



education

prevention

cessation



2015-2016



MISSISSIPPI STATE UNIVERSITY™
SOCIAL SCIENCE RESEARCH CENTER



acknowledgements

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in partnership with

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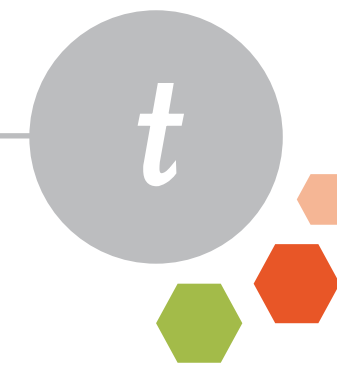






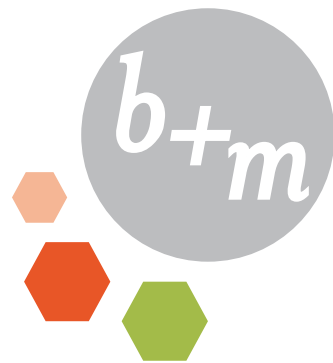
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background + methodology

background

The Mississippi State Department of Health Office of Tobacco Control (OTC) was established in 2007 by the state legislature. With the overarching goal of decreasing the use of tobacco products among youth and adults, OTC has worked since that time to develop and implement evidence-based tobacco education, prevention and cessation programs. In FY 2015-2016, OTC provided funding for 34 Mississippi Tobacco Free Coalitions, six state-wide partners, two cessation service programs, youth outreach, and a media presence within all of the established programs.

methodology

In September 2015, evaluation services were moved from the University of Southern Mississippi to Mississippi State University's Social Science Research Center. Evaluators have used a mixed-method approach to assess the impact of the OTC programs. Quantitative data collection and analyses were obtained through the online reporting system (TRAPS), and verification was conducted through site visits, telephone conversations, and emails to OTC grantees throughout the year. For the first time, a focus on obtaining qualitative data has been initiated and is reflective in the final report as well as in a monthly feature in the online reporting system (Tips for Success).



key findings

ms tobacco free coalitions (mtfc's)

◆ 703,188 ◆
people impacted

— 34 MTFC'S —
WITH A PRESENCE IN
EACH OF THE 82 COUNTIES

“ It is a privilege to work so closely with the community in efforts to reduce tobacco-related diseases for generations to come. ”

LEIGH LAMKIN | MTFC DIRECTOR, ATTALA, LEAKE AND WINSTON COUNTIES

3,171 General Awareness
Activities with 441,851 in attendance

1,759 Advocacy & Policy
Activities with 92,039 people impacted

— 1,058 —
CESSATION
ACTIVITIES WITH 62,781
PEOPLE IMPACTED

◆ 994 ◆
communication efforts

66 Kick Butts Day
events with 9,933
in attendance

65 Great American Smoke Out
events with 53,581
in attendance

3,113 MTFC Youth Teams
(2,386 located
in schools)

727 MTFC Youth Teams
located in
the community

160 Youth Contests
12,600 youth
participating

192 Care for Their Air
presentations
to 4,185 pre-
school parents,
guardians,
and teachers

“Recently I ran into a lady
from Smoking class that I
her, it was the first time
cigarette smoke. That is
can satisfy. This is so

who had taken a Freedom
facilitated. When I hugged
that she did not smell like
a feeling that no paycheck
much more than a job.”

ROCHELLE CULP | MTFC DIRECTOR,
HOLMES, MADISON AND YAZOO COUNTIES

2,101 RAT Teams

1,012 FREE Teams

633 Second Hand Smoke
presentations
with 26,362
in attendance

299 RAT on the Road
with 18,150
youth in
attendance

261 Merchant Trainings
with 606 in
attendance

84 Multi-Unit Housing
presentations with
1,877 in attendance

106,517 residents impacted by the 28 ordinances passed
(19 comprehensive,
smoke-free and 9
e-cigarette amendments)

30,371 tobacco-free educational activities

85,341 youth team members



key findings

the partnership for a healthy ms youth programs

45,496 youth impacted

“I love my job because you become the voice of change for those little ones who hide behind that parent when they see you out in the community and then the child whispers to tell my momma about no smoking. It is the best feeling!”

JACQUELINE CARTER | MTFC DIRECTOR, HINDS COUNTY

72 RAT Troupe Performances
for 25,057
K-6th Graders

6 LEAD Conferences
1,649 students
in 9th-12th
grades

6 iFLY Conferences
1,294 students
in 7th-8th
grades

130 Free-Style Events
reaching
12,775 students
in 7th-12th
grades



2,263 Generation FREE website hits

76.2% new visitors to the site

“Getting children involved in their health and engaging educators and community leaders is so rewarding: it’s thrilling to see more and more people learn about and change behaviors due to the dangers of tobacco use.”

KEETHA MOSLEY | MTFC DIRECTOR, CHOCTAW, MONTGOMERY AND WEBSTER COUNTIES



key findings

state-wide partners

19,436 people impacted

The University of Southern Mississippi Institute for Disability Studies IDS

38 monthly education classrooms, leadership meetings, community expos/ 957 youth in attendance

Great platform for collaboration.

- MTFC MEMBER SURVEY

Mississippi Academy of Family Physicians Foundation

66 education, awareness activities, chart reviews, technical assistance/ 6,720 people reached

The Mississippi Nurses Foundation

38 awareness and programmatic activities and trainings - 3,789 people impacted

I look at my work as planting seeds. Those seeds are planted in the hearts and minds of our Tobacco Champions and Co-Champions, the front-line responders in the fight to educate, motivate and empower tobacco users to quit. If I can keep the work and the challenge before them, then they will keep it before our patients.

WAYNE MILEY | MISSISSIPPI PRIMARY HEALTHCARE ASSOCIATION

The Mississippi Chapter of the American Academy of Pediatrics

93 continuing education presentations, trainings, Lunch and Learns, community advocacy/ 6,016

The Mississippi Primary Healthcare Association

117 awareness, capacity building, chart reviews, Lunch and Learn, cessation promotion/ 588

The Mississippi Rural Health Association

26 activities through October 2015/ 1,366 in attendance

The Mississippi Nurses Foundation is playing a pivotal role in educating nurses and nursing students about the impact they can have on their patients' decisions to stop using tobacco products.

TENNILLE HOWARD | MISSISSIPPI NURSES FOUNDATION

Always has informative speakers and so very pleasant to be around. She loves her job and it shows.

- MTFC MEMBER SURVEY





key findings

cessation services

22,755 people impacted

ACT Center

- **27 pharmacotherapy** training, presentations, and promotional activities impacting 1,010 people
- **1613 intake evaluations** completed with **9,712 total visits**
- **14.3%** attrition rate
- **37.7%** 12 month quit rate

“I will stop smoking because of you.”

- STUDENT RESPONSE FOLLOWING LEAD CONFERENCE

“The prevalence of tobacco use has been decreasing over the past years. This is as a result of a variety of activities that span environmental, public policy and health, and clinical interventions. The ACT Center Statewide Network supports and complements the OTC’s operations to reduce tobacco use prevalence in Mississippi in a number of ways.”

DR. THOMAS PAYNE | DIRECTOR OF THE ACT CENTER

Mississippi Tobacco Quitline

- **85%** live call answer rate
- **314** presentations, community events, outreach efforts, collaborations to **21,745 people**

“Tobacco use is not only a strong behavior, but a very well defined addiction to nicotine. Our program allows those who are ready to quit, have an option of treatment that individualizes the treatment plan, uses qualified counselors and support to help them make a solid attempt at quitting. It is important for callers to know that we are a tobacco cessation treatment program that happens to be telephonic or online – we are not a crisis line or a tip line. It is real treatment.”

PAMELA LUCKETT | DIRECTOR OF THE MS TOBACCO QUITLINE





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