

**FY2021 Annual
Evaluation Report**
Executive Summary

PREPARED FOR THE

Office of Tobacco Control
Mississippi State Department of Health

REPORT BY

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Mississippi Tobacco-Free Coalitions

Key Findings

— 5,179 —
ACTIVITIES

◆ **72,433** ◆ — ◆ **272,003** ◆
coalition *cessation/incentives*
programs reach *distribution*

**5 Smoke-Free
Ordinances
Passed**

**3,003 Advocacy,
Policy &
Awareness**
activities with 65,235
in attendance

— 1,292 —
CESSATION
CLASSES, TRAININGS
AND ACTIVITIES WITH
2,241 REACHED



Mississippi Tobacco-Free Coalitions

Key Findings

106 Summer Youth Program Events
reaching 657 children

33 Great American Smoke-Out
events with 1,059
people reached

766 High Level
presentations
with 19,328 *in attendance*

122 Merchant Training
presentations
with 167 *in attendance*

772 TIPS Posters Distributed
with 149,975
potential viewers

97 Multi-Unit Housing
events
with 1,480
in attendance

60 School Spirit Night
events
with 3,722
in attendance

• **226** •
Freedom from Smoking Classes
(8 weeks)

596 Communication Publications with 315,103
potential viewers

• **1,001** •
IN ATTENDANCE

**Does not reflect all activities and events.*

Youth Programming

Key Findings

— 450 —
ACTIVITIES

• **31,694** • — • **32,631** •
youth *cessation/incentives*
programs reach *distribution*

The Partnership for a Healthy Mississippi Youth Tobacco Prevention Program

- 43 Youth Leader Activities with 4,142 in attendance
- 538 Social Media Posts with 4,142 views
- 272 Website Posts with 1,021 views

Caffee & Caffee Youth Tobacco Prevention Program

- 45 Youth Engagement Events with 901 in attendance
- 71 Community Education Events with 6,355 in attendance
- 321 Social Media Posts with 9,968 views

[Enrich MS]

- 1 Virtual Vaping Summit Event with 424 in attendance
- 19 Youth Engagement Events with 620 in attendance
- 2 Newsletters Produced with 116 Reached
- 246 Social Media Posts with 123,431 views

[CATCH My Breath]

- 2 Virtual Field Trips with 19,736 in attendance
- 1 Video Series with 58 Views
- 4 Newsletters Produced with 1,752 Reached
- 26 Social Media Posts with 39,535 views

**Does not reflect all activities and events.*

Cessation Intervention

Key Findings

— 233 — ACTIVITIES

◆ **2,640** ◆ ——— ◆ **2,234** ◆
cessation programs reach *cessation/incentives distribution*

[ACT Center]

- 9 Events with 292 in attendance

[Optum Quitline]

- 224 Events with 2,348 in attendance
- 26,031 Website Views
- Client Engagement:
Phone (92.5%); Web (7.6%)
- 5,609 Online Clients Engaged
- 156 Clients Completed Treatment



**Does not reflect all activities and events.*

Statewide Partners

Key Findings

— 185 —
ACTIVITIES

◆ **2,246** ◆ — ◆ **46,554** ◆
statewide programs reach *cessation/incentives distribution*

☞☞ *I think that the addition recently of the issues with, from what I remember, there are new additions that include info about marijuana, which I think is very useful cause that's also kind of an issue alongside the vaping issue where, um people kind of assume that, because it's not tobacco that it's not dangerous to smoke it. ☹☹*

MEDICAL RESIDENT ON TAR WARS

Statewide Partners

- Mississippi Academy of Family Physicians Foundation – **39 events with 337 in attendance**
- The Community Health Center Association of Mississippi – **104 events with 1,752 in attendance**
- USM Institute for Disability Studies (IDS) – **21 events with 68 in attendance**
- MS Rural Health Association – **21 events with 89 in attendance**

**Does not reflect all activities and events.*

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