

The Impact of Research on Local Policies

ENGAGING AND INFORMING COMMUNITIES AND POLICY-MAKERS ON THE BENEFITS OF SMOKE-FREE AIR

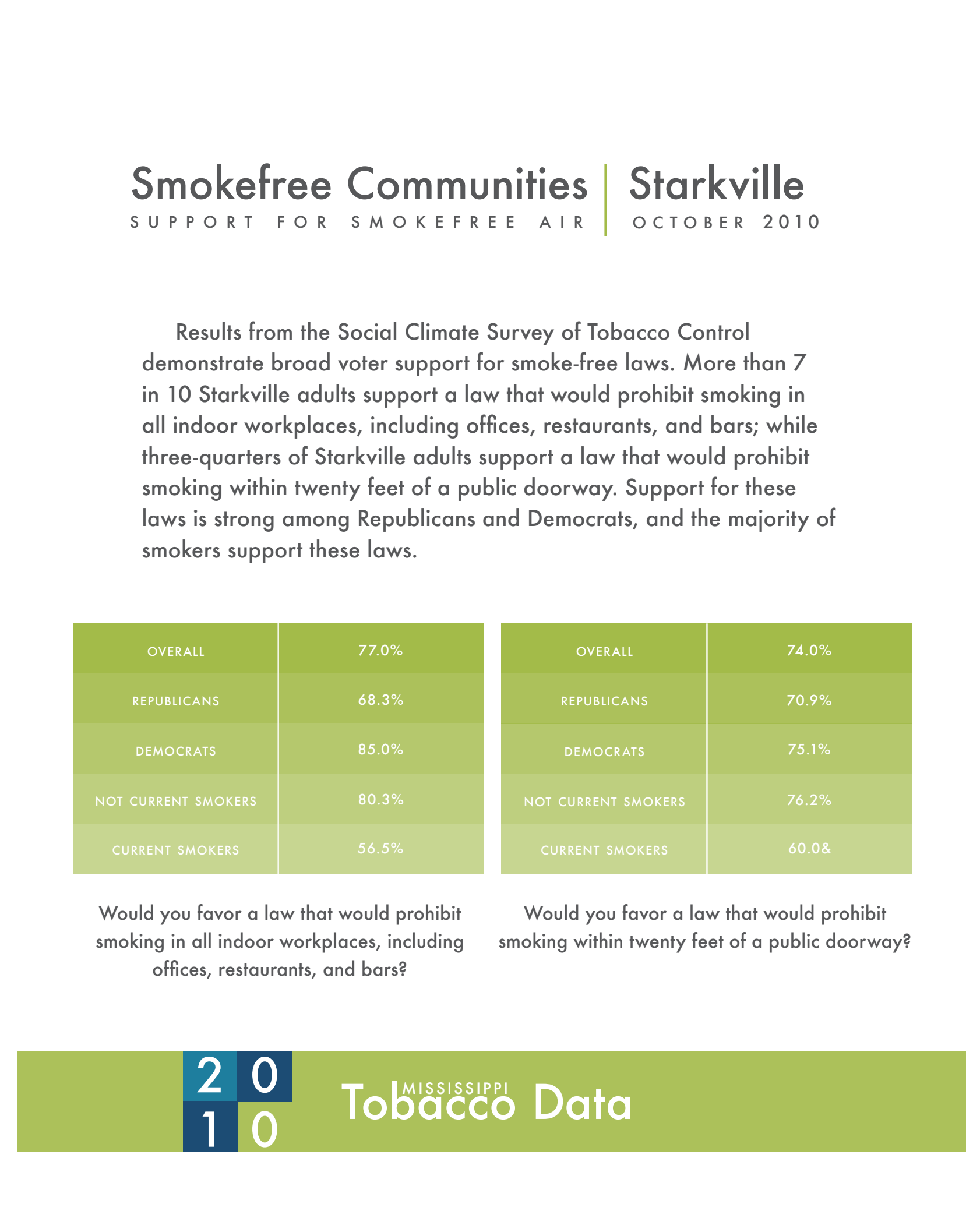
ABSTRACT

The Mississippi State Department of Health's Office of Tobacco Control, working with the Social Science Research Center at MSU, collected local and state data. Utilizing local data from surveys, tax revenue, and hospital admissions, we educated policy-makers, citizens, and legislators on the dangers of exposure to secondhand smoke and benefits of smoke-free air. Educational outreach included broadcast and social media campaigns, scientific reports on public support and economic impact, and newspaper editorials.

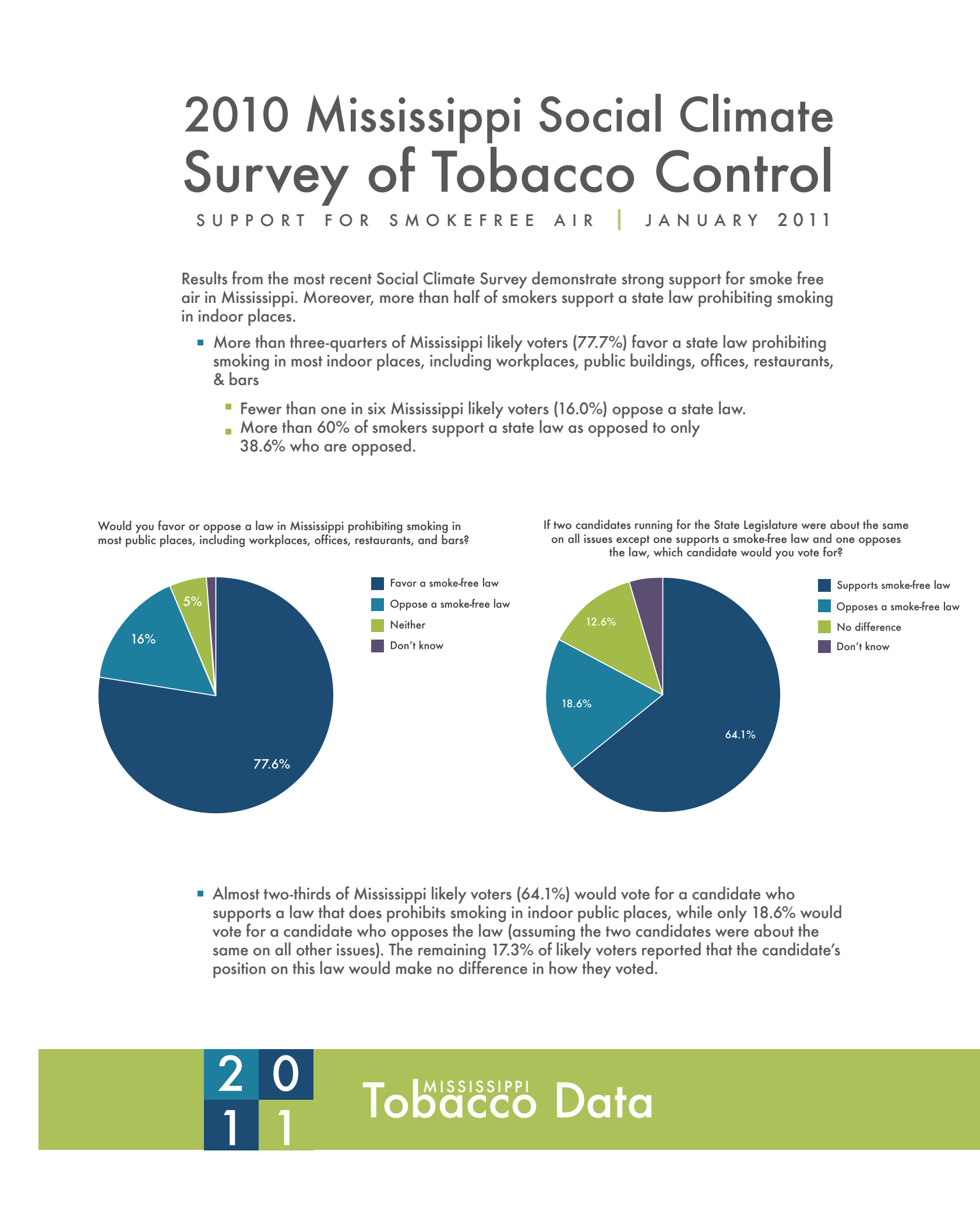
100% SMOKE-FREE COMMUNITIES IN MS



TARGETED LOCAL SURVEYS



SUPPORT FOR SMOKE-FREE AIR | JANUARY 2011



REPLICATING NATIONALLY RECOGNIZED STUDIES IN LOCAL COMMUNITIES



HEALTH FORUMS

SAVE THE DATE!

Clearing the AIR

Eliminating Exposure to Secondhand Smoke in All Public Places Including Workplaces

There is no safe level of exposure to secondhand smoke. Join us to discuss a new public health initiative. Everyone deserves to breathe smokefree air.

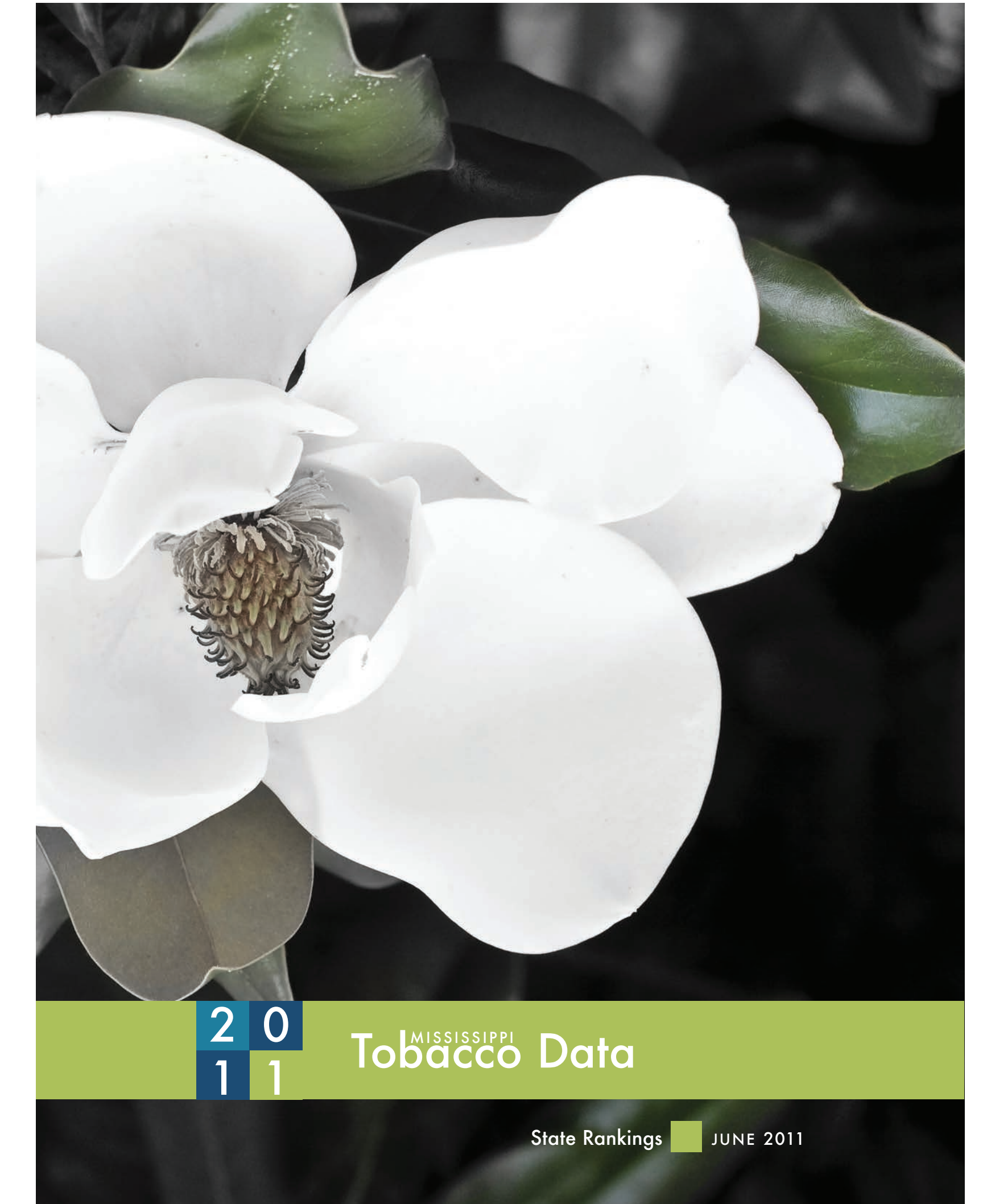
Thursday, November 4, 2010
11:30 a.m. until 1 p.m.
Starkville Sportsplex
405 Lynn Lane
Starkville, MS

Lunch will be served. Speakers include healthcare providers, elected officials, business owners and people who have been dramatically affected by exposure to secondhand smoke. Come learn how you can help make Mississippi a healthier place to live!

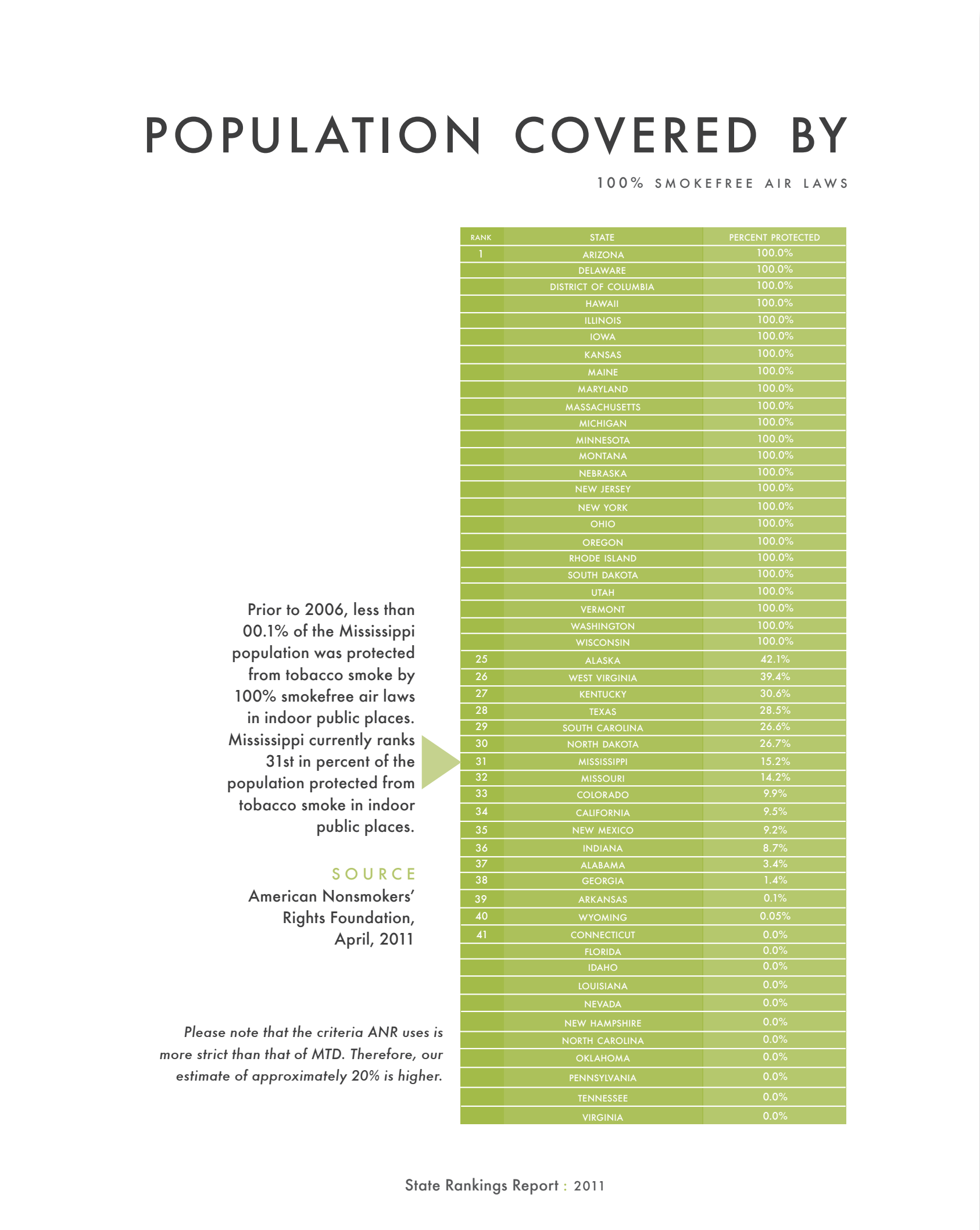
Please RSVP by calling 1-866-724-6115 or emailing signe.shackelford@msdh.state.ms.us
www.SmokefreeAirMS.com

2011 MISSISSIPPI Tobacco Data

STATE RANKINGS



STATE RANKINGS



WORKING WITH PARTNERS

- MS TOBACCO-FREE COALITIONS
- MS ACADEMIC OF FAMILY PHYSICIANS FOUNDATION
- MS NURSES FOUNDATION
- MS RURAL HEALTH ASSOCIATION
- INSTITUTE FOR DISABILITY STUDIES
- MS PRIMARY HEALTH CARE ASSOCIATION
- THE PARTNERSHIP FOR A HEALTHY MS
- AMERICAN LUNG ASSOCIATION
- AMERICAN CANER SOCIETY
- AMERICAN HEART ASSOCIATION
- MS MUNICIPAL LEAGUE
- MS CHAPTER OF THE AMERICAN ACADEMY OF PEDIATRICS
- NORTH DELTA PLANNING AND DEVELOPMENT DISTRICT