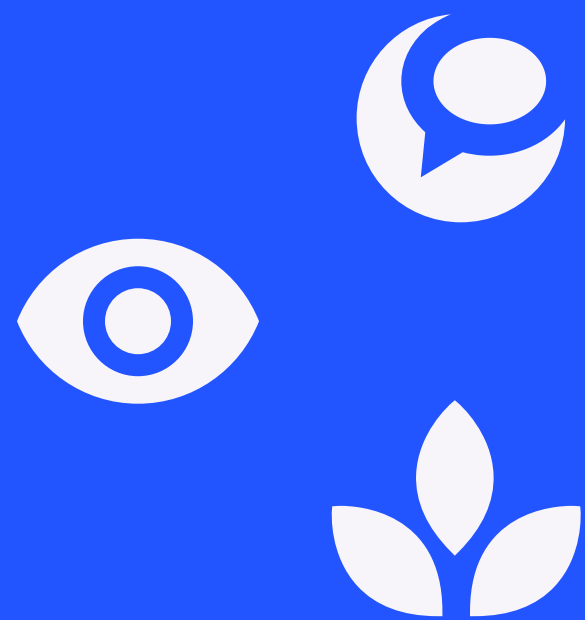
# Past Performance

Evaluations from student participants in RAWS during the year of 2019

- **92% of Students**  
Knew or loved someone with diabetes
- **100% of Students**  
Learned something new about diabetes
- **100% of Students**  
Would return for more programming with RAWS
- **98% of Students**  
Planned to lead a healthier lifestyle following our programming

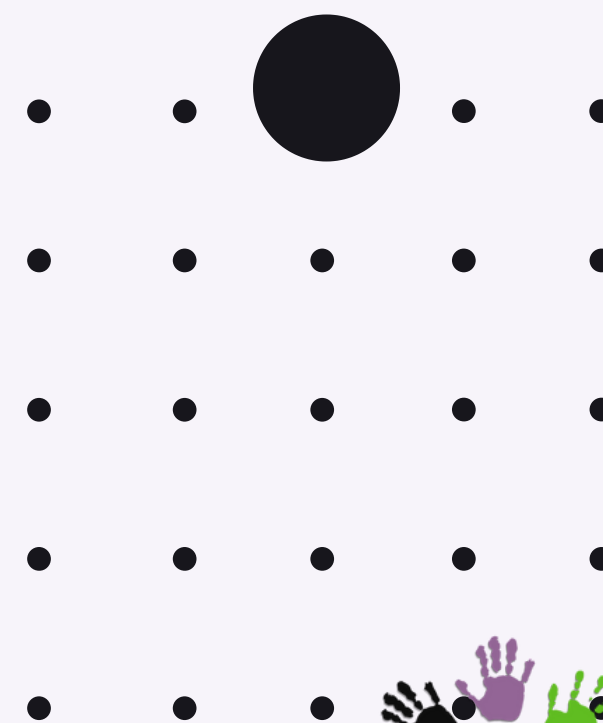
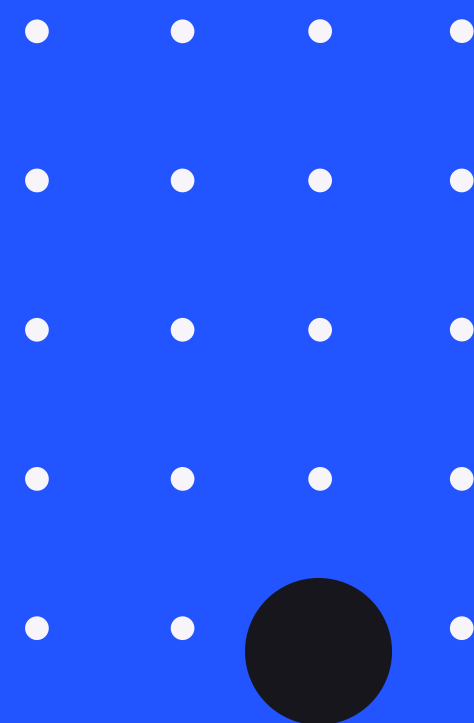






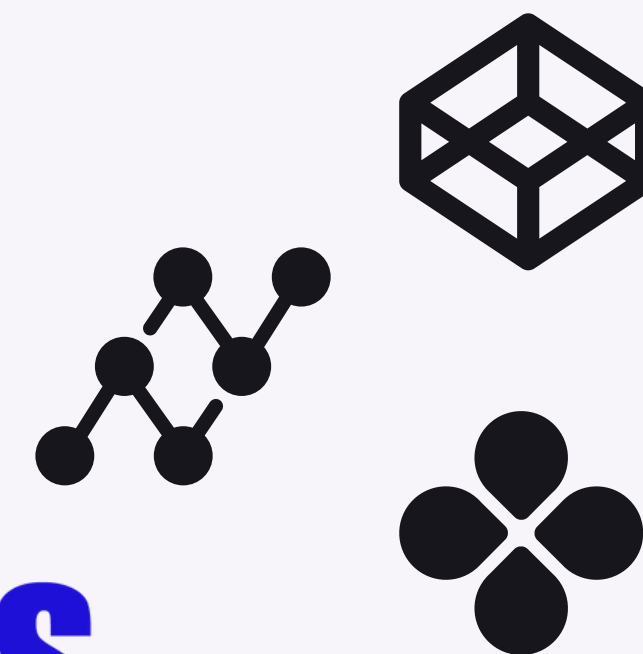
\$88,928

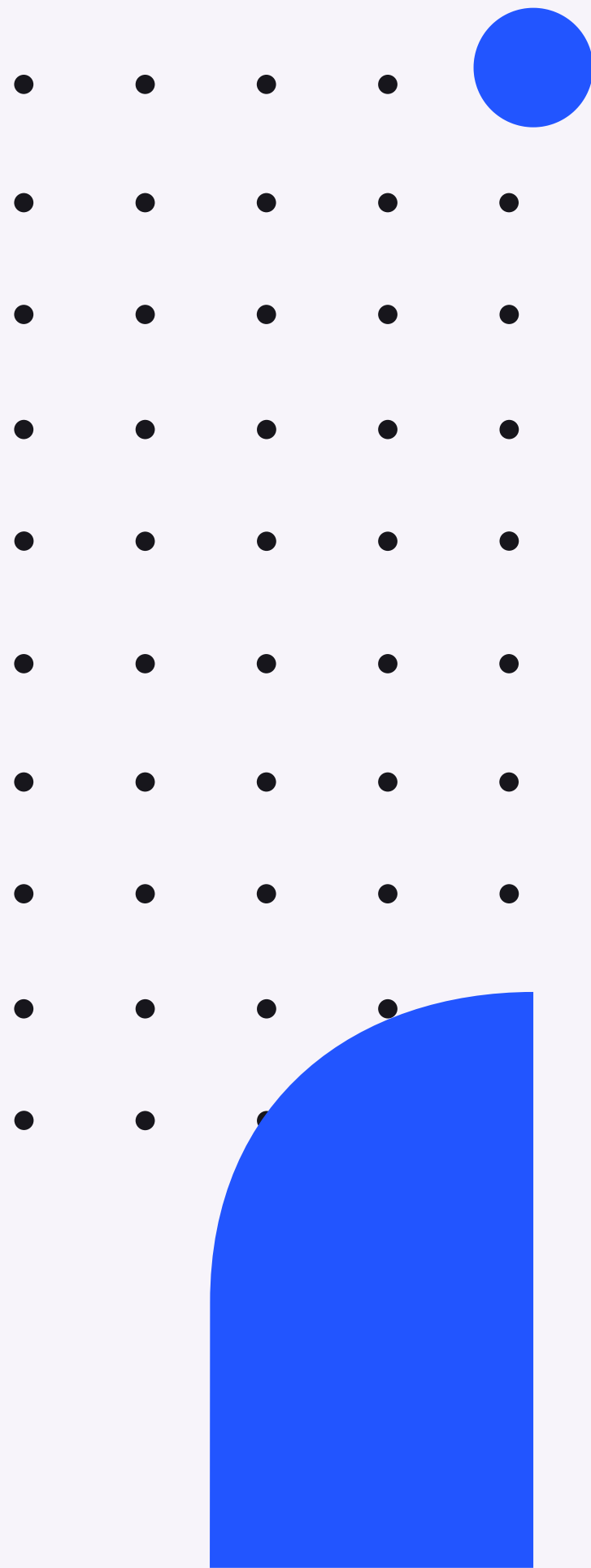
Project  
Budget



Operational  
Budget

\$266,915





# Competitive Advantages

## Advantage 1

Partnerships with community groups, grassroots organizations, smaller nonprofits, schools, and recruiting students through teaching.

## Advantage 3

Connecting with students and parents to bridge the gap between what they learn in school and at home. Creating health sustainability between both generations



## Advantage 2

Reaching students to different avenues of what they are currently interested in and incentivizing the information they retain.

## Advantage 4

An organization with strong competitive advantages are likely to survive long term.

# Competitor Approach

## Approach 1

Leveraging partnerships with larger institutions to promote healthy vending on a smaller scale in urban communitties

## Approach 2

Utilize workbooks in the school systems with modules attached for students through contracts with school systems

## Approach 3

Ads, events, partnerships, contracts and funders





# Sustainability Approach

Ways to promise sustainability through our organization.



Through business mergers, LLCs, and other avenues, we plan to consistently generate sustainable revenue for Raising Awareness with Students

This approach will include: Vedning sales, workbook sales, online store sales, fundraisers, and more

With the proper partnerships, our approach can be leveraged 100% more for greater impact



1

## Step 1

Recruit students for RAWS  
Jrs. four month program  
(July through November)

2

## Step 2

Annual Mental Health  
retreat for students and  
team

3

## Step 3

Annual Golf Fundraiser +  
Annual Diabetes  
Awareness Conference

4

## Step 4

Diabetes workbook +  
modules for student  
programming in schools

# Future Roadmap



Every year, we will recruit and accept students for our four month program followed by a team bonding and mental health retreat. Amidst the program, we will work towards our annual golf fundraiser and diabetes conference. Consistently working and seeking partnerships with schools in which our workbooks and modules will be implemented. Other avenues include: healthy vending machine in urban areas, podcasts, youtube vlogs, workbook



# Contact Us

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