



# FY2023 ANNUAL EVALUATION REPORT *EXECUTIVE SUMMARY*

**PREPARED FOR THE**

Office of Tobacco Control  
Mississippi State Department of Health

**REPORT BY**

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**MISSISSIPPI STATE**  
UNIVERSITY™

SOCIAL SCIENCE  
RESEARCH CENTER

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*prepared for*

**OFFICE OF TOBACCO CONTROL**  
MISSISSIPPI STATE DEPARTMENT OF HEALTH

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# OVERVIEW & METHODOLOGY

## OVERALL

◆ 100,627 ◆ — ◆ 493,404 ◆  
*reach* *distribution*

### *overview*

The Mississippi State Department of Health (MSDH) Office of Tobacco Control (OTC) is responsible for promoting and protecting the health of Mississippians through tobacco control programs. One such program focuses on educating and garnering community support and involvement to influence policies that discourage tobacco use and encourage individual behavior change. OTC contracts with and oversees the work of thirty-four Mississippi Tobacco-Free Coalitions (MTFCs), three systems change partners, two cessation intervention programs, and two youth programs. Grantees are required to follow the scope of work (SOW) requirements. The contractual obligations outlined in each grantee's SOW are developed annually and approved before the start of each fiscal year. While grantees are regularly monitored by fiscal agents and OTC program coordinators, they are also evaluated semi-annually by researchers located at Mississippi State University's Social Science Research Center (SSRC). The fiscal year (FY) 2023 marks the eighth year that evaluation services have been provided.

### *methodology*

Data used to evaluate grantees' progress towards completing SOW requirements were pulled from the Tobacco Reporting and Progress System (TRAPS), the web-based platform designed to capture program activities, on July 5, 2023. The data pulled from TRAPS is used to populate a weighted measurement tool. The weighted measurement tool provides a nuanced view of grantee activity to measure the progress grantees have made towards completing SOW requirements. Instead of categorizing SOW items as either "met" or "not met," this tool takes into consideration the varying levels of complexity present across the activities (e.g., the number of events that must be held, locations, the type of people/organizations that should be reached, etc.). Using an all-or-nothing approach, a grantee holding 6 of the 8 required events would receive a "not met" for that activity. The weighted measurement tool, on the other hand, rates the activity as being 75% complete.

Evaluations of the youth, systems change, and cessation programs were completed exclusively by the MSU evaluation team. After conducting an initial evaluation, Webex interviews were scheduled with grantees to discuss SOW deliverables before finalizing the data populated into the weighted measurement tool. OTC Regional Program Coordinators are responsible for conducting the initial review of the MTFCs using a pre-existing reporting template provided by the MSU evaluation team. Once their initial evaluation was completed, the MSU evaluation team reviewed and finalized the reports using the data to populate the weighted measurement tool and reporting matrix.

# MISSISSIPPI TOBACCO-FREE COALITIONS

## — Key Findings —

— 3,149 —  
**ACTIVITIES**

◆ 69,568 ◆ — ◆ 428,738 ◆  
**reach** **distribution**

### 8 Smoke-Free Ordinances Passed

- SHELBY
- MOUND BAYOU
- MANTEE
- WEST
- BEAUREGARD
- GLUCKSTADT
- NORTH CARROLLTON
- CROSBY

### 2 AMENDMENTS

- FLOWOOD
- CLARKSDALE

### 1 PARTIAL ORDINANCE

- RULEVILLE



“ Mayor Walter Morrison said Jefferson and Shirley contacted him about the smoking ban and asked if he understood that Gluckstadt was the only place in Madison County where smoking was allowed inside public buildings. ”

LINDA JORDAN-JEFFERSON, MTFC DIRECTOR FOR MADISON, YAZOO, AND HOLMES COUNTIES

# MISSISSIPPI TOBACCO-FREE COALITIONS

## — *Key Findings* —

123

### E-CIGARETTE AND VAPING PRESENTATIONS

WITH 4,238 STUDENTS IN ATTENDANCE

562

#### COVID-19 DISTRIBUTION

*events with 8,666 in attendance*

45 TAKE DOWN  
TOBACCO DAY

EVENTS WITH 4,885  
IN ATTENDANCE

34

### GREAT AMERICAN SMOKE OUT

EVENTS WITH 1,458 IN ATTENDANCE

245 CATCH MY  
BREATH

CLASSES WITH 12,419  
STUDENTS IN ATTENDANCE

74

#### COVID-RELATED EVENTS

*vaccination and PPE shared  
with 2,763 Mississippians*

# YOUTH PROGRAMMING

## — Key Findings —

— 166 —  
**ACTIVITIES**

◆ **24,551** ◆ — ◆ **29,120** ◆  
*reach* — *distribution*

***The Partnership for a  
Healthy Mississippi  
Youth Tobacco  
Prevention Program***

**14** Events with **1,406**  
in attendance

- 9 SCHOOL PRESENTATIONS WITH 1,362 IN ATTENDANCE
- 130 INSTAGRAM POSTS WITH 14,427 POTENTIAL VIEWS
- 11 VAPING BEHAVIOR VIDEOS WITH 131 POTENTIAL VIEWS
- 26 DIGITAL FACEBOOK ADS WITH 98,462 POTENTIAL VIEWS

***Caffee & Caffee  
Youth Tobacco  
Prevention  
Program***

**152** Events with **23,145**  
in attendance

- 11 ADVOCACY WORKSHOPS WITH 1,222 YOUTH IN ATTENDANCE
- 16 CAMPAIGNS & PRESENTATIONS WITH 4,433 YOUTH IN ATTENDANCE
- 37 NATIONAL DAY EVENTS WITH 10,064 YOUTH IN ATTENDANCE
- 36 VAPING/TOBACCO EVENTS WITH 4,041 YOUTH IN ATTENDANCE
- 22 POLICY AND SCHOOL MEETING EVENTS WITH 102 ADULTS/YOUTH IN ATTENDANCE

# CESSATION INTERVENTION

## — Key Findings —

“ The coaches are very understanding and helpful. They talk to you and listen with patience. Sadly that’s not the norm these days, so it’s very nice. ”

CLAUDIA, CALLER TO THE MISSISSIPPI QUITLINE (RVO)

### [ ACT Center ]

- 40 Events with 1,822 in attendance

### [ RVO Quitline ]

- Total number of enrollments = 4,389
- Average number of participants per month = 366



“ I plan to mention the Quitline and ACT Center to help patients quit smoking. ”

INTERVIEW WITH MISSISSIPPI MEDICAL STUDENT ABOUT THE TAR WARS PROGRAM

# SYSTEMS CHANGE

## — Key Findings —

### — 275 — ACTIVITIES

◆ 6,508 ◆ ——— ◆ 35,546 ◆  
*reach* *distribution*

“ I will address patients’ smoking more frequently, rather than just at wellness visits, and providing some information in the waiting rooms. ”

INTERVIEW WITH MISSISSIPPI MEDICAL STUDENT ABOUT THE TAR WARS PROGRAM

“ I plan to increase the number of patients I advise to quit. ”

INTERVIEW WITH MISSISSIPPI MEDICAL STUDENT ABOUT THE TAR WARS PROGRAM

#### Statewide Partners

- Mississippi Academy of Family Physicians Foundation  
– 197 events with 4,828 in attendance
- The Community Health Center Association of Mississippi  
– 31 events with 1,076 in attendance
- Mississippi Behavioral Health  
– 47 events with 604 in attendance





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