

education

*prevention*

cessation

2015-2016



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SOCIAL SCIENCE RESEARCH CENTER



# acknowledgements

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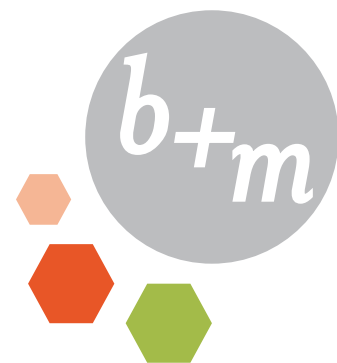
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# background + methodology

## 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



**85,341  
youth team  
members**

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

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

**30,371  
tobacco-free  
educational  
activities**



# 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

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

*“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



- 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







# introduction

Mississippi's 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 fiscal year 2015-2016, OTC oversaw the following:

## Infrastructure, Administration and Management

### Mississippi Tobacco-Free Coalitions (MTFC's):

- 34 coalitions with a presence in each of the state's 82 counties
- Charged with providing awareness activities, advocacy and policy work, offering cessation assistance, programmatic activities, and communications for adults and youth in their service areas, RAT (Reject all Tobacco) activities in grades K-6 and FREE tobacco-free activities for grades 7-12.

### Youth Programs:

- Administered through a grant provided to the Partnership for a Healthy Mississippi (PHM)
- Generation FREE activities in grades 7-12
- RAT Troupe shows for grades K-6
- Development and Implementation of youth conferences (IFLY and LEAD)

### State and Community Partners:

- Mississippi Academy of Family Physicians Foundation (MAFPF)
- Mississippi Chapter of the American Academy of Pediatrics (MSAAP)
- Mississippi Rural Health Association (MRHA)
- The Institute for Disability Studies (IDS)
- Mississippi Nurses Foundation (MNF)
- Mississippi Primary Health Association (MPRHA)

### Cessation Services:

#### Mississippi Tobacco Quitline:

- Provides training and presentations in conjunction with state-wide partners and MTFC's
- Professional counselors evaluate and develop treatment plans for callers who phone the Quitline and/or use the web-based services

#### ACT Center for Tobacco Treatment, Education and Research (ACT):

- Provides treatment including Nicotine Replacement Therapy (NRT) as well as non-nicotine medications.

### Mass-Reach Health Communication Interventions

#### Surveillance and Evaluation Services:

- In September 2015, evaluation services were transferred from the University of Southern Mississippi to Mississippi State University's Social Science Research Center where the surveillance work is conducted.

# methodology



In late September 2015, evaluation services were moved from the University of Southern Mississippi to Mississippi State University's Social Science Research Center. At the time, the second quarter of FY 2015-2016 was already underway, and grantees were well into their work for the year.

In order to properly monitor and assess the progress of all grantees in meeting their contractual obligations, evaluators first had to educate and familiarize themselves with the goals and objectives required of all OTC grantees. To accomplish this, the remaining months of 2015 were spent reviewing prior evaluation reports, getting acclimated to the roles of grantees and OTC staff, observing youth conferences, presenting at MTFC and state-wide grantee meetings, and communicating with grantees through the TRAPS announcement system itself. Four regional MTFC meetings, held in November, were especially helpful in not only providing directors and evaluators some valuable interaction, but also to record suggestions for improvement to the TRAPS online reporting system. Following a survey compiled by MTFC Project Officers, some updates were made to the system.

The six month assessment of all OTC grantees was conducted between January and March 2016 with the report presented to OTC staff in early April. Of the 34 MTFC's, 18 directors received site visits. Fifteen were evaluated via phone, and one, (MTFC of Copiah and Lincoln) was not evaluated because there was no project director at the time. The cessation programs, statewide partners and youth program evaluations were conducted via phone. Mississippi Rural Health Association was not evaluated since its partnership with OTC was terminated in October.

All surveys conducted by the Office of Tobacco Control evaluators used Qualtrics, an electronic survey instrument. Qualtrics is a sophisticated electronic survey instrument which empowers statistical capabilities in a secure, user-friendly manner. Qualtrics is a private company based in Utah that Mississippi State University has an annual contractual relationship with.

Reports were pulled from TRAPS on January 11<sup>th</sup> after all grantees were notified of the specific date and again on July 8<sup>th</sup> for the final evaluation process. This gave grantees ample time to input all data for review. Once data was pulled, site visits and telephone interviews were scheduled.

The Scope of Work contractual areas that were assessed included:

- Timely Online Reporting
- Coalition Building and Organization
- Awareness Activities
- Advocacy and Policy
- Communications
- Cessation
- Programmatic Activities

The average time spent per evaluation was approximately one and a half hours in which grantees were asked specific questions related to their work. Each was asked to describe his/her strengths and weaknesses, and discussion followed on how problem areas could be resolved.



Communication portfolios, team activity sheets and rosters, and fiscal receipts were also reviewed during site visits to the MTFC directors.

Template forms outlining all SOW requirements were used as check-lists to ensure that all grantees were on track for completion of requirements prior to the end of the fiscal year.

Progress was measured using the data that had been entered in TRAPS during the July 1-December 31<sup>st</sup> time period.

On July 8<sup>th</sup>, all reports related to work conducted from January 1<sup>st</sup> to June 30<sup>th</sup> was pulled from TRAPS, and the evaluation process started again for the second half of the fiscal year. Those MTFC directors (15) who were interviewed via phone in the spring received site visits by evaluators where Communication portfolios, team activity sheets and rosters, and fiscal receipts were all verified. Instead of phone interviews, the remaining directors were sent evaluations via email and were asked to answer questions regarding their strengths and challenges. If they had discrepancies in their reporting, the evaluators were able to validate if there was a discrepancy and also when any data had been added. Progress was measured from data that had been reported at the six month period.

An assessment of the progress of youth programs in meeting scope of work requirements was conducted by using the online data report from TRAPS as well as pre and post testing, and surveys of team sponsors and iFLY and LEAD participants. Due to the move from the University of Southern Mississippi to MSU's Social Science Research Center, many of the pre-tests were lost in the process. There were also problems with post tests and team sponsor surveys not being completed prior to the end of the school year. Additionally, some directors did not understand that the same students who were pre-tested in the fall had to be the same who were post tested in May. Because of the low number of responses and because of problems with the validity of the testing, it was decided for this year only, pre-tests would be thrown out and the small number of post-test responses would be analyzed for a snapshot view of what students had learned for the year. There were however more responses from the surveys distributed at the youth conferences. Approximately 1,294 students attending the iFLY conferences responded while 1,167 of the LEAD Conference participants responded. Evaluators attended the iFLY and LEAD Conferences in Starkville to observe activities. Feedback was provided to the conference coordinators via conference calls following the conferences.

The Office of Tobacco Control funded the following statewide programs for Fiscal Year 2015-2016.

- Institute for Disability Studies
- Mississippi Nurses Foundation
- The Mississippi Academy of Family Physicians Foundation
- The Mississippi Chapter of the American Academy of Pediatrics
- The Mississippi Primary Health Care Association
- The Mississippi Rural Health Association (1<sup>st</sup> quarter only)

In order to assess the work of the six statewide programs, all reporting was pulled from TRAPS on July 8, 2016. Evaluators measured progress from the previous six month evaluations to determine improvement as well as to identify needed targeted areas for future improvement.



Correspondence via email and phone were maintained throughout the evaluation process to offer assistance with data entry, to answer any questions regarding the online reporting system, and to interact with grantees about the overall objectives of their work.

Similarly, the ACT Center and the Mississippi Quitline successfully completed all reports required throughout the year and uploaded them to the TRAPS system for review by the evaluators. Additionally, evaluators were available throughout the year to interact with staff and to answer questions regarding their contractual obligations as well as the online reporting system.

Finally, because no evaluation data was made available for Fiscal Year 2014-2015 in the form of an annual report, comparisons of progress will not be made between the two reporting years. This is an important way to measure progress for each of the grantees and will be incorporated in the next year's annual report. Because current evaluators have only been in this position for nine of the 12 month fiscal year cycle, the following results are not representative of an exhaustive evaluation of all services. Plans for more in-depth relationships with statewide grantees and cessation partners are on the agenda for the upcoming fiscal year.



# evaluation services

## FY 2015-2016

Throughout the fiscal year, evaluators have reached out to MTFC Directors to ask for supplemental qualitative data that can be used to enhance the quantitative data that is reflected in the online reporting system. Often descriptions of services and testimonials from grantees and those whom they serve can be a powerful way to illustrate the impact the OTC programs are having on youth and adults in the state. Additionally, qualitative data shared among coalition directors can be an effective tool for improving the performance of coalitions. For those reasons, evaluators have developed a “Tips for Success” monthly announcement that is posted on TRAPS. The concept is a motivational tool and a way to commend MTFC directors who have developed creative ways to complete their Scope of Work requirements. Through roundtable discussions held at regional meetings in November 2015, directors were able to share ideas with each other. During site visits this summer, evaluators noted that several directors had replicated various ideas shared during the roundtable discussions as well as the Tips for Success section located on TRAPS.

The TRAPS system itself is a highly effective way of monitoring and analyzing the data. Tobacco surveillance and evaluation records are critical to effective programming, education and strategic planning. The *Tobacco Reporting and Progress System* or TRAPS, is an innovative data portal used throughout the State of Mississippi for all programmatic tobacco-related projects. TRAPS is a modern data warehouse that is accessible anywhere due to the cloud-based architecture. The TRAPS system was developed by the Innovative Data Laboratory (IDL) developers at Mississippi State University, housed within the Social Science Research Center. TRAPS has multiple security level accessibility, a robust tracking interface for each of the 60 tobacco programs individual scopes of work, as well as generate query specific reports.

Evaluators are assessable to all grantees during quarterly MTFC meetings, the annual state-wide meetings, observations of youth conferences, as well as conference calls throughout the year and email requests.

# ms tobacco free coalitions

(mtfc's)



Thirty-four coalitions, with a presence in each of the state's 82 counties were funded by the Office of Tobacco Control in FY 2015-2016.

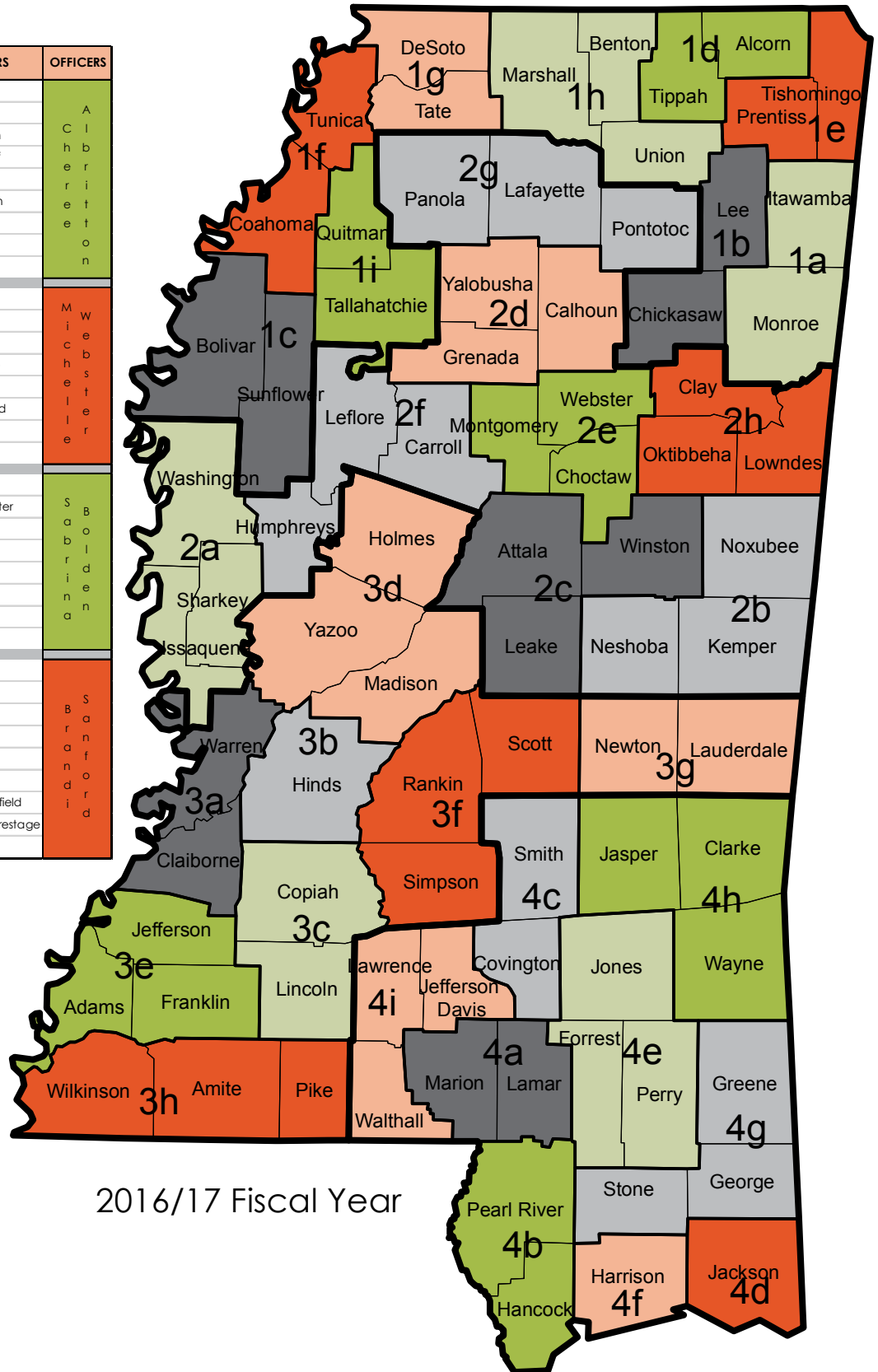
## Map 1. Mississippi Tobacco-Free Coalitions

The map is reflective of current MTFC directors and their service areas rather than those who were actually serving during the Fiscal Year 2015-2016. Note that the MTFC of Rankin, Scott and Simpson Counties director position is vacant at the time of this reporting. The MTFC service area is divided into four regions as indicated on the map.

*(See following page.)*




County		DIRECTORS	OFFICERS
Itawamba & Monroe	1a	Helen Boemer	C h e r i t e o n
Chickasaw & Lee	1b	Shatara Agnew	
Bolivar & Sunflower	1c	Beverly Johnson	
Alcorn & Tippah	1d	Anjanette Ratliff	
Prentiss & Tishomingo	1e	Melissa Nash	
Coahoma & Tunica	1f	Jasmine Pittman	
Desoto & Tate	1g	Marcus Ross	
Union, Benton & Marshall	1h	Linda Turner	M i c h e l l e
Tallahatchie & Quitman	1i	Pearl Watts	
Issaquena, Sharkey & Washington	2a	Tasha Bailey	
Noxubee, Kemper & Neshoba	2b	Beverly Knox	
Attala, Leake & Winston	2c	Leigh Lamkin	
Grenada, Yalobusha & Calhoun	2d	Sue Mashburne	
Montgomery, Webster & Choctaw	2e	Keetha Mosely	
Leflore, Humphreys & Carroll	2f	Desiree Norwood	S a b r i n a
Panola, Lafayette & Pontotoc	2g	Justin Pope	
Oktibbeha, Clay & Lowndes	2h	Yolanda Pruitt	
Warren & Claiborne	3a	Vickie Bailey	
Hinds	3b	Jacqueline Carter	
Copiah & Lincoln	3c	Meishia Smith	
Madison, Yazoo & Holmes	3d	Rochelle Culp	
Adams, Jefferson & Franklin	3e	Paige Dickey	S a n f o r d
Rankin, Scott & Simpson	3f	Jon Weeks	
Lauderdale & Newton	3g	Sabrina Wilson	
Pike, Amite & Wilkinson	3h	Tabitha Wilson	
Lamar & Marion	4a	Cassie Clinton	
Hancock & Pearl River	4b	Shakeizia Jones	
Covington & Smith	4c	Rhonda Hayes	
Jackson	4d	Kellie Lamb	S a n f o r d
Forrest, Jones & Perry	4e	Wendy Magee	
Harrison	4f	Kim Hart	
Greene, George & Stone	4g	Stephanie Mayfield	
Clarke, Jasper & Wayne	4h	Pamela Lang-Prestage	
Jeff Davis, Lawrence & Walthall	4i	Casey Ward	



2016/17 Fiscal Year





During the period from July 1, 2015 to June 30, 2016, six MTFC project directors were hired. The largest turnover occurred in Region One where four new hires were made. Anjanette Ratliff, director for Alcorn and Tippah counties was hired June 1, 2016, Pearl Watts (Tallahatchie and Quitman) on March 3, 2016, Shatara Agnew (Chickasaw and Lee) on July 1, 2016, and Jasmine Pittman (Coahoma and Tunica) on September 6, 2016. All directors in Region Two remained the same during the fiscal year. In Region Three, Tabitha Wilson (Pike, Amite, and Wilkinson) was hired in July 2015 and Meisha Smith (Copiah and Lincoln) in February 2016. As of this writing, the Rankin, Scott, and Simpson County MTFC director position is vacant. In Region Four, Rachel Ward was hired in October as the project director for Harrison County and resigned in June 2016 when Kim Hart took over her duties. Shakeizia Jones assumed the position of project director for Hancock and Pearl River Counties in September 2016. Because of the turnover in Harrison County (Hart), Tallahatchie and Quitman (Watts), and Copiah and Lincoln (Smith) evaluations are not comprehensive for some areas of the scope of work.

Scope of work requirements included: general reporting, coalition membership, awareness activities, advocacy/policy, communications, cessation and programmatic activities. As a whole, the coalition directors successfully met the objectives set for them in their contractual obligations. In fact, 87% met or exceeded all of the Scope of Work requirements for the fiscal year. For a snapshot of all activities, see Appendix A, and for a more individualized look at each of the coalitions, see Appendix B.

### Mississippi Tobacco Free Coalitions (MTFC's)

**703,188 people impacted**

- 34 MTFC's with a presence in each of the 82 counties
- 3,171 General Awareness Presentations with 441,851 people in attendance
- 1,759 Advocacy & Policy Activities with 92,039 people impacted
- 1,058 Cessation Activities with 62,781 people impacted
- 28 Ordinances passed (19 Comprehensive smoke-free & 9 e-cig amendments) with 106,517 residents impacted

Collectively, the MTFC's directly impacted 527,192 Mississippians through their work with youth teams (85,341) and awareness activity presentations/activities (441,851) alone. Some of the activities include but are not limited to:

Awareness Presentations (Not High Level): 1,286 events with 178,809 people in attendance including set up for: Health Fairs; Field Days; School/teacher orientations; RAT jeopardy with youth; Sawmill Festival; Watermelon Festival; Open House; Tobacco information disseminated; Second Hand Smoke presentations; church events etc.



High Level Awareness Presentations: 723 events with 153,116 people in attendance including RAT Troupe; Awareness Education at schools; 5 K health walk; Tobacco 101 presentation at school; Awards & Recognition night; Nurses meeting; Kids FIT expo; Red Ribbon week events; Presentation at camps; “Take it to the Streets” smoke-free Initiative; Barbershop Initiative meeting; Tobacco 101 presentation to Allied groups, schools, churches etc. showing lungs and chemical box.

Great American Smoke Out: 65 events across the state with 53,581 people in attendance.

Kick Butts Day: 66 events with 9,933 people in attendance.

Care for Their Air: 192 presentations to 4,185 staff of day care centers around the state as well as parents and caregivers of the children enrolled in such programs.

Second Hand Smoke Presentations: 633 all around the state: presentations done during mass sessions; Mayor/Alderman's meetings; Rotary clubs; conferences; churches; schools; feeding programs; back to school events; career opportunity groups; Boys and Girls clubs; youth groups etc.

Smoke-Free Establishments Recognition: 61

Merchant Training Presentations: 261 with 606 in attendance

Multi-Unit Housing Presentations: 84 with 1,877 in attendance

MTFC Active Youth Teams: 3,113 (2,386 located in schools and 727 in non-school locations)

Among the active teams, there were 2,101 RAT (K-6) teams and 1,012 FREE (7-12) teams

Number of students on active teams: 85,341

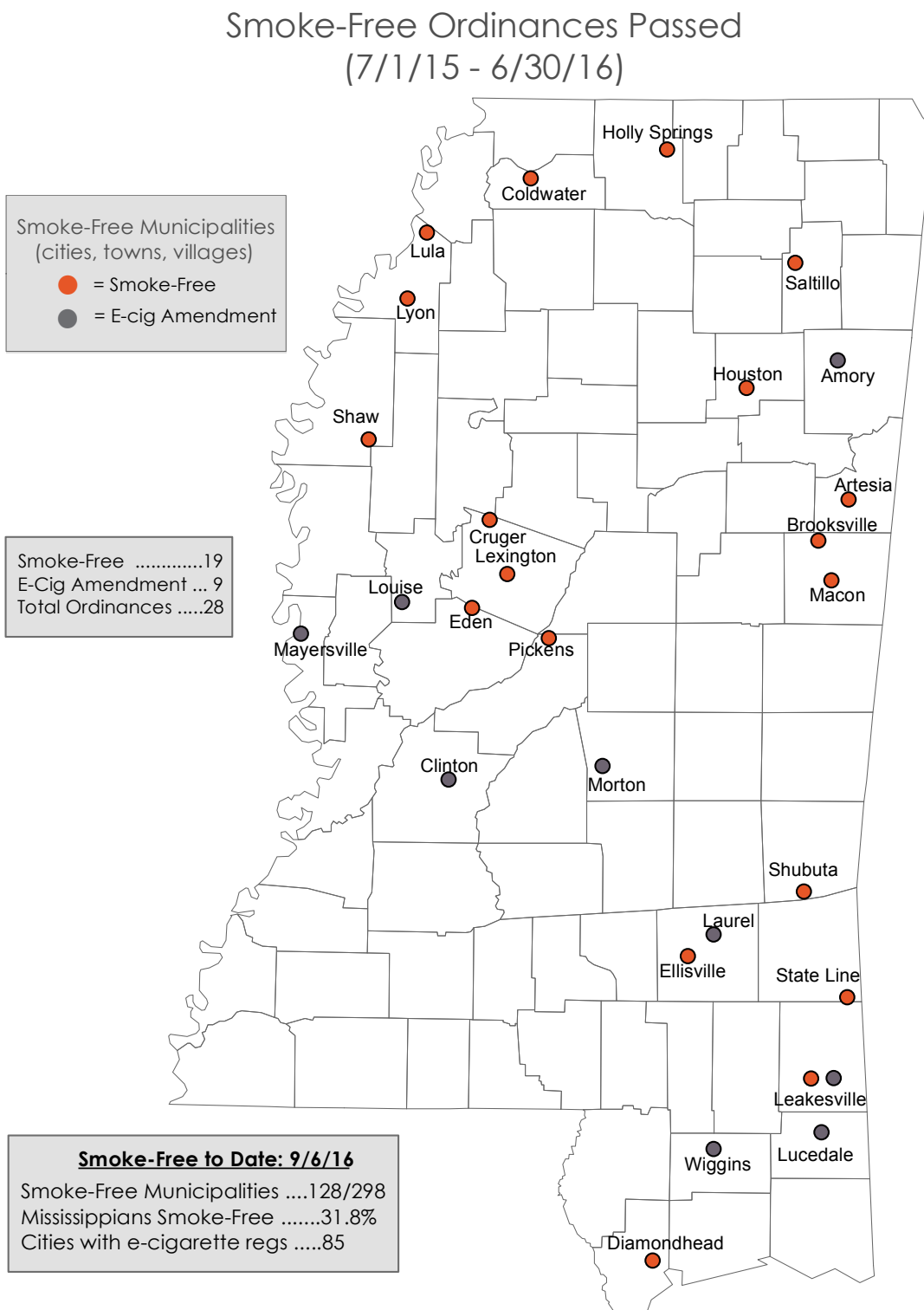
Number of educational activities active teams completed: 30,371

994 communication messages were conveyed throughout the year via newspaper, radio and/or television markets reaching a potential audience of 3,902,029 (figure calculated by the circulation numbers multiplied by the number of messages printed or broadcasted).

Additionally, 28 smoke free ordinances across the state were passed in FY 2015-2016 with 19 comprehensive smoke-free ordinances and nine ordinances were amended to include E-cigarettes. This impacted 106,517 residents.



Map 2. Comprehensive Smoke-Free 2015/2016 FY Ordinances Passed



Source: Mississippi Tobacco Data, Mississippi State University; 2015 U.S. Census Population  
For more details: <http://traps.msussrc.com/smokefree/map>



**Table 1. Ordinance and Amendment Passage FY 2015-16**

PLACE	POP	STATUS	DATE
Amory	7,067	A	7/25/2016
Artesia	431	SF	5/5/2016
Brooksville	1,773	SF	7/2/2015
Clinton	25,254	A	12/2015
Coldwater	1,603	SF	3/3/2016
Cruger	361	SF	4/6/2016
Diamondhead	8,132	SF	1/2/2016
Eden	100	SF	8/13/2015
Ellisville	4,573	SF	11/5/2015
Holly Springs	7,610	SF	10/1/2015
Houston	3,544	SF	5/3/2016
Laurel	18,837	A	10/20/2015
Leakesville	880	SF	3/3/2016
Leakesville	880	A	5/2/2016
Lexington	1,609	SF	10/11/2015
Louise	185	A	10/1/2015
Lucedale	3,011	A	5/3/2016
Lula	281	SF	11/3/2015
Lyon	330	SF	10/2/2015
Macon	2,616	SF	9/17/2015
Mayersville	553	A	12/2/2015
Morton	3,439	A	3/1/2016
Pickens	1,075	SF	7/2/2015
Saltillo	5,004	SF	9/18/2015
Shaw	1,841	SF	10/30/2015
Shubuta	422	SF	12/2/2015
State-Line	556	SF	7/2/2015
Wiggins	4,550	A	5/3/2016
<b>Total (28)</b>	<b>106,517</b>		<b>7/1/15 - 6/30/16</b>

Smoke-Free only (SF) ....19  
e-Cig Amendment (A) .....9  
Total .....28

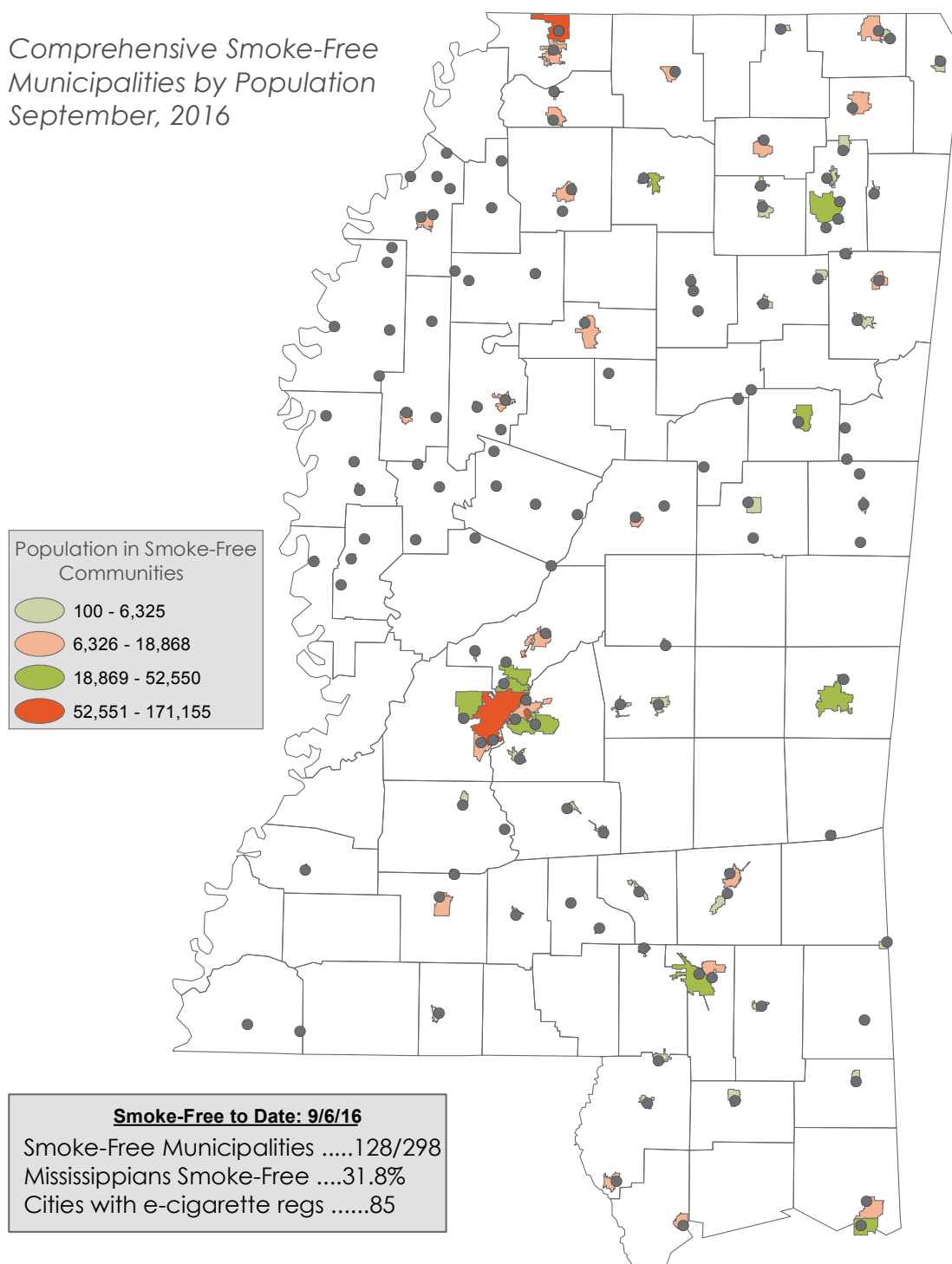
### Map 3. Comprehensive Smoke-Free Municipalities by Population

As of September 6, 2016 there are 128 smoke-free municipalities out of 298 in Mississippi. This number grows every month as Tobacco-Free Coalition Directors and the Office of Tobacco Control work on educating communities on the benefits of a smoke-free community for their children and families (Map 3).

*(See following page.)*



*Comprehensive Smoke-Free  
Municipalities by Population  
September, 2016*



Source: Mississippi Tobacco Data, Mississippi State University; 2015 U.S. Census Population  
For more details: <http://traps.msussrc.com/smokefree/map>



Table 2. Mississippi Comprehensive Smoke-Free Municipalities (128)

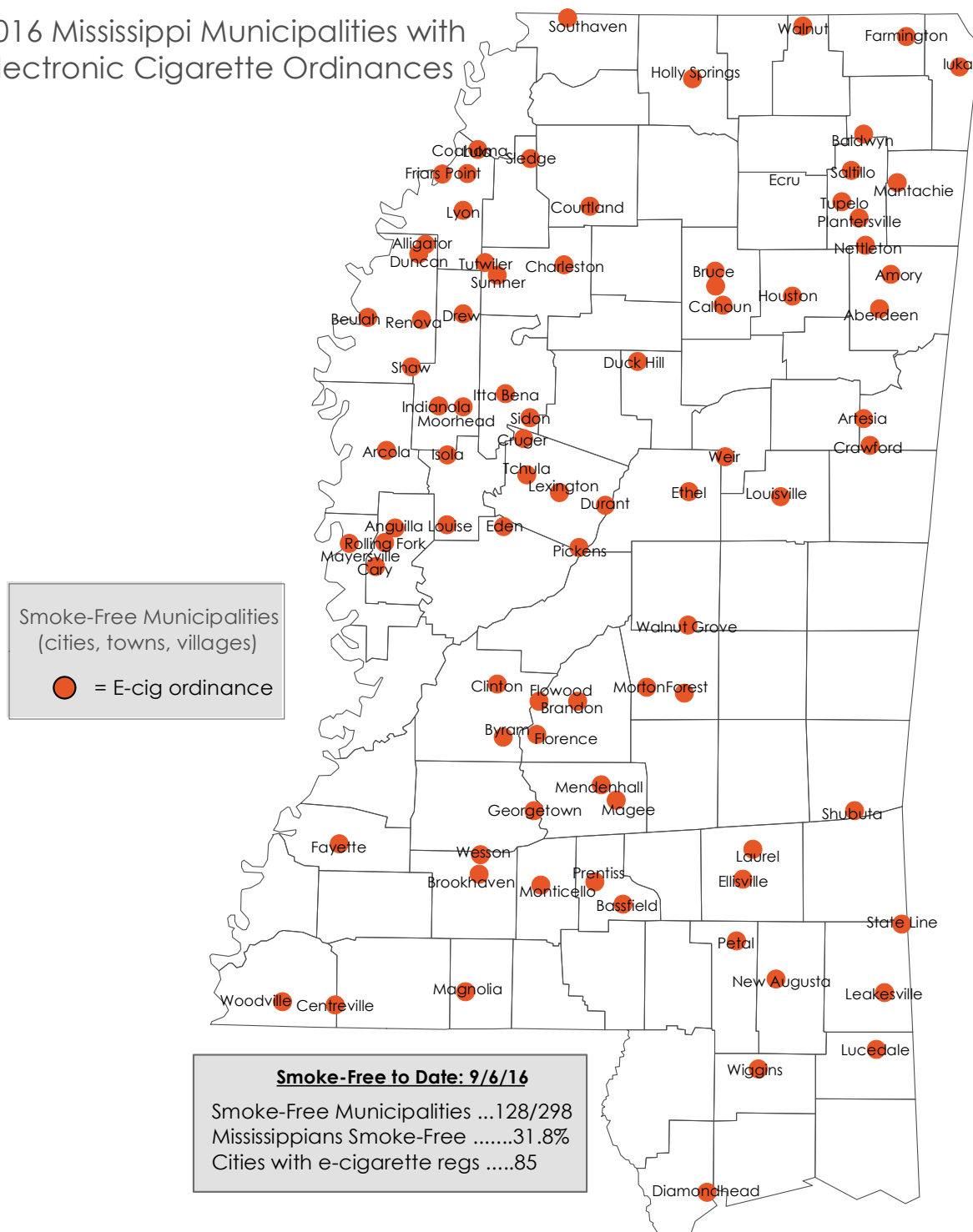
Mississippi Smoke-Free Municipalities as of 9/6/2016			
Aberdeen	Crystal Springs	Laurel	Picayune
Alligator	Diamondhead	Leakesville	Pickens
Amory	Drew	Lexington	Pittsboro
Anguilla	Duck Hill	Louise	Plantersville
Arcola	Duncan	Louisville	Pontotoc
Artesia	Durant	Lucedale	Poplarville
Baldwyn	Ecru	Lula	Prentiss
Bassfield	Eden	Lumberton	Renova
Batesville	Ellisville	Lyon	Ridgeland
Belzoni	Ethel	Macon	Rolling Fork
Beulah	Farmington	Madison	Saltillo
Booneville	Fayette	Magee	Senatobia
Brandon	Flora	Magnolia	Shaw
Brookhaven	Florence	Mantachie	Shubuta
Brooksville	Flowood	Marks	Shuqualak
Bruce	Forest	Mathiston	Sidon
Byram	Friars Point	Mayersville	Sledge
Calhoun City	Georgetown	Mendenhall	Southaven
Canton	Greenwood	Meridian	Starkville
Cary	Grenada	Metcalfe	State Line
Centreville	Hattiesburg	Monticello	Sumner
Charleston	Hernando	Moorhead	Sumrall
Clarksdale	Hollandale	Morton	Tchula
Clinton	Holly Springs	Moss Point	Tupelo
Coahoma	Houston	Nettleton	Tutwiler
Coldwater	Indianola	New Albany	Verona
Collins	Isola	New Augusta	Walnut
Corinth	Itta Bena	Noxapater	Walnut Grove
Courtland	Iuka	Okolona	Weir
Crawford	Jackson	Oxford	Wesson
Cruger	Jonestown	Pascagoula	Wiggins
	Kosciusko	Pearl	Woodville

Map 4. Mississippi Electronic Cigarette Ordinances

Map 5. Mississippi Top 50 Cities and Smoke-Free Ordinance Status

*(See following pages.)*

## 2016 Mississippi Municipalities with Electronic Cigarette Ordinances

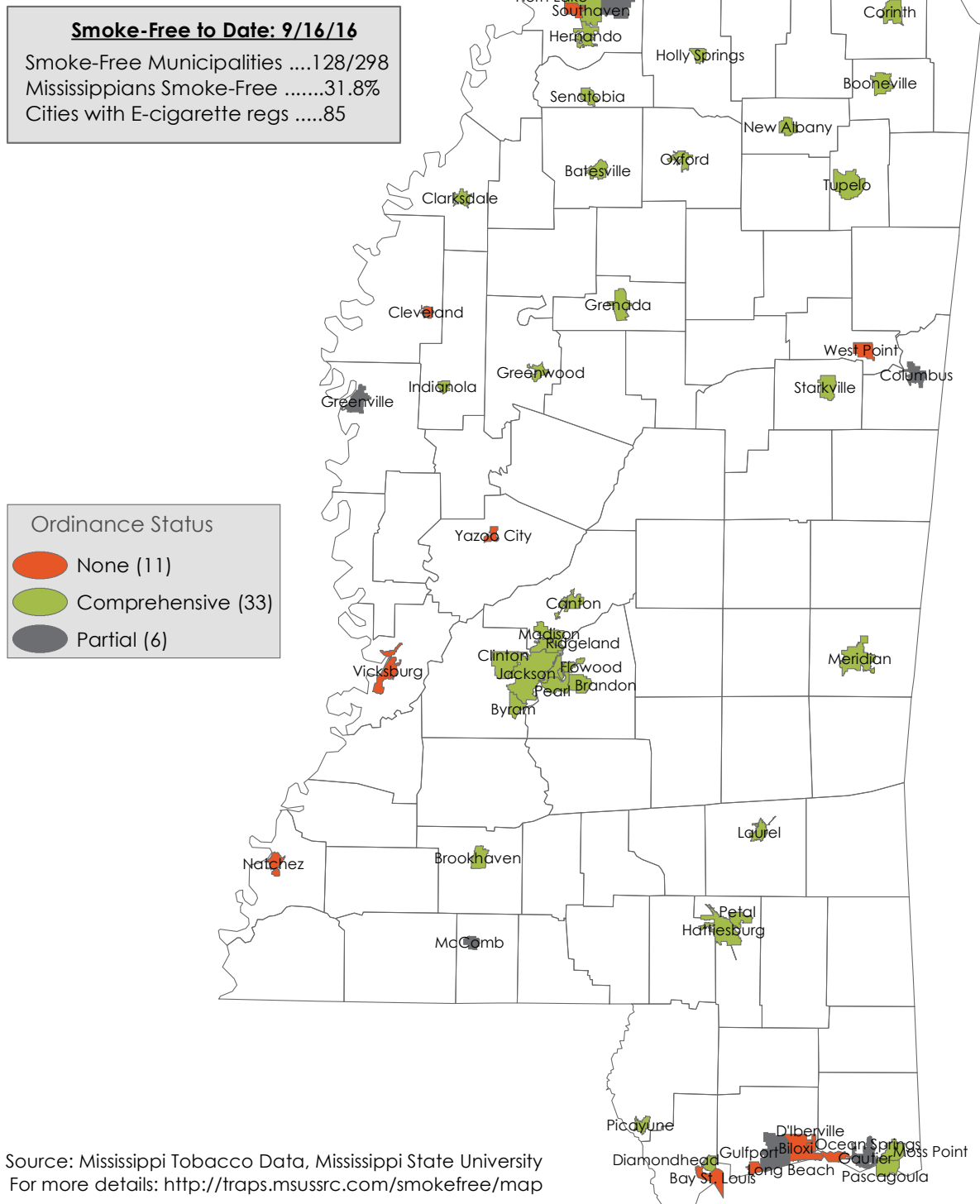


Source: Mississippi Tobacco Data, Mississippi State University; 2015 U.S. Census Population  
For more details: <http://traps.msussrc.com/smokefree/map>





## Status of Top 50 Mississippi Cities Smoke-Free Ordinances 2016





The following MTFC Project Directors are to be commended for having *met all* SOW requirements for the fiscal year (uploading calendars/itineraries, coalition organization, awareness activities, advocacy/policy work, communication outreach, cessation outreach, programmatic activities). As noted earlier, RAT/FREE tests were excluded this year due to validity concerns and evaluator transition delivery issues. Because of this, it was not counted against a director if pre and post tests were not received.

Region 1: Helen Boerner; Melissa Nash; Marcus Ross

Region 2: Leigh Lamkin; Tasha Bailey

Region 3: Rochelle Culp; Sabrina Wilson; Jacqueline Carter

Region 4: Cassie Clinton; Kellie Lamb; Stephanie Mayfield; Rhonda Hayes; Wendy Magee

The majority of directors met the online reporting requirements. Only 11.8% were negligent in reporting in a timely manner. There was some improvement between the six month evaluation period and the final evaluation with regard to online reporting. All directors were reminded to document their work in TRAPS on a regular basis (preferably weekly) rather than waiting until the end of the month. During site visits, directors were asked to present itemized expense invoices as well as communication portfolios and youth team activity reports, so that verification could be made by evaluators.

All 34 MTFC's directors had developed a coalition membership reflective of the counties they served and had conducted the required quarterly meetings with their members. All directors submitted a work plan for the year, and 85.3% had all of the quarterly meeting agendas, minutes and sign-in sheets uploaded to TRAPS. Timely calendar uploads are improving, and by the end of the year 8.2% were uploading the calendar on time. The Directors were reminded of these type of issues at their six month review and again at the end of the year evaluations. There was some confusion about the correct template to use to identify the core leadership at the six month mark, but most directors had reconciled this by the end of the fiscal year. At least five directors revealed to evaluators that the trainings conducted by Dr. Fran Butterfoss had been very helpful to them in their coalition recruiting and coalition building. When coalition members were surveyed in May by the evaluators, they were asked to name what was working in their respective communities. The majority responded that they were proudest of the ordinance work being done. The second most common response was related to youth and awareness activities. Some coalition members attended a conference with their Generation FREE Team; others acknowledged their partnerships with institutions of higher learning such as the University of Southern Mississippi, Mississippi Valley State University, and East Mississippi Community College.



It was noted that their presence at health fairs (particularly one done in conjunction with an Excel by 5 group), getting students involved in youth advocacy work, getting the RAT message out to elementary students, and working with organizations such as the 4-H Clubs were of particular significance this year. The personal messages from the coalition board members included:

“I was enlightened and became aware of the severity of tobacco and second-hand smoke.”

“Seems like we have had increased awareness and interest.”

“Doing presentations and having people say thank you for telling me that.”

“Children are more at ease with speaking to grownups about the danger of smoking and second-hand smoke.”

“We are up to 30 members!”

“One of our students decided to quit using tobacco products after he learned how harmful they are.”

“Community involvement!!”

Nearly all of the 34 MTFC directors completed all required general awareness activities for the year (91.2%). Rochelle Culp serving Madison, Yazoo & Holmes (185), Tabitha Wilson serving Amite, Pike and Wilkinson (148); Jon Weeks serving Rankin, Scott and Simpson (147), Kellie Lamb serving Jackson (130), Leigh Lamkin serving Attala, Leake and Winston (125); Linda Turner serving Benton, Marshall and Union (124), Pamela Lang-Prestage serving Clarke, Jasper, and Wayne and Rachael Ward serving Harrison (121); Desiree Norwood serving Leflore, Humphreys and Carroll (114), and Paige Dickey serving Adams, Jefferson and Franklin (107), and Jacqueline Carter serving Hinds (100) to name a few, exceeded those requirements. For instance – RAT on the road, Kick Butts Day, Youth activities, Great American Smoke Out, and Collaborations with Partnership and Cessation in presenting educational information just to name a few. Awareness activities are considered high level and not high level. Typically *high level awareness* activities involve an oral presentation or a presence at a conference or school such as: a RAT Troupe show; Awareness Education at schools; 5 K health walk; tobacco 101 presentation at school; awards & recognition night; nurses meeting; Kids FIT expo; Red Ribbon week events; presentation at camps; “Take it to the Streets” smoke-free Initiative; Barbershop Initiative meetings; or a Tobacco 101 presentation to particular groups, schools, churches etc. showing lungs & chemical box. *Not high level* awareness activities include: set up for health Fairs; field days; school/teacher orientations; RAT jeopardy with youth; festivals; open house; tobacco information dissemination opportunities; second-and smoke presentations; church events etc.

For the year, 91.2% of directors completed all Advocacy/Policy deliverables. Seventeen MTFC’s were successful in passing ordinances of which 19 were comprehensive smoke-free, and nine were e-cigarette amendments. Rochelle Culp, MTFC Director for Madison, Yazoo and Holmes is to be commended for the passage of four comprehensive ordinances in Lexington, Eden, Cruger, and Pickens. Stephanie Mayfield, MTFC Director for Greene, George and Stone Counties also worked to pass four ordinances in Leakesville (smoke-free and later added e-cigarette amendment), Lucedale (amendment), Wiggins (amendment), and State-Line (smoke-free in partnership with Pamela Lang Prestage). Five directors’ work resulted in the passage of ordinances and/or amendments in their counties. Beverly Knox, the MTFC Director in Noxubee, Kemper and Neshoba oversaw the passage of smoke-free ordinances in Brooksville and Macon. Pamela Lang-Prestage (Clarke, Jasper, and Wayne) worked for passage in State-Line and Shubuta (smoke-free); Wendy Magee, MTFC Director for Forrest, Jones, and Perry worked on passage in Laurel (amendment) and Ellisville (smoke-free); and former MTFC Director for Chickasaw and Lee, Stephanie Collier worked on comprehensive ordinances in Houston and Saltillo. Finally, Wilhelmenia Newson, former MTFC Director for Coahoma and Tunica passed comprehensive smoke-free ordinances in Lyon and Lula. Special commendation goes to Yolanda Pruitt, MTFC Director for Oktibbeha, Lowndes and Clay Counties.



As a member of two task forces and one advisory board, Yolanda successfully worked to see all three of the institutions in her service area adopt tobacco-free campus policies. Mississippi University for Women and Mississippi State University are now smoke free, and East Mississippi Community College whose satellite Golden Triangle campus is located in Yolanda's service area will officially become a smoke-free campus January 1, 2017. A comprehensive ordinance was also passed in Artesia, part of her service area. During site visits and phone evaluation discussions, all directors were asked to identify target areas they are currently working on for their ordinance work and to share concerns or successes that have been made during the year. Lengthy discussion followed.

All coalitions were compliant with the SOW requirements for communications although many had a poor response rate from their monthly submissions to news outlets. Many directors expressed a desire for more timely submissions from the MSDH Office of Communications since many communities only have weekly newspapers and require sufficient lead time for publication. One creative way to reach the community can be found in Grenada where director Sue Mashburne works with the high school newspaper by providing communication pieces. The paper is distributed to businesses and all physician offices in the town, so the "reach" is wide-spread. Vickie Bailey, MTFC Director for Adams and Warren County takes advantage of the television broadcasts done by students at Vicksburg High School. All media reports are not only broadcast during school hours, but are also broadcast on the local cable company's community channel.

The following 16 MTFC's met\*\* or exceeded all of their SOW *team* category requirements (47.1%). The second number is the required number of SOW teams; the first is the actual number of active teams achieved.

Region 1: Helen Boerner (126/32); Melissa Nash (82/32); Marcus Ross (170/32); Natasha Watts (\*Pearl Watts) (52/32)

Region 2: Leigh Lamkin (112/48); Sue Mashburne (102/48); Tasha Bailey (172/32)

Region 3: Rochelle Culp (157/48); Sabrina Wilson (82/32); Jacqueline Carter (38/16)

Region 4: Cassie Clinton (79/32); Kellie Lamb (133/16); Stephanie Mayfield (107/48); Rhonda Hayes (59/32); Wendy Magee (106/48); Rachael Ward (17/16)

\*At the six-month check-in there were only ten active teams. This success is due to Pearl Watts who became the director in March of 2016.

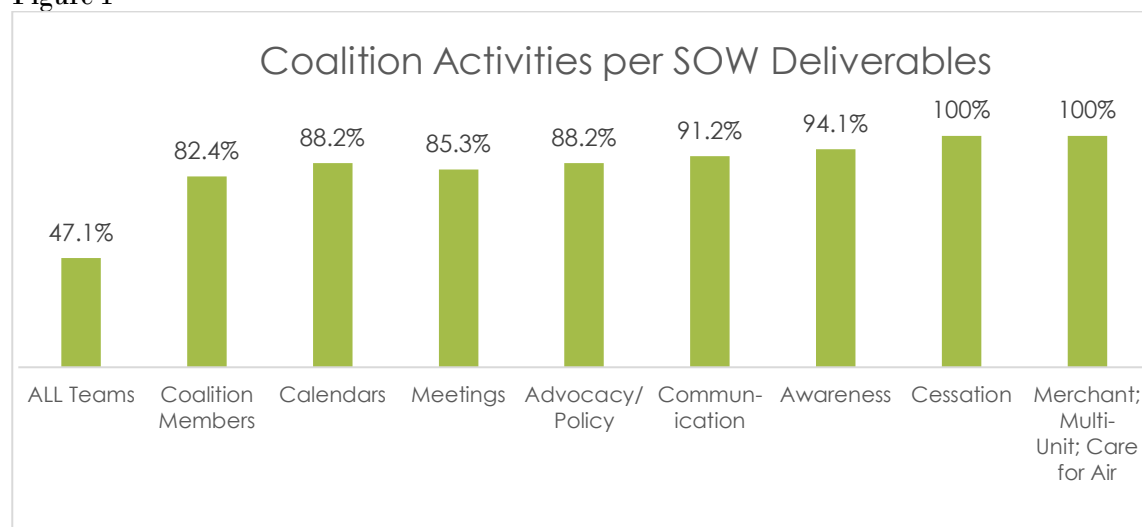
\*\*FREE/RAT tests were excluded this year due to validity concerns and evaluator transition delivery issues.



Overall, recruiting youth teams and keeping them active seemed to be the most challenging requirement for the majority of directors. At the six month point in the fiscal year, 48.5% fully had met the youth team SOW category requirements, which included eight teams per county and at least eight activities a year. Although the majority of directors were close to meeting all youth team requirements by the end of the fiscal year, it should be noted that in order to maximize opportunities for youth to hear the messages, youth teams should be operational early in the fiscal year. The importance is to have the teams operational rather than just a checkmark on paper. Several directors (Keetha Mosley, Kim Hart, Linda Turner, Vickie Bailey) were very close to meeting all of the requirements by just missing a required team or two. All directors indicated that it is harder to recruit teams in the upper grades. As the emphasis on state testing in the public schools becomes more prevalent, directors expressed frustration in being able to form new teams or continue old ones in the school setting. About half of the directors, particularly those located in rural areas indicated that meeting the non-community team requirement was especially challenging since many communities do not have Boys and Girls Clubs, Boy Scouts, Girl Scouts and other established organizations with which to partner. Keeping teams active was another stumbling block for directors. Many had acquired the number of teams to fulfill their contractual obligation, but evaluators found that the teams often existed on paper only. Of the 3,557 youth teams, 779 were considered inactive since the necessary reporting paperwork did not indicate they had been meeting, or doing a tobacco-free education activity as required (8 per year, or at least 1 per month). The majority of coalition directors indicated that they filled out the activity reporting sheets rather than the team sponsors who said they were too busy to do so. Some directors did not keep copies of the activity sheets in their offices when asked to produce them for verification purposes during site visits.

As stated earlier, the validity of both the pre and post-tests presented issues that made analysis of the instruments difficult. It was clear that many directors did not fully understand that the same students must be tested at the beginning of the year as well as at the end. Often the same classes were tested, but there was no way to validate whether they were the same students. Therefore, it was decided to report the results from the post-tests, more of as an evaluation of their knowledge rather than a pre and post-test analysis. This validity issue will be rectified this year since all MTFC directors were reminded of this during September regional meetings. Prior to the meetings, evaluators conducted a conference call with all 34 directors to discuss the process of pre and post-test surveys, including privacy and validation among students when tested in September and May.

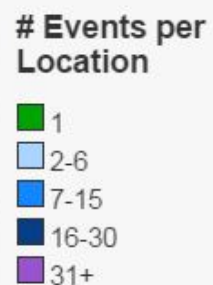
Figure 1







A map of Mississippi with its counties labeled. The map is overlaid with a dense distribution of location pins. Most pins are green, but several are white with a black outline. The pins are spread across the entire state, with a particularly high concentration in the northern and central regions. The map also shows major highways (Interstates 40, 49, 55, 69, 90, 10, 12, 20, 26, 59, 95) and neighboring states (Alabama, Louisiana, Georgia, Tennessee, Arkansas, Kentucky, West Virginia, and Florida). The Gulf of Mexico is visible to the south.





# youth programs

The Partnership for a Healthy Mississippi (PHM) partners with the Office of Tobacco Control to educate Mississippi's youth about the dangers of tobacco use. This is accomplished in two primary ways: the development of RAT (Reject All Tobacco) activities and programs designed for children in grades K-6 and Generation FREE activities and conferences, designed for youth in grades 7-12. Curriculum is developed and distributed to MTFC's so that youth teams can be established. Additionally, PHM is responsible for RAT Troupe shows for children enrolled in public and private elementary schools (K-6) across the state. In FY 2015-2016, 72 RAT Troupe shows were conducted reaching approximately 25,057 children all around the state (see map 7). Of the 72 performances, only three were conducted in private schools. Five dancing RAT Troupes performed (Oxford High School, Simmons High School (Hollandale), Ocean Springs High School, two Jackson teams made up of high schools in the Jackson area). In May, funding became available to add an additional troupe from Starkville High School which will be ready for performances in the 2016/17 FY. Five teachers were selected from each performance to fill out a questionnaire which were mainly open-ended questions. Of the 52 respondents, there was overwhelmingly positive feedback. When asked what they liked best about the performance, teacher responses included:

- The student involvement
- Interaction with students and student knowledge of information
- Live performers, conveying an important message to the students
- The facts and explanations
- I think Terrance the Rat should be out during the whole performance
- I think the best part of the performance were the students dancing and also getting students out of the audience to dance along with them
- The energy of the performers. The video was very good.

Six LEAD Conferences were held in November 2015. Locations were Southaven, Pearl, Hattiesburg, Oxford, Starkville, and Greenwood. A total of 1,649 students in 9<sup>th</sup> through 12<sup>th</sup> grades were in attendance. In the spring, six iFLY events were held in Southaven, Hattiesburg, Jackson, Oxford, Starkville, and Greenwood. 1,294 students in 7<sup>th</sup>-8<sup>th</sup> grades attended. Year round, 130 FREESStyle events took place around the state impacting about 12,775 students in grades 7-12.

Just over forty-five thousand (45,496) youth were impacted by the RAT Troupe performances, LEAD and iFLY conferences, Free Style events, and YAB trainings for the fiscal year. With over 85,000 students participating in MTFC youth teams in school and community settings, the reach of the Partnership extends beyond the numbers reflected here.

## **The Partnership for a Healthy Mississippi Youth Activities 45,496 youth impacted**

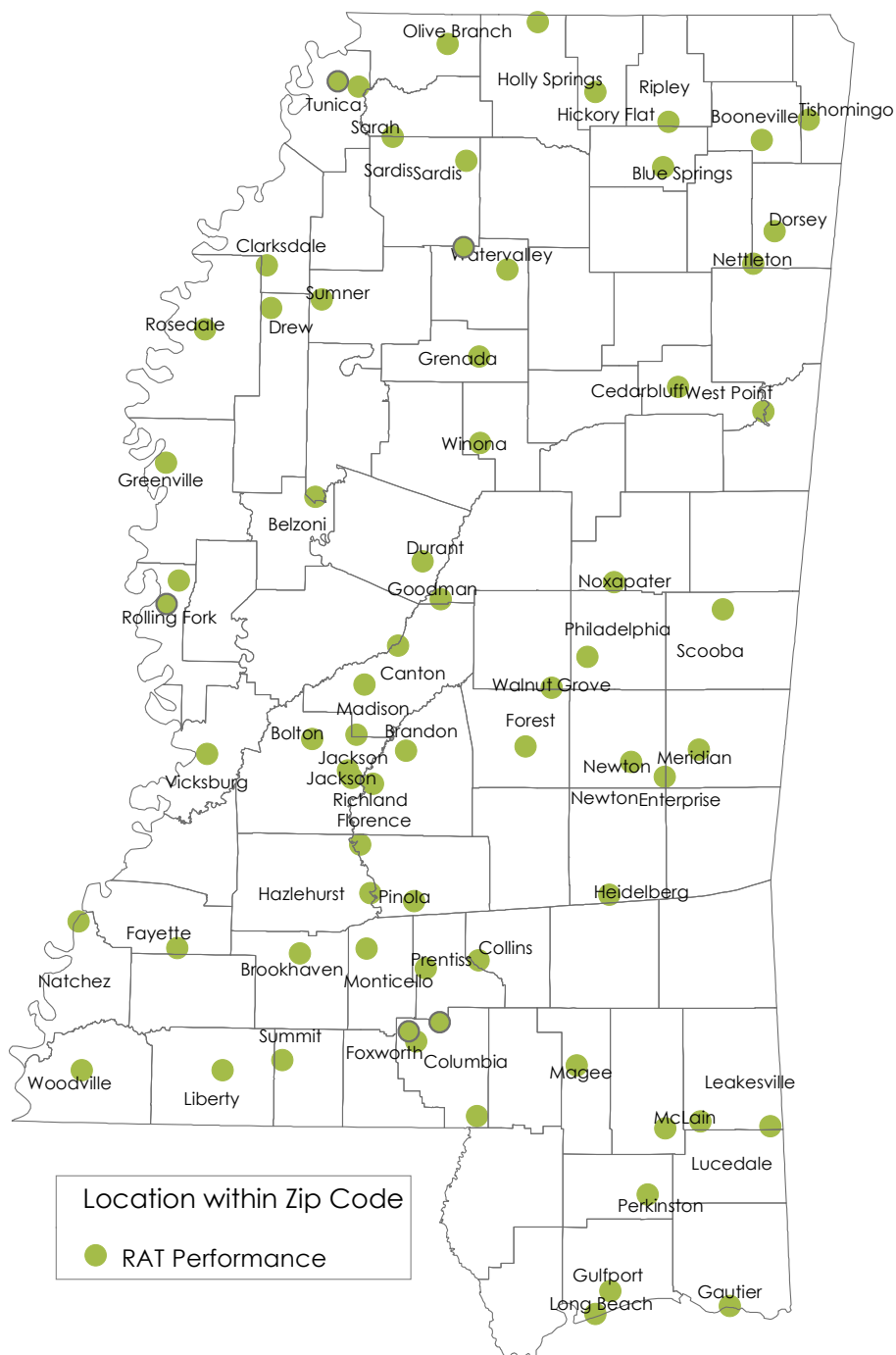
- 72 RAT Troupe Performances for 25,057 K-6<sup>th</sup> graders
- 6 LEAD conferences with 1,649 9<sup>th</sup> -12<sup>th</sup> students attending
- 6 iFLY conferences with 1,294 7<sup>th</sup> & 8<sup>th</sup> grade students attending
- 130 FreeStyle Events reaching 12,775 in 7<sup>th</sup>- 12<sup>th</sup> grade
- 37 activities & A3 training sessions for 4,411 YAB students
- Facebook & Twitter users (310)





Map 7 depicts the performance locations around the state.

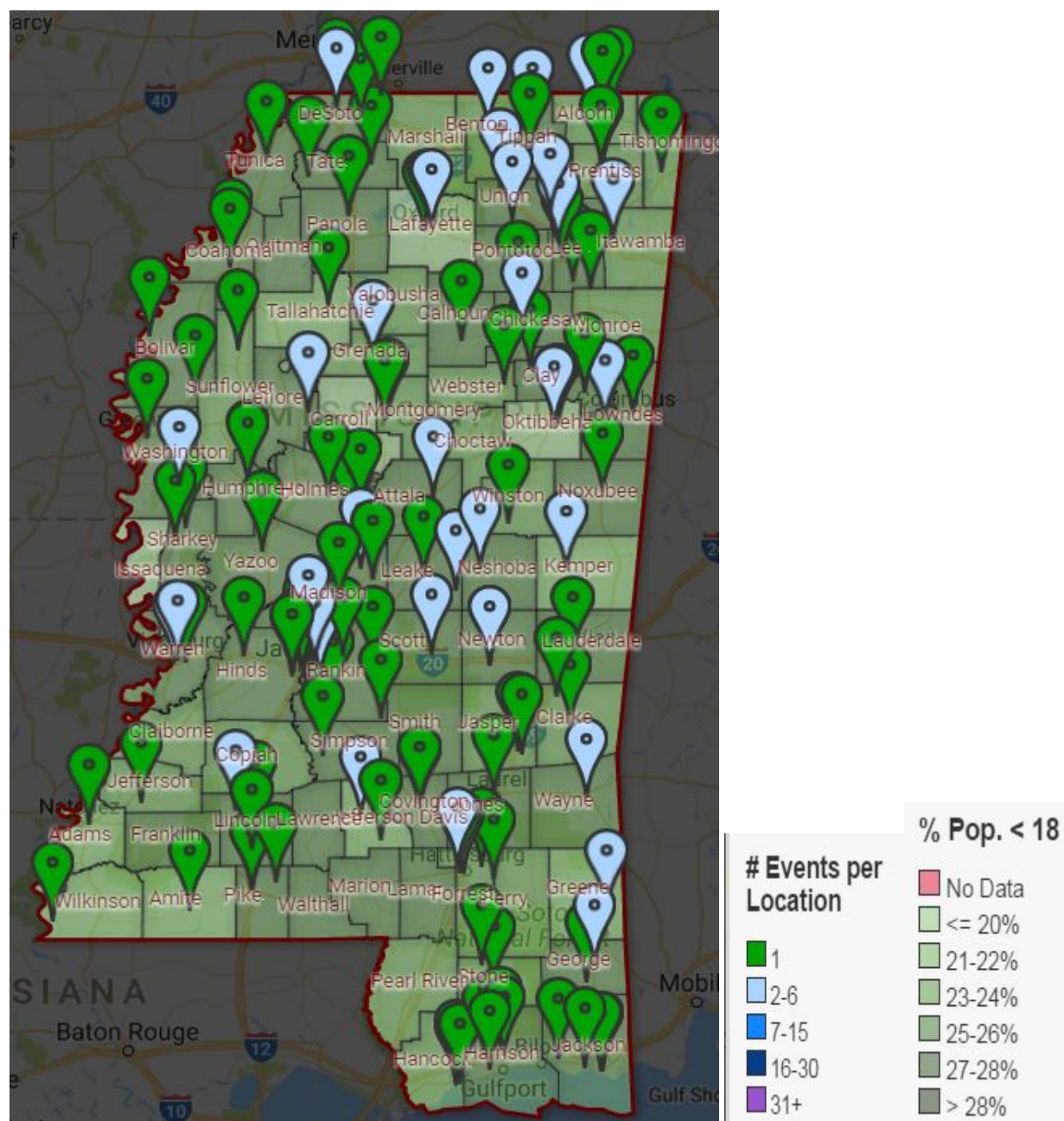
## 2015-2016 RAT Troupe Performances (72)





Map 8. Traps Youth activities map

Overall Youth activities, trainings and conferences around the state, overlaid with the percentage of the population of youth under the age of 18.



# statewide grantees

## summary



The Office of Tobacco Control partnered with six health-provider organizations during the Fiscal Year 2015-2016 with the ultimate goal of increasing the number of Mississippians receiving tobacco control messages and services. Those funded were the Mississippi Academy of Family Physicians Foundation, the Institute for Disability Studies, the Mississippi Nurses Foundation, the Mississippi Chapter of the American Academy of Pediatrics, and the Primary Health Care Association. The relationship with the sixth organization, the Mississippi Rural Health Association was dissolved in October 2015. The following is reflective of the work completed by the statewide grantees for the fiscal year. For a more complete look at their work, please see Appendix C.

### **The Mississippi Academy of Family Physicians Foundation (MAFPF)**

Family physician clinics from across the state were impacted by the work of the foundation in providing tobacco dependency training, distributing educational literature on the use of tobacco, assisting clinics in referral services for the Mississippi Tobacco Quitline, and conducting tobacco awareness presentations at conferences across the state. According to TRAPS reporting, a total of 66 such activities were completed for the year that directly impacted 6,720 individuals. The staff successfully completed the Scope of Work monthly reporting in TRAPS that succinctly outlined their work for the fiscal year.

Communications to Round 1, 2, 3 and 4 practices were sent in August, February, and June and included emailing CDC Key Facts on ENDS to R4 project participants, drafting and emailing an AAFP article entitled “Integrating Tobacco Cessation into Electronic Health Records,” and emailing a message to R 1-4 with a fact sheet from the MS Leadership Academy for Wellness and Tobacco Cessation.

Technical assistance was offered sixteen times to Round 1,2,3,4 practices clinics. Most involved the distribution of cessation materials. Examples of clinics which received materials include: Access Family Health, Tupelo; UMMC free clinic; UMMC Flowood; UMMC Lakeland; Magnolia Clinic; Jones Clinic, Tupelo; and Summit Family Medical. Outreach and training included verification of two clinic closings and a change in clinic information.

For Round 5 practices, staff sent emails with similar messages as they did with clinics in R 1-4. Technical assistance included assisting a staff person at Central MS Health Systems with attending TTS training and mailing Quitcards to staff at Forest Family Practice. The SOW requires that the foundation coordinate a chart review at each Round 5 practice. One chart review was conducted at the Creekmore Clinic, but there was no follow-up during the Round 6 project year due to budget issues.

Round 6 activities include a newsletter with project information sent to MAFP members on July 28, 2015 and an SSRC recruiting solicitation document on barriers to Round 6 recruiting. As outlined in the SOW, a broadcast fax containing project information was sent out to MAFP members on July 28, 2015 along with a recruiting broadcast fax which was sent to MAFP members on August 28, 2015. Copies of the newsletters were uploaded to TRAPS.



The foundation is required to facilitate a planning meeting with UMMC, NMMC, Forrest General Hospital, and EC Health Net Meridian Family Medicine family residency programs. Emails and communications with such programs were made during the year. The foundation was also required to identify four Round 6 practices which would participate in the Tobacco-Free Mississippi: Engaging Mississippi's Family Physicians program. At least one rural practice and one urban practice were required. Recruitment materials and project requirements were sent to Rush Family Medicine, Philadelphia; Hattiesburg Clinic; Copiah Medical Associates; Petal Family Practice; River Region Family Medical; North Mississippi Family Medicine, Southaven, Sullivan Family Medicine Clinic, Cleveland Family Medical, Grenada Family Medical Clinic; Fulton Medical Clinic; Lakeland Family Medicine; Family Practice After Hours Clinic, Hattiesburg; Creekmore Family Practice Clinic, New Albany. The foundation entered into a MOU with Creekmore on October 14, 2015. Foundation staff indicated that Copiah Medical Associates in Hazlehurst had indicated interest in participating. An acceptance letter and MOU were mailed in August 2015, but in late September they indicated they were not interested in participating.

The Office and Physician Champion component of the SOW was put on hold in October 2015 due to budgetary constraints. According to Ms. Buckley, the money for stipends was released in February, but at that point, it was too late to recruit clinics and physicians for the program.

Attempts to provide a chart review at Creekmore were unsuccessful. Jewell Buckley states that she received permission from DeGarrette Tureaud to conduct a Lunch and Learn training there instead of a chart review. However, the clinic never scheduled a date and eventually dropped out, having completed only the first site visit.

The required tobacco cessation training for UMMC, NMMC Family Medicine Residency Program, Forrest General Hospital, and EC Health Net Meridian Family Medicine residency programs were held on January 25, 2016 (Forrest General), April 15, 2016 (NMMC), June 10, 2016 at EC Health Net. The UMMC training was held December 3, 2015.

Awareness and educational presentations included an exhibit at the MAFP Annual Meeting in Destin, Florida, exhibit at the Mississippi State Medical Association's Capitol Screening Initiative at the state capitol, one at the MAFP's annual Capitol day, one at the MAFP Spring Meeting in Jackson, and one at the MAFP Annual Scientific Assembly Exhibit.



## **The Institute for Disability Studies (IDS)**

Located at the University of Southern Mississippi, IDS focuses its services on reducing the use of tobacco products and promoting cessation services to those Mississippians with disabilities. In Fiscal Year 2015-2016, a total of 38 activities were recorded in TRAPS. Monthly education classrooms, leadership meetings and community expos impacted 987 Mississippians. IDS staff produced a quarterly reporting template of their own that varied from report to report. They were however very organized. Reporting in TRAPS was not detailed, and some of the activities reflected in their quarterly reports were not cited in TRAPS. Therefore the outreach numbers presented here are probably lower than the actual numbers of those served. Contractual obligations for the fiscal year were met.

In order to promote appropriate inclusion and representation of people with disabilities in public awareness materials, IDS staff reviewed the Mississippi Tobacco Quitline website, flyer and Quit Kit guide and provided a written overview of suggestions for improvement. Additionally, they collaborated with Project Search, AmeriCorps, and STEP Up members to develop Tobacco Picture Bingo for high school students and youth with disabilities. A total of 863 youth were in attendance at the 34 presentations in south Mississippi middle and high schools. Educational skits used in high school special education classes were developed by IDS. Monthly newsletters were disseminated to 400 (17-21 year-olds) throughout the fiscal year.

Quarterly community health and wellness expos included the City of Gulfport's Summer Jamboree (96 in attendance), City of Biloxi Rocking Senior Bash (75 in attendance of which 35 had disabilities), Health Matters community education event at Main Street Baptist Church in Biloxi (46 in attendance), City of Hattiesburg's Disability Awareness Day (50 in attendance), Community Field Day event to promote healthy living, and provide interactive educational activities (85 in attendance).

Two design contests were held for students participating in the monthly education sessions to develop a creative visual image that could be used in future tobacco prevention materials. The winning design was selected and can be found in Appendix D.

IDS continues to review and maintain the interactive state map of tobacco cessation resources and the Mississippi Leadership Academy website. IDS staff organized and hosted bi-monthly meetings with Leadership Academy partners either by conference call, Google Hangout or in-person meetings. The 2016 Mississippi Leadership Academy for Wellness and Smoking Cessation Anniversary Summit was held in May 2016.



## **The Mississippi Nurses Foundation**

The foundation administered the “Tobacco Free Mississippi: Engaging Mississippi Nurses Foundation Project” and conducted 38 activities during the year that directly impacted 3,789 nurses and nursing students as reported in TRAPS. Activities focused on awareness and programmatic events designed to provide educational materials for nurses, promote tobacco cessation services, and to provide training services.

For programmatic activities, the foundation is required to work with deans and directors at five Mississippi universities or community colleges in order to establish tobacco curriculum in the nursing schools. The foundation has worked with Delta State for the last two years, and that program is now self-sustaining. William Carey University has a doctoral program but does not have a nurse practitioner program. Tennille Howard reports that the foundation offered to conduct their motivational interviewing workshop to equip faculty and staff with information to better educate their students. Plans were made to reach out to Alcorn State University, but they were in transition between deans, and no feedback was received regarding the implementation of the program. When asked about outreach to community colleges, Tennille said that the Rx for Change curriculum is designed to support advanced practice nursing students and would be too complex for undergraduate students. However, students at community colleges were surveyed on their perceptions of tobacco use. A one page brief detailing the Rx for Change Curriculum was also developed.

Rosalyn Howard did attend regularly scheduled IHL deans and directors meetings throughout the year and on November 6<sup>th</sup> and presented information about the requested nursing students’ survey. Numerous discussions were held with Robert McMillen about the development of the survey instrument itself. The participating schools were required to receive approval from their Institutional Review Boards. Upon completing the approval process, the survey process was conducted and collected. In June 2016, frequency and crosstab tables were received from the SSRC. The data will be analyzed, and information will be distributed during the coming months.

Additionally, a survey instrument was developed for nurse practitioners at Delta State University who had completed the tobacco curriculum. However, as of March 30, 2016 only two people had completed the survey, so it was sent out again for a better response rate.

The collaboration with the Mississippi School Nurses Association and the Mississippi Department of Education yielded some conversations around developing some sort of manual for school nurses, but no publication has been done to date. According to Tennille Howard, there was not a great response from school nurses expressing a need for a manual. She indicated they needed funds to implement their current prevention program instead. Plans were made to support school nurses with a workshop at their upcoming conference in 2017. It was also agreed that the nurses could use the Partnership for a Healthy Mississippi’s resources to support educational and prevention programs for students. The Nurses Foundation did participate in regional school nurse trainings in July 2015.





A number of awareness and communication presentations were conducted during the fiscal year. In partnership with the Mississippi Quitline, Pamela Luckett made a presentation to approximately 700 nursing students at the MOADN Annual convention in March 2016. Dr. Thomas Payne, director of the ACT Center conducted a motivational interviewing presentation at Mississippi College on March 29, 2016. Survey results can be found in the survey section of this document.

Other exhibits/presentations include:

University of Southern Mississippi College of Nursing Professional Career Day, Mississippi Association of Student Nurses' Annual Convention (14 in attendance), Mississippi Association of School Nurses' annual conference (200 school nurses in attendance), Mississippi Nurses Association Annual Convention, Annual Nurse Practitioner Conference (300 nurse practitioners in attendance), and the Eliza Pillars Nursing Conference (150 in attendance). Additional events include the Mississippi Organization of Associate Degree Nurses annual conference (700 in attendance). The Mississippi Nurses Association Statewide Summit, the career fair at Mississippi Delta Community College (175 in attendance), UMMC career fair (200 in attendance).

### **The Mississippi Chapter of the American Academy of Pediatrics**

The chapter is charged with promoting tobacco abstinence and cessation by children, youth, and their families. This is done through the administration of the "Tobacco Free Mississippi: Engaging Mississippi's Pediatricians Project." Pediatricians are encouraged to become more involved in screening children and caregivers about secondhand smoke exposure and are invited to host one hour trainings called Lunch and Learns where lunch is provided and educational materials are distributed. In total, 93 activities that impacted 6,016 Mississippians were conducted. It is to be noted that the online reporting was extremely organized and succinct throughout the year, and contractual obligations were met.

Quarterly e-newsletter requirements were exceeded. Newsletters were distributed to 552 unique email addresses and were published in July, October, November, January, March, and May. These newsletters also contained information inviting pediatricians to participate in the EQUIP and AAP online tobacco CME courses. Technical assistance was offered to Round 1, 2 and 3 practices including emails to Lunch and Learn sites encouraging Quitline referrals (April 2016) and outreach to the Greenwood Clinic in May.

At the beginning of the fiscal year, the chapter advertised Lunch and Learn opportunities for potential Round 4 practices. The Greenwood Children's Clinic was confirmed in July 2015 as a Champion clinic. Following the MOA signing, 2A's and R, CEASE, and Quitline clinic training were conducted on October 2<sup>nd</sup>. The first half of the stipend was paid in October, followed by the second in November. A site visit was also completed on June 13, 2016. All requirements of the Greenwood Children's Clinic were completed for the fiscal year. As required, a press release was drafted and distributed to the Greenwood Commonwealth newspaper recognizing the clinic for its participation in the program, and framed certificates were presented to Dr. Billy Bolden at the clinic.





The champion clinic program was put on hold in November due to budget constraints, so no new contacts were made.

As required, MSAAP developed and facilitated a training for UMMC pediatric residents. A game show format was developed that encouraged residents' participation and was conducted November 6, 2015. Dr. Joe Donaldson presented the information, and small prizes were given. At least 29 residents and some faculty were in attendance. Outreach to UMMC Newborn Nursery involved at least ten personal conversations, meetings, and email correspondence.

Three Lunch and Learn trainings were conducted at the Greenville Children's Clinic (November), Peace Children's Clinic, and Anderson's Medical Clinic in Meridian (March). Quitline representatives presented at each.

Advocacy information was sent to pediatricians participating in either champion clinic program and/or Lunch and Learn sites in February 2016 followed by a second community advocacy project which was introduced during the chapter's spring CME meeting in April in which there were 70 attendees. To fulfill the requirement regarding the facilitation of a second-hand smoke or tobacco cessation topic at a member meeting of conference, Rochelle Culp, Director of the Mississippi Tobacco-Free Coalition of Madison, Yazoo and Holmes Counties conducted a presentation on e-cigarettes and emerging trends at the chapter's Spring 2016 CME meeting.

The chapter also initiated conversations with the Mississippi Division of Medicaid about potential policy changes related to covering tobacco cessation services and preventive counseling to parents, adolescents and pregnant women enrolled in the program. Information on Medicaid reimbursement for tobacco counseling was shared with pediatricians across the state via the e-newsletter.

### **The Mississippi Primary Health Care Association**

A total of 117 activities were conducted through the year with 588 individuals in attendance for presentations. Although it is apparent that more were in attendance than the 588 entered in TRAPS, the evaluation team can only report what is recorded in the data portal. Activities included capacity building, maintenance, communication, chart reviews, Lunch and Learns, Quitline promotion, and awareness. Wayne Miley was hired in June 2015, so the beginning of the fiscal year was spent not only adjusting to the contractual obligations, but also learning how to report activities in TRAPS. At the six month evaluation, Wayne expressed a real interest in getting the reporting in order and up to date. At that time, he was generally compliant with the majority of SOW requirements even though some was not reflected in TRAPS. Wayne has complied with reporting requirements and has uploaded requested materials to TRAPS.

The overall goal of the MPHCA was to administer the "Tobacco-Free Mississippi: Engaging Federally Qualified Health Centers Project" during Fiscal Year 2015-2016 by implementing PHS Guidelines for Treating Tobacco Use and Dependence recommendations into Community Health Centers (CHC) in the state. The association was charged with identifying up to seven CHC's to complete a chart review. According to TRAPS, chart reviews were done at the Greene Area Medical Extenders (46 charts reviewed), Coastal Family Health Center (130 charts reviewed), Greater Meridian Health Center (66 charts reviewed), and East Central Mississippi Health Care (113 charts reviewed).



The average age was 48. 34.9% of the clients were African American; 59.2% were Caucasian and 5.9% were reported as “Other.” 48.5% were males; 51.5% were females. Cigarettes were reported as the most widely used tobacco product. Cigarettes were reported as the most widely used tobacco product. Of the 355 clients, 57 received 5A information, 70 provided Rx, 3 NRT, 201 education and counseling, and 53 referrals. Only two smokerlyzers were conducted. Feedback was provided to each of the four participating clinics and included encouragement to use the 5A’s approach as a routine part of their cessation education and counseling sessions.

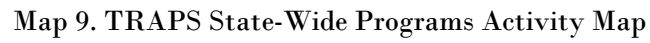
Another contractual obligation was Lunch and Learn events for up to seven CHC’s. Such events were held at the Coastal Family Health Center in Gulfport (12 in attendance), Claiborne County Family Health Center in Port Gibson (8 in attendance), and East Central Mississippi Health Care in Sebastopol (14 in attendance). Sign in sheets and evaluations were uploaded to TRAPS. At that time, Quitline staff covered the current referral system. It was hoped that referral system training would be conducted at the MPHCA 2016 annual conference, but at the time of the conference, completion of the new electronic system was still on hold according to Wayne Miley.

A total of 27 communication emails were sent to Round 1, 2 and 3 community health centers with information regarding tobacco cessation and educational materials. Four quarterly MPHCA newsletters were produced in September and December 2015 and March and June 2016 as required and were uploaded to TRAPS.

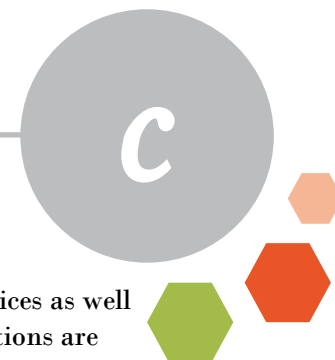
Five awareness and communication efforts were conducted during Great American Smoke Out events in Clarksdale, Fayette, Jackson, Sebastopol, and Hattiesburg and also provided information about a free webinar, Digital and Social Interventions for Smoking Cessation among Young Adults. Cessation pocket guides were distributed to Northeast Mississippi Health Care, Amite County Medical Services, CHC CEO, and others during the Strategic Planning Session in Biloxi. Education training was also provided at the 2016 annual conference by Dr. Thomas Payne (“Pharmacological Management of the Nicotine Dependent Adult”).

### **The Mississippi Rural Health Association**

The partnership with the Mississippi Rural Health Association and OTC was dissolved in October 2015. From July 1<sup>st</sup> to October, 26 activities were conducted that had a direct impact on 1,366 individuals. Examples of activities completed during the first quarter include updates to the MRHA website, distribution of ICD-10 codes for tobacco/nicotine dependence and secondhand smoke exposure, monthly informational series posters, survey of clinics to determine the extent of implementation of their tobacco cessation efforts, dissemination of cessation materials to participating rural health clinics, and production of newsletters.



# cessation



The Office of Tobacco Control contracts with two organizations to provide cessation services as well as educational activities to promote cessation. Although their specific contractual obligations are different, both the ACT Center for Tobacco Treatment, Education and Research and the Mississippi Tobacco Quitline work to lower tobacco use across the state.

## ACT Center

The ACT Center has been at work since 1999 with the mission of reducing tobacco use through treatment, education and research. Treatment services include Nicotine Replacement Therapy (NRT) as well as non-nicotine medications. The largest hospital treatment site is the University of Mississippi Medical Center where the ACT Center is located. Additionally, the ACT Center manages seven satellite treatment clinics in the state:

Batesville: Tri Lakes Medical Center

Brookhaven: King's Daughters Medical Center

Greenville: Delta Regional Medical Center

Gulfport: Memorial Hospital

Iuka: North Mississippi Medical Center

McComb: Southwest Mississippi Regional Medical Center

Tupelo: North Mississippi Medical Center

During the year, ACT Center staff made site visits to Batesville, Tupelo, Iuka, Brookhaven and McComb. To be noted, Oktibbeha County Hospital Regional Medical Center located in Starkville, Mississippi was inadvertently listed as a satellite center in the ACT Center's Annual Report, but it was confirmed with ACT Center Operations Director Debbra Hunter that the facility has not been a site since FY15. A review of the year's work reveals that there were 1,613 intake evaluations completed with 9,712 total visits. The attrition rate was 14.3%. The contact rate was as follows:

Contact Rate % All Participants	EOT	1-mo	3-mo	6-mo	12-mo
	72.2	54.2	62.9	70.9	60.8

% Quit, All & Treatment Completers			
	Quit %: ALL	Quit %: TC	% TC
End of Treatment (7 day)	33.6	37.3	42.9
1-Month (7 day)	44.7	54.3	43.5
3-Month (30 day)	39	49.2	43.4
6-Month (30 day)	34.3	41.1	44.7
12-Month (30 day)	37.7	45.7	43.2

ACT Center staff did provide evaluators with quarterly reports indicating the number of enrollments per each treatment clinic as well as quarterly quit/contact numbers and percentages.



Administrative responsibilities were met for the year with Debbra Hunter the Operations Manager handling all subcontracts, invoicing, travel and training coordination. Due to budget cuts, the following FTE's were in place for FY16:

Thomas Payne, ACT Center Director - .30 FTE

Debbra Hunter, Director of Clinical Operations - .25 FTE

Robert Lock, Senior Tobacco Treatment Specialist - .50 FTE

Jessica Thomas, Tobacco Treatment Counselor - .25 FTE

Victoria Miles, Administrative Assistant - .20 FTE

Holly Peeples, Medical Director - .10 FTE

One faculty position was dedicated to this grant rather than two as specified in the contractual agreement.

With regard to operational activities, evaluators verified the list of satellite treatment clinics, contact information, and hours of availability via the ACT Center website. There were no wait lists entered into the online reporting system for the year. According to Debbra Hunter, none of the ACT Center sites had waiting lists. Outgoing referrals made to the Quitline and incoming referrals received from the Quitline were recorded in TRAPS in a timely manner. Just over one thousand Mississippians (1,010) participated in one of 27 presentations, promotional activities, and/or training activities conducted across the state by ACT Center personnel. They included two Certified Tobacco Treatment Specialist Workshops, held in Flowood, MS in October 2015 and in March 2016 where 54 professionals were trained to provide treatment. The five-day continuing education workshops are fully accredited. The trainings were correctly reflected in the TRAPS online reporting system (SOW F.2). According to the ACT Center Annual Report submitted to OTC in August, 2016, five workshops using the Pharmacotherapy and Counseling of the Nicotine Dependent Patient (2.5 hrs.) and the Pharmacotherapy of the Nicotine Dependent Patient (1 hr) were conducted as required by Section F.1 of the SOW. Those workshops took place at the Mississippi Nurses Association in Ridgeland, MS (August 8, 2015), The Mississippi Nurses Association in Hattiesburg (August 22, 2015). The Oktibbeha County Regional Medical Center in Starkville (January 7, 2016), William Carey University in Hattiesburg (June 3, 2016) and Mississippi State University's Riley Center in Meridian (April 23, 2016).

With regard to Planning for the year (Section C), the ACT Center complied with the contractual obligations. In working towards developing strategies for comprehensive Tobacco-Free initiatives in hospitals, such strategies are routinely discussed in all training events conducted throughout the year. Standing orders for tobacco treatment medications such as Nicotine Replacement Therapy are already in place at UMMC and other hospitals according to Ms. Hunter, but the ACT Center does have plans to add a component to the CTTS workshop, Pharmacotherapy trainings on standing orders.

A total of nine promotional activities were entered into the online reporting system to fulfill the C.4 SOW requirement. Those listed were the Mississippi Development Authority Wellness Fair, Jackson (September 2016) with 100 in attendance, The Mississippi Department of Human Services Wellness Fair, Jackson (November 2015), The Mississippi State Capitol Screening Initiative, Jackson (January 2016) with 60 in attendance, the Mississippi State Fire Academy, Pearl (January 2016) with 42 in attendance, the Jackson Medical Mall Health and Wellness Fair, Jackson (January 2016) with 100 in attendance, the 2016 Annual State Employees Health Fair, Jackson (January 2016) with 120 in attendance, oral cancer screenings, UMMC Cancer Institute, Jackson (April 2016) with 50 in attendance, the MSDH Cancer Prevention Conference, Jackson Medical Mall (May 2016), and the UMMC Grants Ferry Clinics Annual Health Fair, Flowood, Mississippi.



Additionally, Dr. Payne presented at a regularly scheduled Brookhaven city council meeting about proposed legislation related to vaping (July 2015) with approximately 30 people in attendance. In September, Dr. Payne spoke at the annual OTC statewide grantees meeting on the topic of Mental Health/Substance and Tobacco Use.

As required by the Evaluation SOW requirements, evaluations from training events and presentations were conducted and summarized. However, the evaluations were not uploaded to TRAPS prior to the end of the fiscal year. The evaluations were emailed to evaluators, but not until late in September 2016.

### **The Mississippi Tobacco Quitline**

The primary role of the Quitline is to provide free telephone and web-based counseling services to all Mississippi tobacco users. To accomplish this goal, the Office of Tobacco Control provides funding for Information and Quality Healthcare (IQH) to provide cessation services, conduct outreach activities, presentations and trainings around the state. Tobacco users may contact the Quitline via telephone and/or internet to receive information about quitting smoking, as well as to receive referrals to cessation programs located in their communities. Master's level counselors and certified tobacco treatment specialists are available for counseling sessions.

The Quitline staff did an excellent job in reporting all activities in the online reporting system throughout the year and were available for in-person visits as well as phone and email conversations. Reporting was especially succinct, easily assessable, and activity descriptions corresponded well with all SOW requirement sections. With regard to General Maintenance (Section A), the overall objective was met. All CDC Best Practice Standards as well as PHS Clinical Guidelines were in compliance. All full-time counseling staff either completed the Tobacco Treatment Specialist's (CTTS) training or were re-certified as necessary. Part-time staff participated in the Tobacco 101 Training component.





Table 3.

Staff	Employment Status	TTS 2016 Recertification
Arlene Andrews	Full Time	CTTS
Peggy Redmond	Full Time	CTTS
Sherry Taylor	Full Time	CTTS
Heather Bradley	Full Time	CTTS
Lia Childers	Full Time	CTTS
Christian Pitts	Full Time	CTTS
Emily Mathis	Full Time	CTTS
Stacy Roy	Full Time	CTTS Recertified in 2016
Mary Helen Aldridge	Full Time	CTTS
Bonnie Mangum	Full Time	CTTS Recertified in 2016
Bevelynne Thornton	Full Time	CTTS
Melissa Rodriguez	Full Time	CTTS Recertified in 2016
Pamela Luckett	Full Time	CTTS Recertified in 2016
Eric Bales	Part Time	Tobacco 101 Training
Jana Baily	Part Time	Tobacco 101 Training
Kamesha Williams	Part Time	Tobacco 101 Training
Kelly Griffin	Part Time	Tobacco 101 Training
Rosetta Baily	Part Time	Tobacco 101 Training
August Patton	Part Time	Tobacco 101 Training
Shontia Morris	Part Time	Tobacco 101 Training
Stephanie Vance	Part Time	Tobacco 101 Training
Rhonda Roush	Part Time	Tobacco 101 Training

The Call Management activities were all met with the exception of maintaining a 90% answer live call rate. Instead the rate fell to 85%. The reason, according to Quitline staff, is directly related to the level of incoming activity from the CDC “Tips from Former Smokers” Campaign which was conducted from January 28, 2016 through June 12, 2016. Incoming call activity did increase an average of 30% during this time period. Even though the call volume was 3% less than the total calls for FY15, the healthcare provider referrals increased by 17% during the year which then required additional outgoing attempts by staff to meet contractual specifics. As required by the contractual obligations, every attempt was made to prepare for the increase in call activity. Staffing patterns were evaluated on a weekly basis, and tracking of incoming call patterns were considered when planning staff schedules.





## Calls from July 1, 2015 -June 30, 2016

Table 4.

Calls and Tip Line Hits by Day of Week			
Day	Calls Received	Calls Accepted	TIP Line
Sunday	388	8	108
Monday	2630	2496	542
Tuesday	2701	2600	493
Wednesday	2614	2480	533
Thursday	2508	2401	494
Friday	1765	1596	302
Saturday	605	401	131

Table 5.

Calls by Time of Day		
Hour	Received	Accepted
2400 (midnight)-0100	35	0
0100-0200	32	0
0200-0300	25	0
0300-0400	18	0
0400-0500	12	0
0500-0600	14	0
0600-0700	64	1
0700-0800	277	234
0800-0900	721	670
0900-1000	1,054	1,021
1000-1100	1,244	1,205
1100-1200 (noon)	1,225	1,182
1200 (noon)-1300	1,109	1,076
1300-1400	1,230	1,201
1400-1500	1,214	1,166
1500-1600	1,228	1,165
1600-1700	1,125	1,065
1700-1800	790	715
1800-1900	626	535
1900-2000	502	425
2000-2100	348	288
2100-2200	198	32
2200-2300	71	0
2300-2400 (midnight)	49	1




Table 6a. Total State-Wide Services for FY 2015-2016

Mississippi	July 1 - 31, 2015	Aug. 1 - 31, 2015	Sept. 1 - 30, 2015	Oct. 1 - 31, 2015	Nov. 1 - 30, 2015	Dec. 1 - 31, 2015
Answered live	959	871	701	783	615	529
Went to voicemail	252	191	119	69	69	38
Hung up/abandoned	55	25	18	25	20	16
Afterhours#	129	117	78	80	68	38
Message after hours#	129	117	78	80	68	38
Tip Line	330	200	112	54	85	58
Spanish Tip Line	2	1	1	0	0	0
Total (calls answered + Tip Line + SP Tip Line)	1291	1072	814	837	700	587
Time to abandoned*	0:00:10	0:00:12	0:00:18	0:00:11	0:00:14	0:00:17
Time to answer*	0:00:10	0:00:10	0:00:11	0:00:11	0:00:10	0:00:10
Service Level	97%	97%	97%	97%	98%	98%
Live answer rate	85%	90%	92%	89%	88%	91%

Table 6b.

Mississippi	Jan 1 - 31, 2016	Feb. 1 - 28, 2016	March 1 - 31, 2016	April 1 - 30, 2016	May 1-31, 2016	June 1-30, 2016	Total
Answered live	769	1,100	1,084	965	913	588	9,877
Went to voicemail	61	131	197	216	316	189	1,848
Hung up/abandoned	25	50	38	41	45	15	373
Afterhours#	121	101	92	83	145	108	1,160
Message after hours#	121	101	92	83	145	108	1,160
Tip Line	181	378	350	329	323	101	2,501
Spanish Tip Line	0	0	0	0	0	0	4
Total (calls answered + Tip Line + SP Tip Line)	950	1478	1434	1294	1236	689	12,382
Time to abandoned*	0:00:10	0:00:10	0:00:07	0:00:09	0:00:09	0:00:12	0:00:12
Time to answer*	0:00:11	0:00:10	0:00:10	0:00:10	0:00:09	0:00:09	0:00:10
Service Level	98%	99%	99%	98%	99%	99%	98%
Live answer rate	90%	86%	82%	79%	72%	74%	85%



A total of 340,228 website hits occurred during the year with 968 enrollments in online counseling, and 11,685 chats.

A large part of the Quitline contractual obligations comes in the form of presentations and trainings. A total of 21,745 Mississippians participated in 314 activities sponsored and presented by the Quitline staff in FY 2015-2016. The Mississippi Quitline met or exceeded all Promotion, Education, and Outreach requirements for FY 2015-2016. Six promotional events were required to promote cessation services via media outlets; five articles were published in the IQH's "Quality Matters" E-Newsletter related to smoke free ordinance passage, the dangers of second and third hand smoke, CDC tips from the Former Smokers' Campaign, and the increase in e-cigarettes and vaping, and one was published in the weekly MSMA weekly e-newsletter detailing the Great American Smoke Out activities and the cessation services available in Mississippi. In the future, it would be advantageous for the Quitline to broaden its media reach by providing information to media outlets such as television and radio stations as well as local newspapers. The MSDH Office of Communications could assist them in making contacts for the Quitline.

Five of the six outreach requirements were exceeded with the sixth being met (B.5-1-6). All activities were entered on the OTC Google Calendar of Upcoming Events, on the TRAPS monthly calendar and were recorded in online reporting system in a timely manner. Eighteen activities to facilitate efforts to assist hospitals interested in implementing the Joint Commission's tobacco measures were conducted to discuss Quitline services, review the referral process, and distributed referral forms to healthcare professionals such as nurse practitioners and respiratory therapists across the state. Quitline staff nearly doubled the required number (96) of daily outreach activities with pharmacists, primary care providers, and pulmonologists by completing 182 by the end of the fiscal year. Thirteen presentations (10 required) to the general public and employee groups were given. Examples include presenting information to ex-offenders, recovering addicts, and alcoholics in Jackson, adult mental health day treatment clients in Cleveland, dialysis social workers in Cleveland, diabetic group participants in Greenville and the Choctaw Health Center, HUD housing residents in Greenville, and to HUD housing managers in Madison. Twenty-two collaborative efforts between the MTFC's and the statewide grantees were accomplished. Ten were required. Staff partnered with the Mississippi Academy of Family Physicians to provide 5A's training to medical residents at North Mississippi Medical Center in Tupelo, Wayne Miley to 5A's training to nurses, the Mississippi Nurses Association Foundation, the Mississippi Academy of Family Physicians, and others. The Quitline staff met the obligations to provide ten services to institutions of higher learning in the state such as the distribution of materials to the Student Health Center at the University of Mississippi, students at William Carey University, the Student Counseling Center at Mississippi College, and Holmes Community College. Fifteen presentations and or need assessments regarding the 5 A's trainings and one hour Lunch and Learns were conducted, thus exceeding the requirement of five.

It is important to note that Melissa Rodriguez, a bilingual Master's level counselor exhibited at the Latino Fest in Hattiesburg with 400 people in attendance and again at the Latino Fest in Pascagoula with 300 in attendance. Other community activities included the distribution of Quitline materials at the Air National Guard Family Day in Brandon (150 attending) and to diabetic adults and children at the Diabetes Foundation in Jackson.

Training and technical assistance were completed as requested. The Outreach Coordinator handled all of the requests to provide 2A's and R, Lunch and Learns as well as the 5 A's trainings. Having the Outreach Coordinator move into this role allowed the administrative staff to make more effective use of their time in the office during high volume periods.



It should be noted that the internal Quality Improvement Plan has been updated and has been uploaded to TRAPS. Specialized protocols continue to be assessed as new research and recommendations for treatment are received.

The Quitline's Scope of work requirements also call for Quitline staff to implement specialized protocols and to provide materials to address disparate populations. According to Pamela Luckett, Quitline director, Mississippi has a growing number of Latino/Hispanic people who are also increasing in the level of tobacco use. Ms. Luckett reported that in the last ten years, the Hispanic population has grown more than 100% in Mississippi. She noted that it is an advantage to have Melissa Rodriguez on staff as a team leader and a Master's level counselor. Since the North American Quitline Consortium (NAQC) has a dedicated toll-free number specifically to reach out to the Hispanic population, Ms. Rodriguez' bilingual services are an added benefit. She continues to provide bilingual services to the Hispanic population via phone and online, but also by participating in health fairs as part of the Quitline's outreach.

With regard to database administration, the Quitline continues to work to ensure that the database includes access to an electronic referral system option available to physicians and nurse practitioners. The Outreach Coordinator has said that progress is being made to promote this online portal option. In fact, the database has been upgraded to provide a label on the referral tickler to designate those referrals coming in by portal and those referred through the traditional fax/referral system. The Mississippi Tobacco Quitline continues to maintain the website [www.Quitlinems.com](http://www.Quitlinems.com) and frequently updates its contents.

In order to track the number of referrals made to the ACT Center, the Mississippi Tobacco Quitline continues to maintain and report referral information on a monthly, quarterly and annual basis. A total of 153 patients were referred to the ACT Center's main office during the contract year from eight locations around the state: Delta Regional Medical Center, Jackson Medical Mall 0 UMMC Cancer Institute, King's Daughters Medical Center, Memorial Hospital, North MS Medical Center, North MS Medical Center (Iuka & Tupelo), Southwest MS Regional Medical Center and Tri-Lakes Medical Center. The number of referrals received from the ACT Center was eight. One barrier to the process according to the Quitline staff is the waiting list of people for the next group at the ACT Center locations or the limitations of availability of the centers. With the implementation during FY 2015-2016 of the Electronic Health Referral Project, it is noted that changes to the protocols and processes may need to be made as the project continues. Quitline staff participated in webinars and conference calls throughout the year on the transmission and delivery of referral messages for the pilot project.

Again, the Mississippi Tobacco Quitline is to be commended for their excellence in meeting reporting requirements in an efficient and succinct manner.

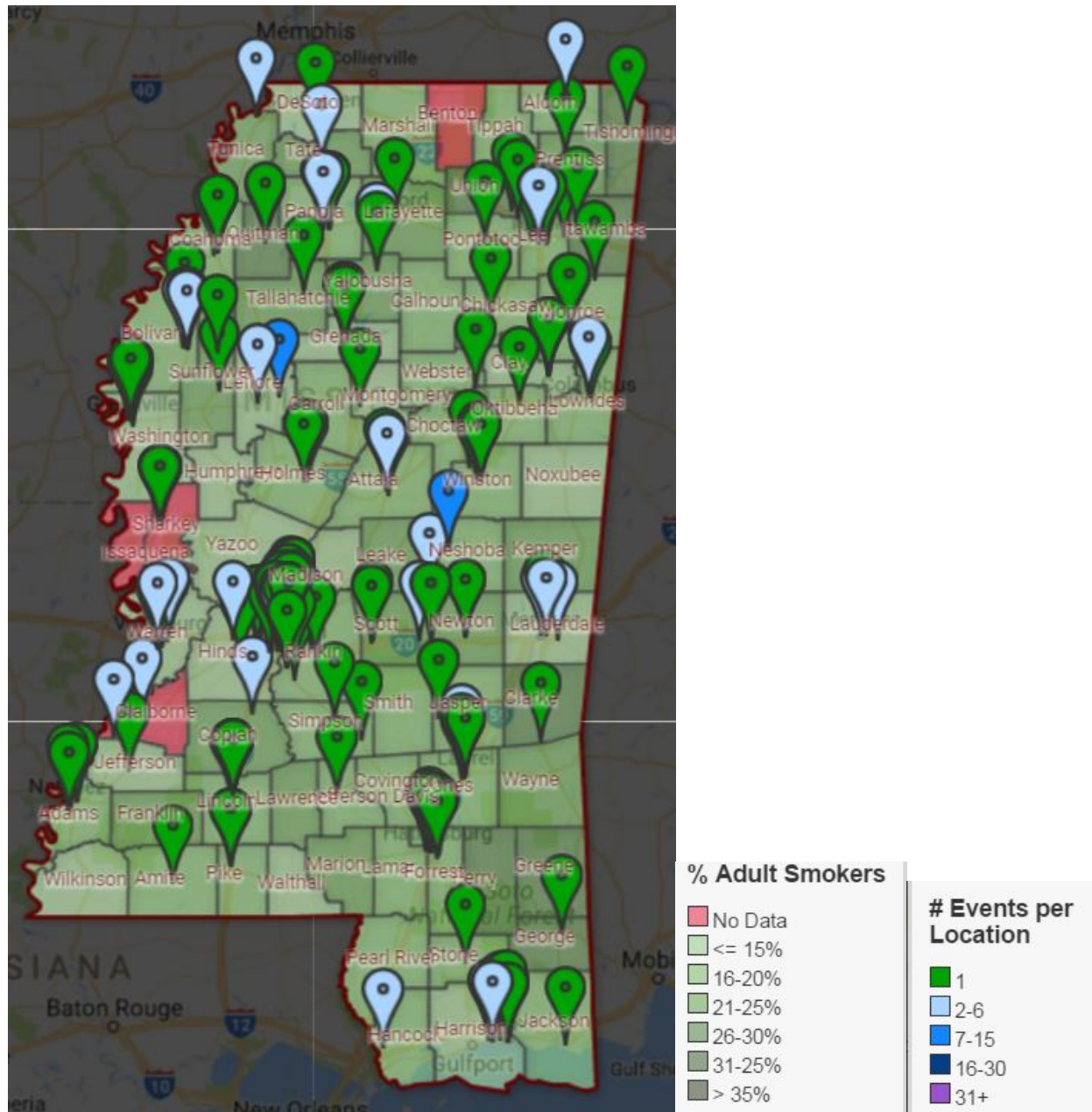


Table 7. Quitline Descriptives for FY 2015-2016

State-Wide Services	7/1/2015 - 6/30/2016
Total Services Provided	5,492
Phone Counseling	4,239
Online Counseling	486
Information Only	575
Proxies/Calling for Someone Else	9
Referred to a Local Resource	183
Total Quit plans Completed	2,683
Completed Intake	4,453
Incomplete/Declined Intake	1,030
Counseling Sessions Completed	5,016
Fax Referrals	4,091
Self-Referrals	3,676
Fax Referrals Unable to Reach	2,397
Quit Kit Materials	4,197
Flyer/Brochure Sent	1,249



Map 10. State-Wide Cessation Activities TRAPS map





The media evaluation involves assessing information from the MSDH Communication Department, the Quitline, the Southern Research Group, and the Rescue Social Change campaign to determine the reach and impact the various forms of media have made on reducing tobacco use in the state. The following is not an exhaustive reflection of the work completed over fiscal year 2015-2016.

### **MSDH Communication Department**

In the past, media reports and communication activities have been compiled and conducted by Maris, West and Baker. There were none conducted in FY 2015-2016. The MSDH Communication Department did continue to provide technical support for MTFC project directors over the course of the year. According to Kimberly Sampson, six monthly submissions, coinciding primarily with the calendar were written for use by the MTFC's. There was some delay in getting submissions to the project directors in enough time for them to submit them to their media outlets. For instance, the January piece on New Year's resolutions as well as the Valentine Day submissions were not provided to the MTFC project directors until the actual date had passed, and interest in the topic had decreased. Coalition directors were responsible for submitting communication pieces on alternating months. Four press releases were also developed by MSDH Communication staff. (See Appendix E).

There is a very limited social media presence among local coalitions. There is a Mississippi Tobacco Free Coalition Facebook page (177 likes) that traditionally posts monthly on average although the last post was dated August 9, 2016. According to Ms. Sampson, individual MTFC Facebook pages are self-managed by the MTFC directors. In conversations with MTFC project directors, many assume that their posts are to be managed or approved by the MSDH Office of Communication. An informal Facebook analysis indicates there were only five coalitions with personal pages:

Harrison County

80 "Likes"

Infrequent Posts

Last post: October 2015

Rankin, Scott and Simpson

156 "Likes"

Monthly posts

Last post: May 30, 2016

Oktibbeha, Clay and Lowndes

136 "Likes"

Several times per month posts

Last post: September 9

Madison, Yazoo and Holmes

35 "Likes"

Very few posts

Last Post: October 2013





Pike, Amite, and Wilkinson  
23 members  
Last post was August 5, 2014

As an added note, it is interesting to see that Generation FREE website analytics indicate that there were 2,263 users with 5,518 page views. Interestingly, 76.2% were new visitors to the website between July 1, 2015 and June 30, 2016. Of the website activity for the year, there was a spike in interest during January 2016 which can be attributed to iFLY conferences held across the state. The Partnership for a Healthy Mississippi reports that Terrance the Rat has 869 friends on Facebook. The Generation FREE page has 695 “likes” on Facebook. There are 349 followers on Twitter, 1,293 followers on Instagram which is some confirmation that teens are more likely to use Instagram.

### **The Mississippi Tobacco Quitline**

During the intake process to the Quitline program, people are asked, “How did you hear about the Quitline?” The CDC TIPS Campaign, which ran from January 25, 2016 to June 12, 2016 provided the 1-800-QUITNOW telephone number during television ads. The telephone number was the most common referral source for the year with 1727 people reporting that is how they came to the Quitline. According to Quitline staff, incoming call activity increased an average of 305 during these months. Other referral sources include:

**Table 8. Quitline Referrals**

Referral Sources	
Website	67
Newspaper	8
Billboard	19
Employer	35
Community Org.	45
Unknown TV Source	71
Radio	88
Flyers	142
Health Insurance	310
Hospital/clinic	363
Family/friends	493
Healthcare	
Professional	1,100
TV 1-800-QUITNOW	1,727



## **Southern Research Group**

During FY 2015-2016, the Southern Research Group conducted focus groups in various locations across Mississippi to explore behaviors and attitudes related to infant sleep environments, tobacco use, and secondhand smoke. Participants were mothers of young children as well as pregnant women. They were also asked their knowledge of Sudden Infant Death Syndrome (SIDS) and their awareness of local resources available for quitting smoking. The study was broken into four phases. The first set of focus groups took place in Tupelo and Columbus. The second took place in Jackson and Meridian, the third in Greenville and Clarksdale, with the fourth set of focus groups being conducted in Hattiesburg and Gulfport. At each of the focus groups, respondents were asked a series of questions to encourage discussion.

Additionally, the Southern Research Group conducted eight focus groups with teens in Greenville and Vicksburg and eight with teens in Kosciusko and Philadelphia. The goal was to learn about tobacco and electronic cigarette use among teens as well as to gauge their attitudes and beliefs toward such products. They were specifically asked to give their opinions about anti-tobacco advertising and to express how effective they felt they were. The report stated that television commercials are where teens see anti-tobacco advertisements. The graphic commercials that show disfigurements were the most direct type of anti-tobacco message cited by the respondents. Many talked about commercials with the “monster” but expressed that they preferred to see commercials with real people in them.

The Southern Research Group submitted final reports summarizing their work to the Office of Tobacco Control for review. It is to be noted that the reports did not contain quantifiable information. Rather it was more of a general overview of comments made during the focus group sessions.

## **Rescue Social Change Group**

The Down and Dirty Campaign, targeting youth in rural areas was fully implemented during fiscal year 2015-2016. Each of the four message packages ran for 5-8 weeks and included a digital ad campaign. The messages were run on Facebook and YouTube channels. Additionally the packages engaged youth with a tobacco-free message that enabled them to have a chance to win a prize. The target audience was 13-20 year-olds with an interest in “country” activities. The four messages were True Country Challenge, Deer Camp Champ, Junkyard Hawkin Challenge, and Country Legends. Among all four message packages, there were 361,717 views on Facebook and 20,282 views on YouTube. The most viewed and liked video was the True Country video.

There were also twelve sponsored events strategically placed at venues across the state to encourage youth to participate in the ambassador program and to continue the conversation about living tobacco-free. The events attracted 67,200 people who identified with the country brand. Thirty-five brand ambassadors were also trained. The evaluation team did not have the opportunity to attend any of the events, but videos were viewed. Given that so many Mississippi youth identify themselves with the rural culture, the Down and Dirty campaign is a smart way to reach youth who may consider using smokeless tobacco, cigarettes, or even electronic cigarettes.



# annual survey results

## Mississippi Tobacco Free Coalitions (MTFC's)

The 34 Mississippi Tobacco Free Coalitions (MTFC's) conduct two surveys per year in cooperation with the evaluation team. The first is given to coalition members prior to the end of the fiscal year. The other surveys sponsors of the youth teams, in school locations as well as non-school settings. It is given prior to the end of the school year also. As seen in Figure 1, there were 178 coalition members who participated in the electronic Qualtrics survey, administered by the Office of Tobacco Control evaluators. The MTFCs conduct quarterly meetings with coalition members to plan activities, ordinance work and share information with various community organizations. Each of the 34 coalitions is required to comprise a coalition with representatives from the following areas: health care, law enforcement, education, government, faith-based org., media, youth, social organizations, businesses, mental health, early childhood education, legislature/elected official (not mandatory). The following is representative of the questions posed to the coalition members.

Figure 1.

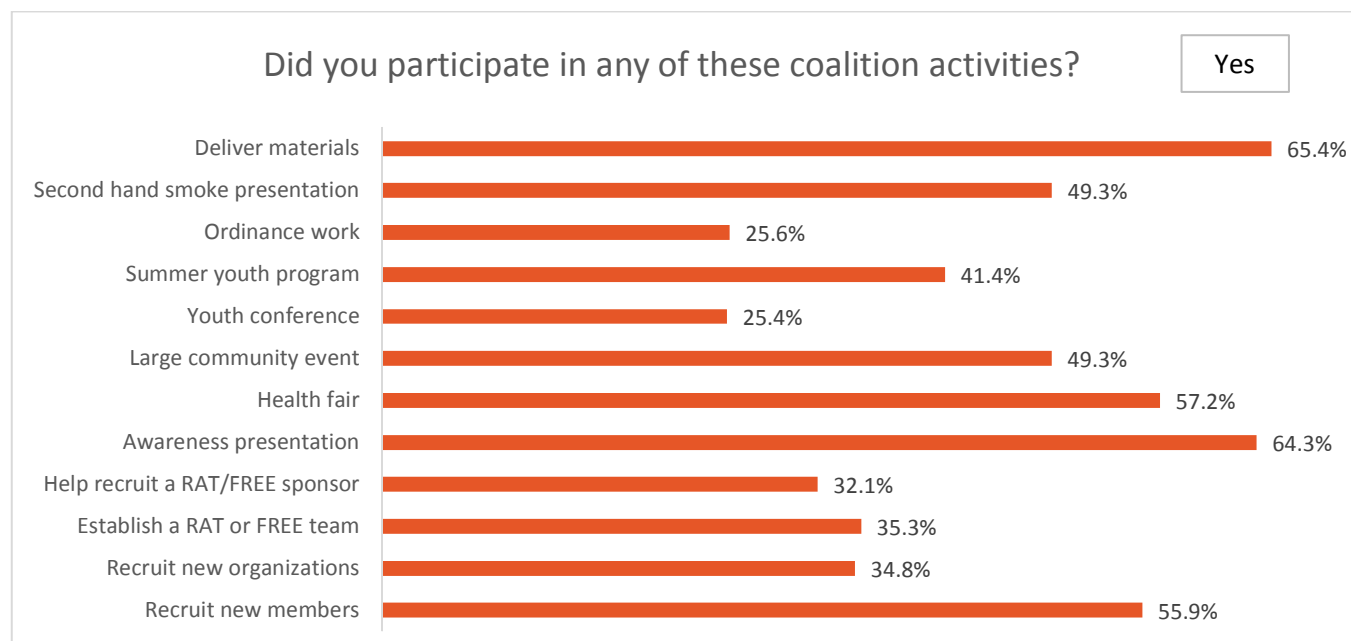


Additional survey questions not shown in the figure include eight out of ten members stated that they were notified of quarterly meetings by email (82.2%), phone (12.1%), or in person, verbally (5.8%). Most members reported having about two weeks' notice for the quarterly meetings (37.2%), more than two weeks (34.9%), about a week (26.7%), or a few days (1.2%). Half of the members attended at least two or three of the four required meetings per year (51.1%), while 21.9% attended all four. There were 10% of the members who took the survey who did not attend any meetings in the 2015/16 fiscal year. Only half of the members surveyed stated that the location of the meetings rotated among counties served (49%). Board members were asked how much time did the Coalition Director spend facilitating the quarterly meeting and the responses were split evenly for 25% of the meeting (27.6%), 50% (23%), 75% (21.7%) and 100% of the meeting (27.6%).



Members also participated in community and school events in addition to contributing to serving on the Coalition board as seen in Figure 2 below.

Figure 2.



Other events or activities that the members participated in were:

Training

Youth conference

Took pictures of events

Present and distribute resources during Health Sundays

ACPTA Health & Fitness Walk

Shared literature with the families I service.

Vacation Bible School

Helping to recruit Generation Free participants

FREE Team

Kick butts day

Generation Free

Educational classes in the community

Camp Wheeze Away

Put it Out event

Health fair awareness presentation smoke presentation

WIC lunch and learn and youth advocacy event

Teach Tobacco treatment classes at the hospital

Drug take back event

I have gone with our director a couple of times to some schools to play "Dylan the Dragon."



#### Youth events

HOSA Training with students

Lobbying for Smoke free ordinance and AHA advocacy for healthy lifestyle

Kick butts day

Most of the members left additional comments about the great work the directors were doing in their communities and schools. There were only a few negative comments and most of them centered around one MTFC director who is no longer employed by OTC.

#### The comments have been grouped in themes below:

Our meetings are very timely and enriching; well organized and informative; very informative and welcoming.

I've found our director to be quite effective at getting the word out about the coalition, event participation and smoking cessation.

Very good group, our director works very hard to make a difference; I enjoy giving my input.

Our meetings are well planned and held at a centralized location for members.

Perhaps the best organized tobacco-free coalition on the Mississippi coast; director is organized and efficient, providing something new at each meeting.

The meetings were professionally conducted. Meetings followed the agenda, started on time ended on time.

The director always makes sure we are well-informed, and she is very serious about her position.

We always have a speaker that enlightens us with their experience. We enjoy new ways to promote stop smoking and how to keep fit.

It is evident in our director meetings that he values positive working relationships and sees the importance of networking. His meetings are informative and engaging.

I love being part of our coalition. For about eight years, I have been doing a RAT program at our local elementary school. It seems like this year kids have been coming out of the woodwork to tell me their parents have quit using tobacco. Yay!

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

The meetings were a great consortium of coalition members that were very informative.

Our director does a fantastic job of keeping us up to date on what's going on and she always makes her meetings fun and informative! It's a meeting I actually look forward to!

I would like to see members facilitate or have more input during the meetings.

I find that the meetings are extremely well organized and attended by a diverse group of coalition members from different sectors of business and service organizations, government entities.

Our director is an awesome advocate and she does a great job in helping spread the word for the coalition. We have partnered together on a lot of events and have been successful in getting an ordinance passed. We are currently working on getting another one passed at this time.

The MTFCs are also responsible for recruiting and coordinating eight tobacco-free youth teams in each county. Teams are based in the schools as well as in community settings such as faith-based organizations, 4-H clubs, Girl and Boy Scouts, after school programs etc. Each team has a sponsor who coordinates monthly with the MTFC director to conduct educational activities and events.



The younger children make up RAT teams – “rejecting all tobacco” (K-6) and the older children make up the Generation FREE teams (7-12). During the 2015/16 school year there were 2,386 teams led by approximately 1,550 team sponsors who often have more than one team.

Figure 3.

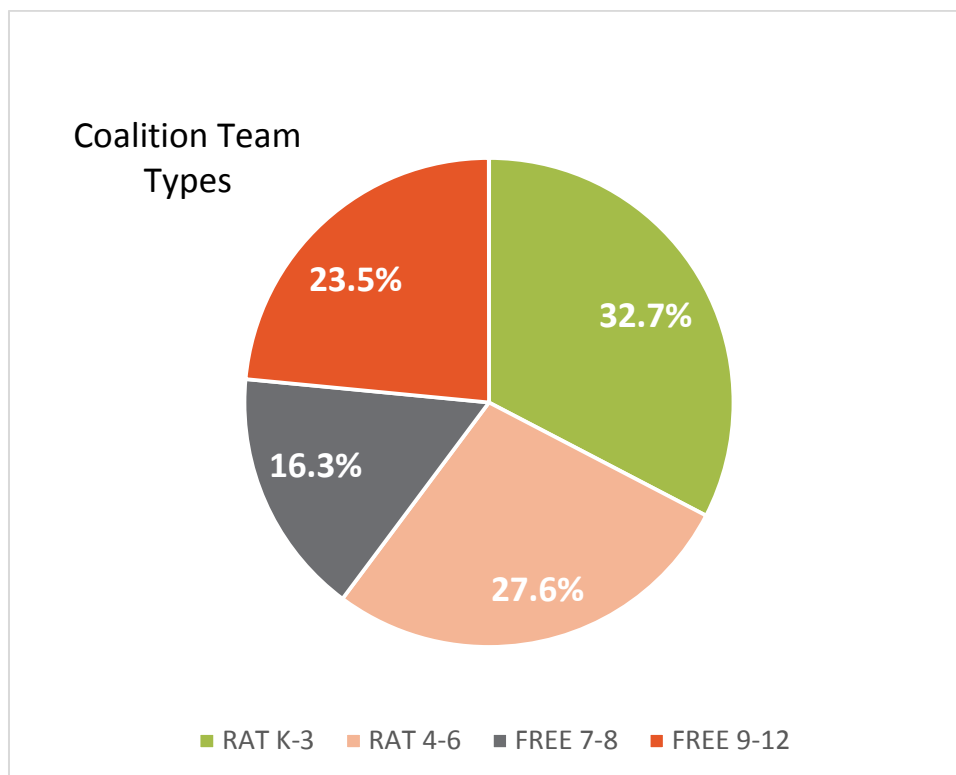
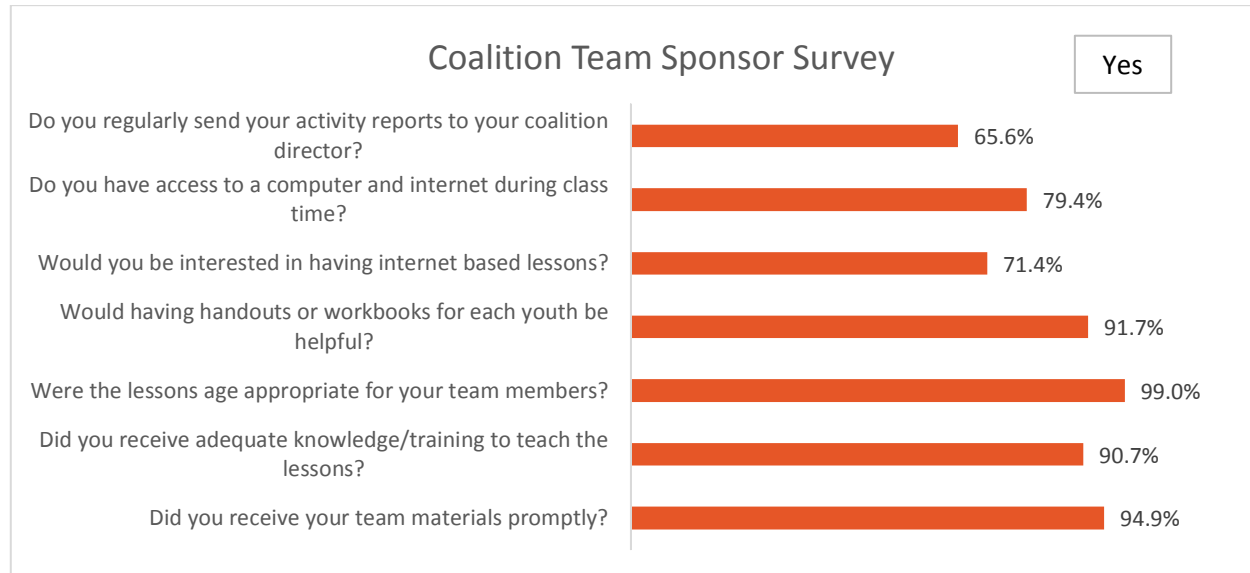


Figure 4 illustrates how the team sponsors feel about broadening the educational activities to include the internet. Of the 93 survey participants, 71.4% indicated yes, they would be interested in some internet-based lessons, while 79.4% stated they had access to a computer during class time. When asked if they regularly send the activity reports in to the Coalition director, 65.6% stated yes they do. Nine out of ten team sponsors thought handouts and workbooks for each student were helpful (91.7%).



Figure 4.



Additional questions were asked and included, “How often do you send activity reports to the Coalition director?” More than half stated monthly (57.5%), quarterly (25.3%), yearly (16.1%) and weekly (1.2%). When asked the method of sending activity reports to the director, most preferred email (38.6%), or someone picks them up (29.6%), fax them (13.6%), and regular mail (3.4%). There were some sponsors (14.8%) who stated the following answers to how they get the activity sheets to the director: all of the above; I drop them off; I have not sent any reports to my coalition director; take them to the office; personal delivery; school counselor; and other.

The following are a sample of the comments received from team sponsors:

Participate in more school activities where we can involve you more and even incorporate you into the school activity, setting up a booth during red ribbon week, pep rallies, sport activities or events would be perfect

I love the rat program and so did my students! My students loved the RAT program this year!  
Getting the copies sooner for the entire year.  
Maintain this program

All educational materials are great. The conferences are great - LEAD, iFLY. All of these provide a lasting impression on students.

We love the RAT Lady! She does an awesome job.

Will any incentives be mailed out this year?

THANK YOU for the program

Our students LOVED the math maze this spring. It was their favorite activity of any we have ever done. More activities like it would be great!

You did not send enough supplies

I would very much like to be able to submit activity reports electronically

I did not get any materials this year for the program.





Each MTFC is required to pre and post-test a number of teams each year in order to measure the knowledge retention from participation in the program. Due to methodology issues, RAT and FREE Pre/Post Tests were not scientifically valid for the fiscal year; however, some basic information is useful. Beginning in the 2016/17 FY, the overall method for conducting the pre/post testing has been revised. The MTFC Directors have been trained on how to administer the tests and the validity issues will be resolved going forward.

For Fiscal year 2015-2016, completed RAT surveys involved 677 students in grades fourth through sixth. The following is representative of the responses:

Almost all students agreed that smoking turns lungs black (96.1%), and three out of four agreed that smoking makes your heart work harder than it should (76.8%).

Smoking is hard to stop once you start (88.4%) as well as smoking can hurt your ability to taste food (71.4%).

Cigarette butts can harm (82.6%), and smoking costs a lot of money (65%).

Most students agreed that smoking makes teeth yellow (90.1%) and hair, breath and clothes stink (86.3%).

Spit tobacco causes cavities (82.3%) and causes mouth cancer (87.5%).

Smoke from cigars are more harmful than cigarettes (61%) and cigars are safer than cigarettes (21.9%), but 25.1% answered that they “don’t know.”

I know how to tell others about the dangers of cigarettes (88.7%), cigars (85.4%) and smokeless tobacco (83.1%).

Generation Free is a unique Mississippi youth-led movement against big tobacco fueled by high school teens ([generationfree.com](http://generationfree.com)), iFLY Conferences were held in Greenwood, Hattiesburg, Jackson, Oxford, Southaven and Starkville throughout the year with a total of 1,236 7<sup>th</sup> & 8<sup>th</sup> grade students filling out surveys. Each conference had several break-out sessions that included hands-on activities and interactive learning tools. The evaluation team attended the Starkville session and witnessed the excitement of the conference and the impact.

There were three breakout sessions per conference: the Graffiti Wall, Shocked and Appalled, and Vaporized. A total of 1,236 students filled out a survey after attending the graffiti wall session. More than nine out of ten (91.3%) agreed that the presenters were knowledgeable and engaging. Eight out of ten students (80.4%) stated they had a better understanding of the importance of events held like “Kick Butts” day. Only 40.2% had heard about Generation FREE before this conference. A media campaign or school sponsored events and posters would help with the exposure of the Generation FREE program.



Figure 5. MTFC's Coalition Presentations

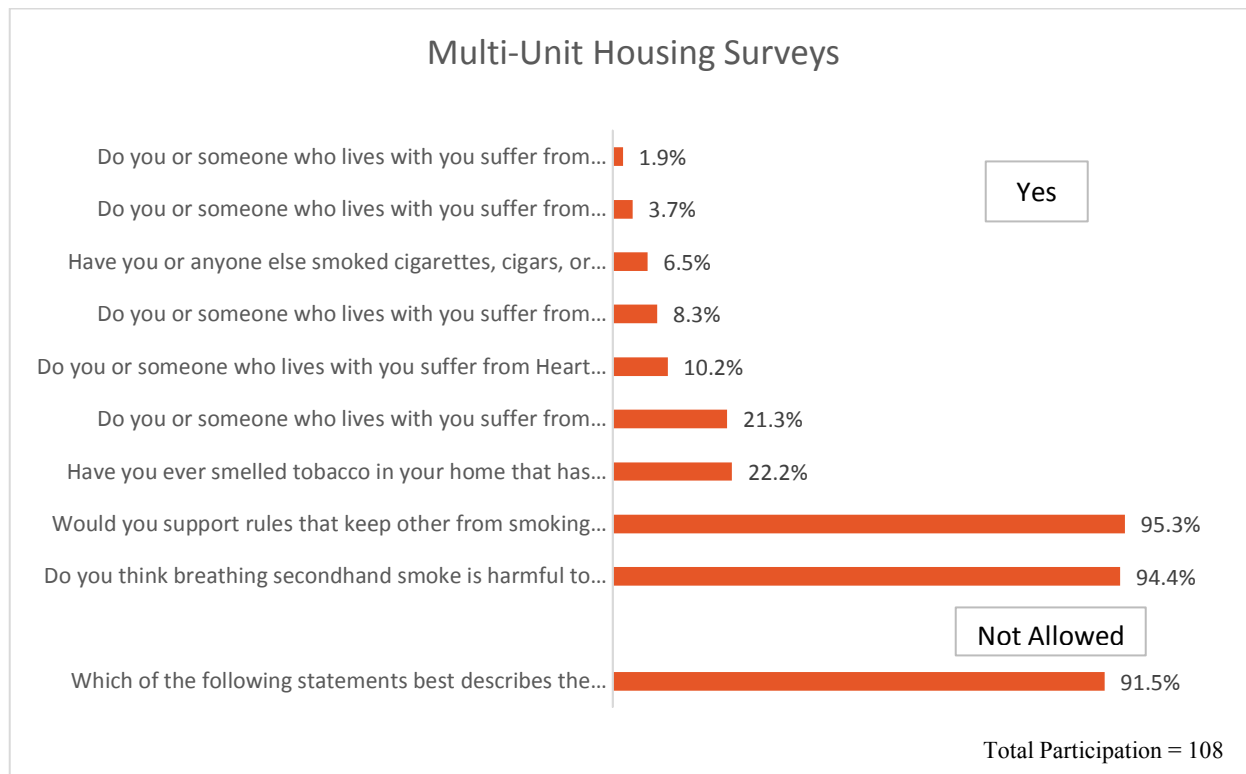
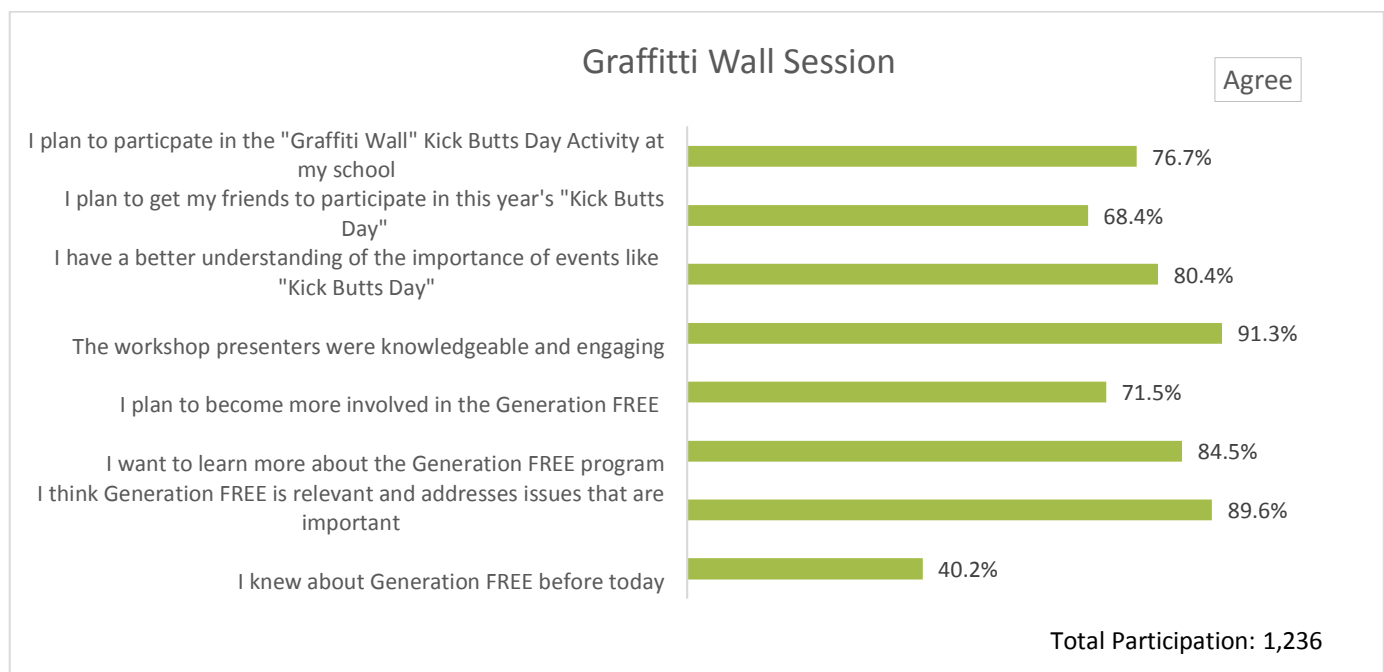


Figure 6.



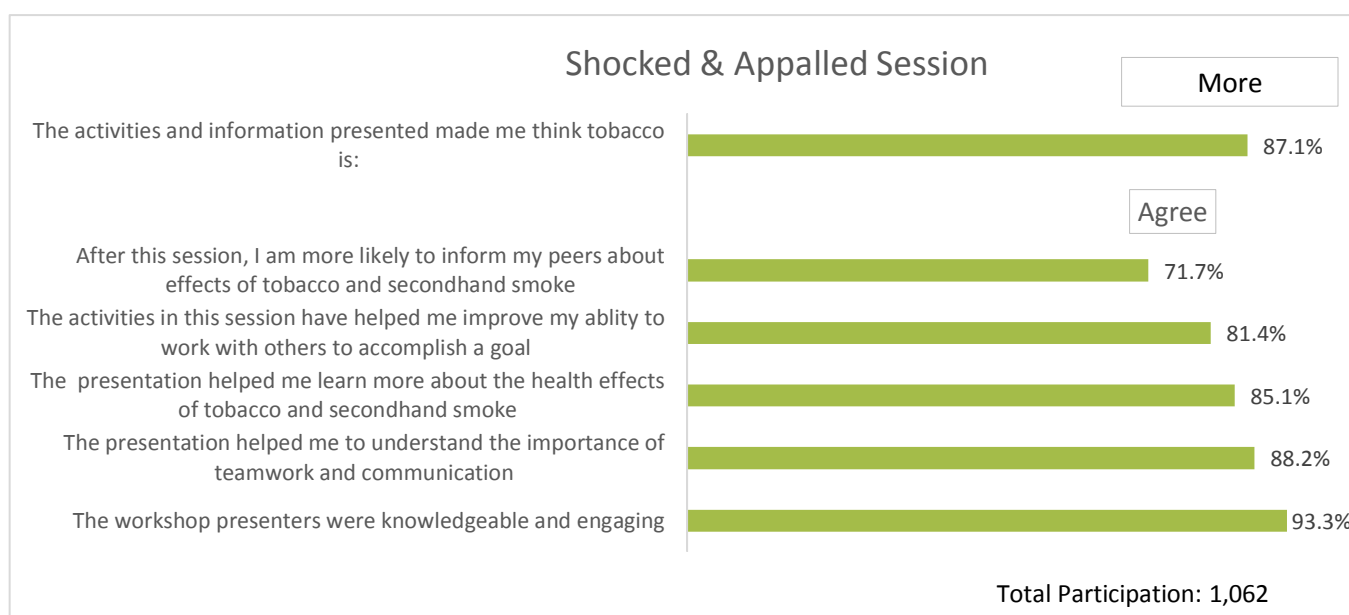


**Comments included:**

Wonderful  
Use paint and more tobacco facts  
Spray paint  
Put drug & tobacco facts on posters/power points  
Bigger Poster  
More food  
More music  
More facts & pictures  
Loved it; Liked it; Great; Perfect; Fun; Enjoyed it; Amazing  
Follow up at schools after  
Use hashtags on posters  
Get better organized

Following the Shocked and Appalled breakout session, 1,062 students filled out surveys. The majority of students stated that the presenters were knowledgeable and engaging (93.3%). There were many comments about the activity. Most found it really hard and wanted the presenters to first inform them of the facts and words that were involved in the activity so they could understand the takeaway. Some asked if they could have hints or helpers with the information since they did not know the answers. A fact sheet may be helpful for this session where they can have the words and definitions to take home with them. Perhaps they could go over the sheet first before the game is played. Reinforce the information with the activity and then send them home with the factsheet.

Figure 7.





#### Comments Included:

Work as a team

Use easier words

Teach first - did not understand words

Snacks; Food; Better prizes

Play rap music; Play more music

Perfect; Like it; Learned a lot; Great; Great but give more hints; Good; Fun

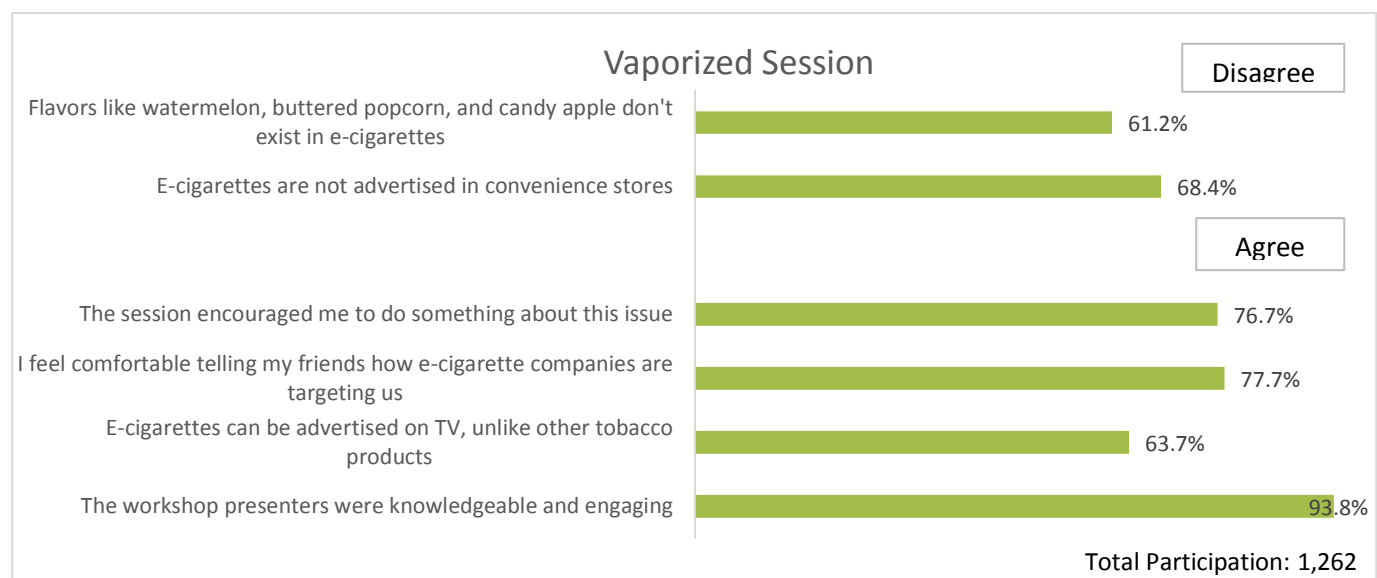
Informative; Fine; Complicated; Awesome;

Help people since did not teach first; Help others too; Too hard - did not know answers

Hard but cool; Hard - give word bank; Good but need more helpers; Give hints

The Vaporized Session had the highest attendance rate among the three sessions, or at least the highest number of students (1,262) completing the survey. Nine out of ten students thought the presenters were knowledgeable and engaging (93.8%). Surprisingly only 61.2% disagreed that “flavors like watermelon, buttered popcorn and candy apple don’t exist in e-cigarettes” while, 18.9% agreed, and 19.9% were not sure or had no opinion. Clearly more education about marketing tactics and the harmful effects of e-cigarettes are necessary as this emerging tobacco product floods the market. Venues like the iFLY conference are going to be crucial in the education effort as evident in the following comments, “You didn’t show any of the good sides to e-cigarettes, such as reduced secondhand smoke and harming regular tobacco companies” and “tell people they can vape without nicotine.”

Figure 8.





#### Comment Themes:

You didn't show any of the good sides to e-cigarettes, such as reduced secondhand smoke and harming regular tobacco companies

More energetic at the end

Wonderful; Very good; Very engaging; Very educating

Tell people they can get vape without nicotine

Tell more about after effects; more facts; show effects

Show what in the vape is harmful

Show videos; Pictures

Show pictures of what happens when people vape

Show pictures and facts so we can get information

Really good; Perfect; Okay; Great; Amazing; Great job!

More questions; More music; More lessons

More interaction and something to help us learn more

Need more interaction; More activities; Make it more interesting

Let people ask questions, interact

Learned a lot; Inspiring;

Get a person who has done it and show how it has affected them

Fun but a little boring; Cool;

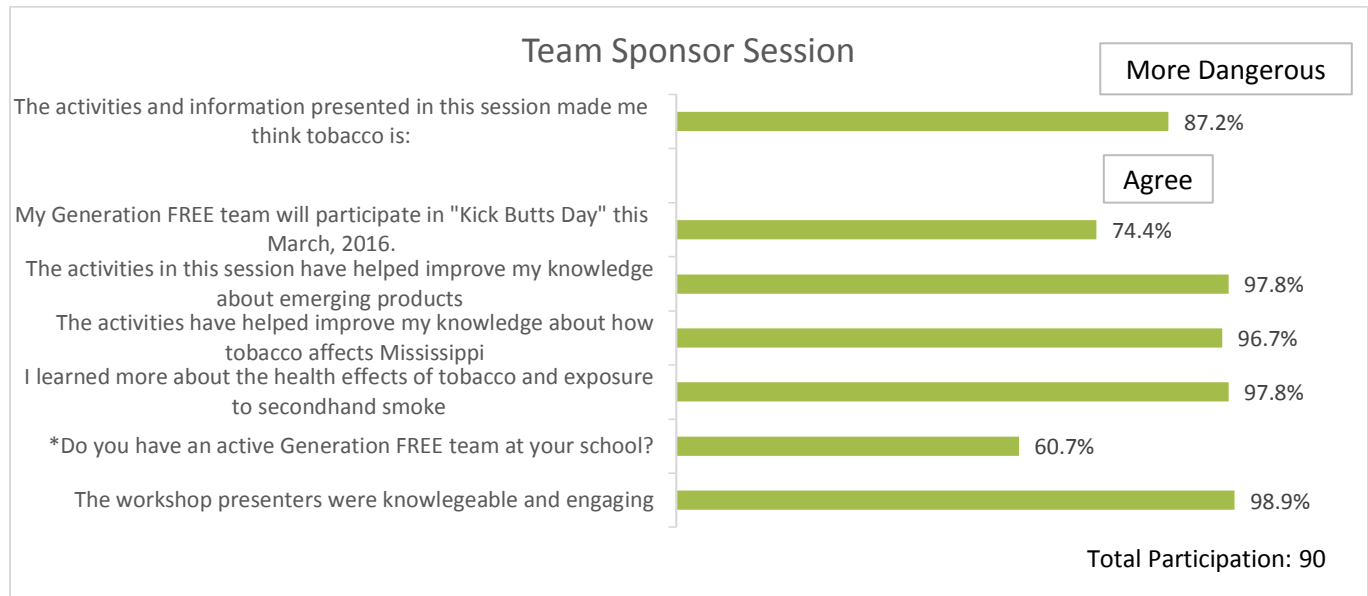
Don't make people get up and speak; Bring in people who are used to speaking

Team sponsors attended a session presented by Suzanne Ellis, Youth Programs Director for the Partnership for a Healthy Mississippi. Most thought the presenter was knowledgeable and engaging (98.9%). Three-quarters of the Generation FREE teams said they would participate in the upcoming "Kick Butts Day" (74.4%). When asked "Do you have an active Generation FREE team at your school?" 60.7% of the 90 participants stated they did have a team.

The follow-up question asked "How often do you meet?" in which more than half (57) did not choose any option, while 26.6% (24) stated monthly, and 3.3% (3) weekly, and 7% (6) daily. The majority of team sponsors are either not meeting on a regular basis or do not have teams. The sponsors were consistent with their comments stating they would like more worksheets, posters, activism activities, group activities and more guest speakers at the schools and a greater social media presence.



Figure 9.



**Comment Themes:**

**Would love more information**

**Need worksheets; guest speakers; social media presence**

**Great session**

**Hanging posters**

**Activism activities**

**Need signs directing people**

**Group Activities**

**Worksheets with facts**

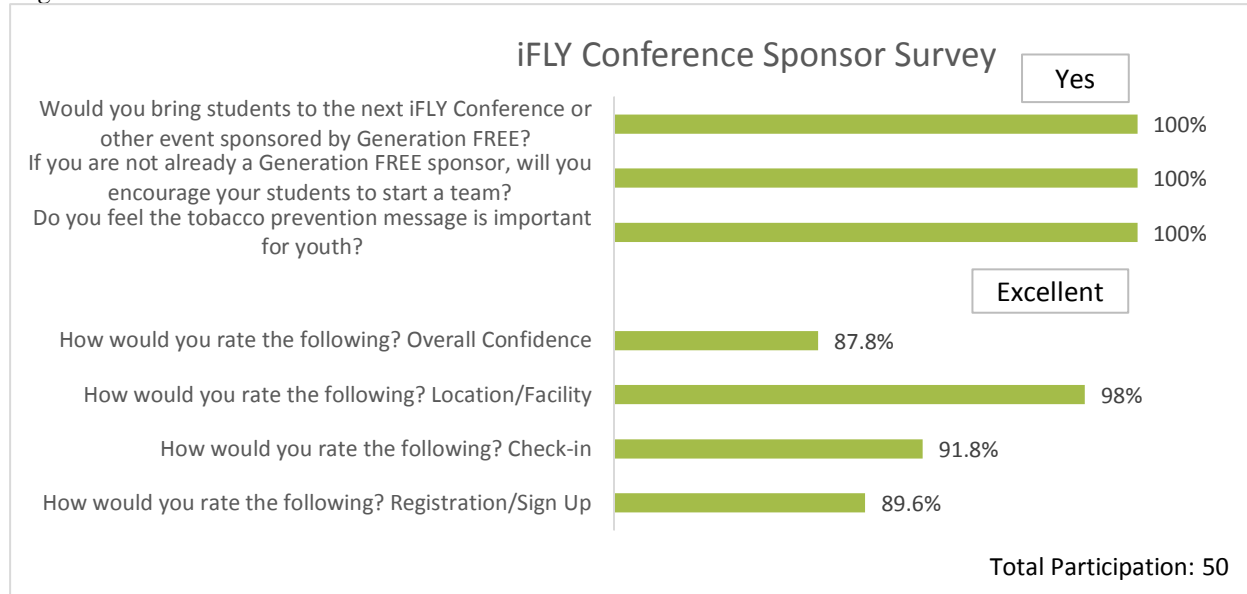
**Open session should be more engaging**

**Good**

**Have donuts next time**



Figure 10.



\* “Strongly agree” and “agree” categories have been collapsed

**Comments Included:**

Very Informative

Strategies and more ideas to use on campus

Snacks and water for kids while waiting for general session

Stickers with names and schools; more public relations about event; more signs directing people

More organized beginning and explanation of expectations for students and sponsors

It was very good

I strongly suggest that the Sponsor's training be kept in your sessions.

Group interactions were good; have students work on teams mixed with other schools

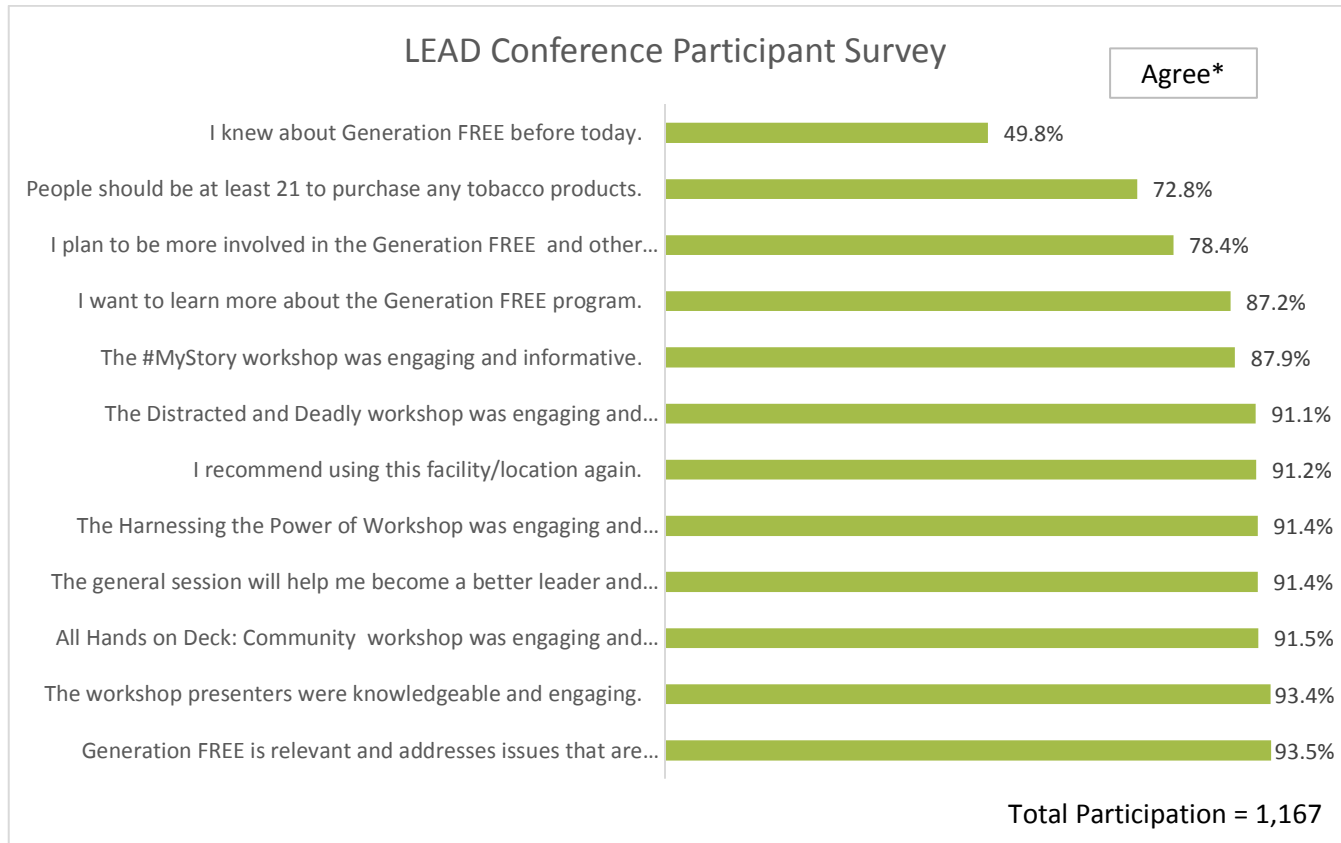
Great job; Excellent job; Great conference

Engage the kids more





Figure 11.



\* “Strongly agree” and “agree” categories have been collapsed

**Comment Themes:**

**Great job; Did everything great;**

**Wear professional clothing; Speaker needs to be more mindful of apparel**

**Speakers clothing inappropriate; Dress code for speakers**

**Pizza please; More food; We were thirsty**

**Perfect; Really good; Awesome**

**Some speakers need to explain the project better**

**Nothing needs to change**

**Presenters dress too short; Distracting attire of presenter**

**More time in Workshops; more time in sessions**

**More time for activities**

**Fun, but more of Distracted & Deadly presenter**

**More LEAD activities in school**

**More fun activities in community**

**More activities - less talking**

**Food was not good; Need better food**

**Keep up what you are doing; Keep caring & being involved**



Needs to be longer; Way too short  
It was great; It was dope; It was amazing  
More hands on learning & less speeches  
I will stop smoking because of you  
I really enjoyed it  
The story group girl with microphone was rude and mean  
Loved it; Like it; Learned a lot; Helpful  
Have longer meetings; More activities  
Include more ways to not do drugs  
Great experience; Great conference  
Gave me a better outlook  
Don't play same music over & over again  
Continue activities at OUR schools  
Let more know about this at our schools  
Awesome! OMG I'm gonna stop smoking because of y'all  
Assure that all the young people leading the workshops have  
good attitudes filled with positivity

Figure 12a.

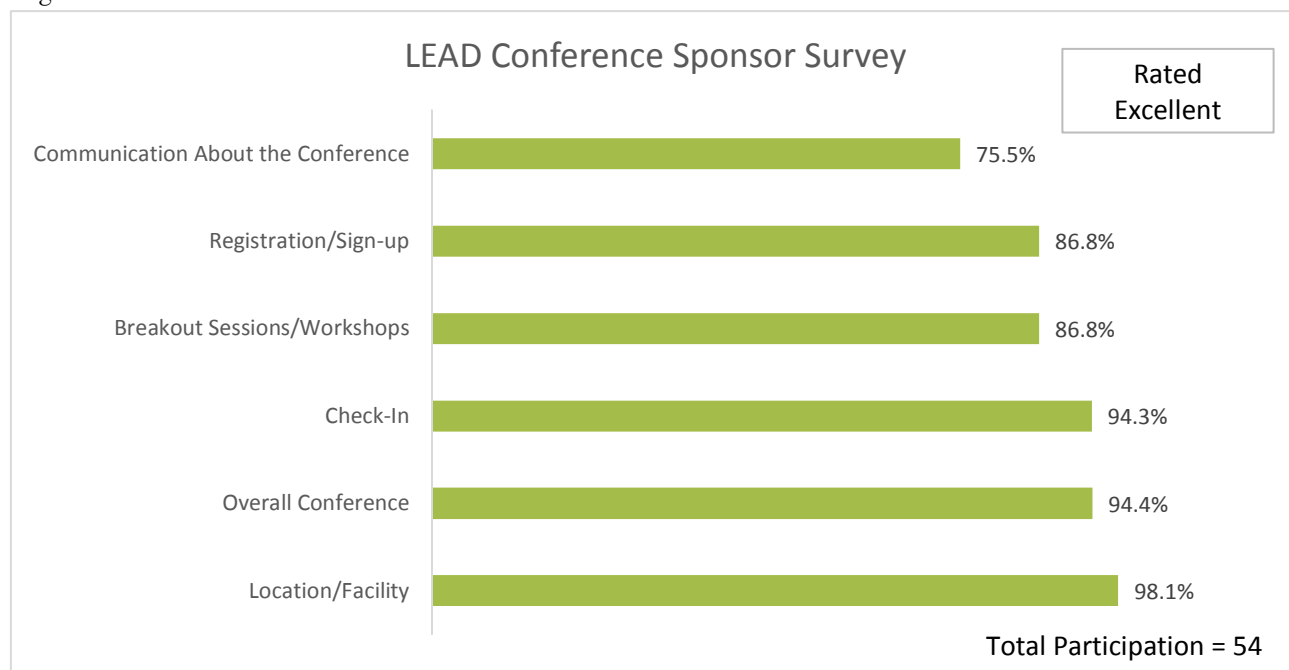




Figure 12b.



Comments include:

Thought this was so great. Helpers were so accommodating.

They can't vote! It's up to us to protect them.

The lady presenter's dress was very short. I had to ask her to pull it down.

Spreading the truth. Presenter's dress was inappropriate.

Presenters' dresses were way too short for high school boys!

I think they would like to network with other students at other schools

Good

DeMarco was awesome and kept the kids attention

Can speakers & leaders wear professional clothes or wear leggings? - don't like seeing booty

Awesome conference. I enjoyed it

Two girl presenters had on super short dresses. Not appropriate when presenting to teen boys!!

FREEStyle events – In the 2015/16 SY there were 130 FreeStyle events throughout the state, for 12,500 7<sup>th</sup> -12 graders in schools, youth centers, churches and colleges.



Table 9. FreeStyle Survey

FreeStyle Event Surveys		
	YES	NO
Have you seen any Generation FREE commercials?	41.1% (368)	57% (511)
Do you think Generation FREE is effective in preventing young people your age from using tobacco?	87.2% (781)	9.8% (88)
Would you like to see Generation FREE continue to do events like this at your school and in your community?	90.8% (814)	4.6% (41)
What social media application is the worst for cyberbullying?	Facebook	23.4% (210)
	Instagram	9.7% (87)
	Twitter	6.4% (57)
	Snapchat	4.6% (41)
	Other	1.6% (15)
How old are you?	age 12-13	22.9% (205)
	age 14-15	34.8% (312)
	age 16-17	34.2% (306)
	18+	7.6% (68)

Total participation: 896



## State-Wide Programs

The Mississippi Nurses Foundation conducted surveys among students at Belhaven University, Mississippi College, and William Carey University. The following represent results from both pre and post testing from Motivational Interview sessions.

### Belhaven University

- Pretest Score Range – 2 out of 10 to 8 out of 10 (20%-80%)
- Post-test Score Range – 6 out of 10 to 8 out of 10 (60%-80%)
- Overall, everyone improved their score on the posttest while no one exceeded the original highest percentage of 80%.
- 50% scored at least 7 out of 10 (70%) on the pre-test; 83% scored at least 7 out of 10 on the post-test.

### Mississippi College

- Pretest Score Range – 4 out of 10 to 9 out of 10 (40% - 90%)
- Post-test Score Range – 7 out of 10 to 10 out of 10 (70% - 100%)
- Overall, everyone improved their score on the posttest.
- Only 25% scored at least 7 out of 10 (70%) on the pre-test; 100% scored at least 7 out of 10 on the post-test.

### William Carey University

- Pretest Score Range – 3 out of 10 to 9 out of 10 (30%-90%)
- Post-test Score Range – 2 out of 10 to 10 out of 10 (20% - 100%)
- Not everyone improved their score on the post-test. One person scored lower on the post-test than on the pre-test. However, this group did have individuals that scored perfectly at 100% on the post-test.
- Only 35% scored at least 7 out of 10 (70%) on the pre-test; 65% scored at least 7 out of 10 on the post-test.

# qualitative



In addition to the online reporting, the MTFC project directors have been asked to share best-practice examples with the evaluation team throughout the year. These are highlighted monthly through a “Tips for Success” section located in TRAPS. The sharing of creative ideas is a way to recognize quality work of individual directors while providing a mechanism for replication across the state. It marks the first time that a focus on the collection of qualitative data has been implemented within the evaluation services of the OTC programs. The Tips for Success feature has been received well by directors, and there is already evidence of replication since the idea was conceptualized in May 2016. For example, Bolivar/Sunflower MTFC Director Beverly Johnson’s tip to provide shoppers at a local Walgreens store with ice cream and tobacco-related materials attached as an awareness activity piqued the interest of newly-hired MTFC director Pearl Watts (Quitman and Tallahatchie Counties) who partnered with a local snow cone business to place tobacco-related facts on the snow cone cups. The Tips for Success are brief descriptions of the services and include contact information for the project director from which the idea came.

## May: Tip for Success

Working in multiple counties can sometimes be difficult logistically for many MTFC Project Directors. Do you ever feel you need to be in two places at one time? Stephanie Collier, Project Director for Lee and Chickasaw counties says that scheduling coalition meetings often poses a problem since the counties are spread apart and there can be a lot of distance for coalition members to drive for a meeting. To enable members from both counties to participate in coalition meetings on a regular basis, Stephanie enlisted the help of the Mississippi State University Extension Service. Video conferences for business meetings such as MTFC coalition meetings provide options for meeting travel challenges. The conferences are interactive and allow participants to hear and see people in other locations. All 82 counties in Mississippi have at least one video conferencing unit, and there are 148 video conferencing sites in the state. When planning a coalition meeting, Stephanie first contacts the extension service office in either Lee or Chickasaw county to schedule the time and date, and then follows up with a call to the Mississippi State University Extension Service Distance Education group to schedule the interactive video conference for the same time. Stephanie rotates the meetings between the two counties allowing her coalition members to “attend” the meeting in person one month and by video conference the next. Using the video conference method also allows MTFC project officers to “attend” via video conference. For more information about video conferencing, contact Steve Hankins at 662-325-0671 or email at [DistanceEd@ext.msstate.edu](mailto:DistanceEd@ext.msstate.edu). Stephanie is available to answer questions at 662-844-0013 or [scollier@frcnms.org](mailto:scollier@frcnms.org). Thanks Stephanie for the tip!



### June: Tip for Success

It's not too early to be thinking about youth teams and sponsors for the upcoming school year. Over the summer, consider some of these ideas for success. Plan to get on the school board agenda in August to inform the superintendent and school board members about your role as a project director and how your work can benefit students in the school district. Consider giving them some sort of hand-out that briefly describes the RAT and FREE programs. Provide your contact information. Let the school board members know that you will be following up with school-level personnel in the following weeks. School nurses are excellent resources and can partner with you in creating youth teams. School health councils can also be helpful. The Healthy Students Act of 2007 requires schools to create school health councils in each school. Check with the principal and ask for the name of the person who heads the council. They may be looking for a program to implement, and the RAT and FREE teams may be just the answer!

The key in forming teams is relationships. So many of you are pros at developing relationships and then nurturing them through the years. Often team sponsors are people you already know—your neighbor, church friend, or community leader. Marcus Ross, Project Director for Desoto and Tate Counties was struggling last year with acquiring teams. He was attending a church and later realized the pastor happened to be the principal of a K-12 school in his district. That personal relationship made it easier for Marcus to gain access to the right school personnel later in the year. Marcus also addressed school board members at the first of the school year and said having their support helped him when he visited the individual schools a few weeks later.

Do you have a tip for success related to your work as a project director? Please send it to Anne Buffington at [anne.buffington@ssrc.msstate.edu](mailto:anne.buffington@ssrc.msstate.edu). We want to share what's working for you with other project directors across the state!





Because the collection of qualitative data is new to evaluation services, the focus for FY 2015-2016 was on the coalition directors. During site visits and telephone interviews, each director was asked to share successes as well as struggles. Although the work illustrated here in the report gives a snapshot reflection of work being carried out, it does not portray it in a first person voice from the director. In the future, quotes from the director explaining his/her ideas will be used. As evaluation services continue, there will a move to bring statewide partners as well as cessation staff and youth partners into the discussion also.

The following is a small sampling of the creative ways MTFC project directors are meeting and surpassing their goals for the year.

In Vicksburg, Vickie Bailey works with Cedric Tillman, the Videographer and Photojournalist at the Vicksburg Warren School District to produce tobacco-related messages and event reports that are broadcast with the school district's television network. Additionally, the local cable television outlet broadcasts the reports on their community channel. This is an excellent way to inform the community of the MTFC work, and it is a unique way to meet the SOW communication requirements.

In Grenada, Sue Mashburne works with the Junior ROTC cadets to provide services to the local community. As part of their service hour commitment, cadets assist with Kick Butts Day and other projects throughout the year.

In George, Greene, and Stone Counties, Stephanie Mayfield uses school cheer and dance teams to make posters illustrating the dangers of smoking. These posters are displayed in school hallways and can be a powerful peer messaging model.

In Itawamba and Monroe Counties, Helen Boerner has created a unique way to engage and educate her coalition board members. At every meeting, Helen takes board members through a series of fun games and activities that she uses with youth and then provides small door prizes when members answer questions correctly. Through a partnership with Itawamba Community College, the coalition meets for lunch in the Executive Dining Room.

In Jackson, Jackie Carter recruited six students from local public high schools to meet her one Saturday to pick up cigarette butts on the grounds of the local library. She asked each to invite some friends to join them. Not only did the property look a lot better, but Jackie was able to involve a large number of youth with minimal effort. The bigger impact came when the youth in attendance that day flooded their social media accounts with pictures and messages about the importance of being tobacco free.

In Clarksdale, former director Wilhelmenia Newson provided tobacco-related messages and promoted upcoming MTFC events in local church bulletins. Many directors express that it is hard to get newspaper outlets to publish their messages. Wilhelmenia's idea is a creative way to reach a segment of the community.

In Morton, Jon Weeks collaborated with the Morton Healthy Hometown Committee and the Scott Regional Hospital to host a Hispanic health fair. Jon got the word out through local Hispanic churches and clinics in the area. Melissa Rodriguez, a bilingual Masters level Quitline counselor served as a translator during the presentations and assisted Jon in answering questions that the attendees had.



In Meridian, Sabrina Wilson has partnered with Mississippi State University and Jackson State University's School of Social Work to obtain interns to assist with the daily operations of the MTFC. Additionally, one intern completed a lot of research on the use and dangers of hookah pens and developed a power point presentation that was used to present to students in the Newton and Lauderdale County schools.

In Louisville, Leigh Lamkin used members of the Mayor's Youth Council to assist in the passage of smoke-free ordinances. Students were involved from beginning to the end in the process and were willing to speak in favor of the ordinance at city council meetings. More recently, Leigh has used three youth to be involved in the Walnut Grove passage.

In Baldwin, Melissa Nash also involved the Mayor's Youth Council with the passage of their ordinance. They even administered surveys that were attached to gas and water bills for a certain period of time that allowed the coalition to gauge the beliefs and attitudes of community members.

In Oktibbeha, Lowndes and Clay Counties, Yolanda Pruitt has spent fiscal year 2015-2016 on the successful adoption of Tobacco-Free Campus policies on three college campuses in her service region. Mississippi University of Women (January 2016 approval/July 1<sup>st</sup> implementation), Mississippi State University (March 2016 approval/August 1<sup>st</sup> implementation), and the policy for East Mississippi Community College whose Golden Triangle Campus is located in Lowndes County will officially go into effect January 1, 2017. Yolanda spent most of the year serving on the MUW and MSU task forces and also served on the Passport to Wellness advisory board. Adoption of the three policies means that all three campuses in the Golden Triangle will now be smoke-free.

In Ocean Springs, Kellie Lamb provides staff training at local daycare centers and offers one CEU for the training. She provides a box lunch from Subway and conducts the training during nap time. Kellie follows up with a formal "ask" to conduct a Care for Their Air pledge day at the day care center. According to Kellie, "I almost always get a yes!"

The work of the MTFC's, youth programs, cessation services, and statewide partners can be quantified in numerous ways. The online reporting system TRAPS evaluators and OTC staff to review and assess how well each organization has met the contractual obligations. Additionally, the organizations provide annual reports and information to their project managers on OTC staff periodically as requested. Their words, however, can convey something that numbers can't. They are reflective of the passion and drive that so many possess. Evaluators reached out to the grantees and asked them to share their personal thoughts on their work. Some of the quotes are shared below:

*"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, to 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 not a crisis line or a tip line. It is real treatment."*

Pamela Luckett

Director, Mississippi Tobacco Quitline



*"I love the stories I hear every time I do anything in the community. Someone shares their excitement of being quit from tobacco a month ago or even 20 years ago. I enjoy asking how they did it and if they feel a difference in their health. Every story is different, but it always encourages me to keep doing what I do. I'm happy when I hear a child tell me with pride that because of taking the tobacco facts they learned at school home with them, a family member has now quit. It's an honor to share in their joy that they now know they may have saved their life or they know someone who will possibly be around longer because of quitting."*

**Kellie Lamb**

**MTFC of Jackson County**

*"It's my heart's desire to leave an influence and impact upon every life the Lord connects to me. I am thankful for my job, which affords me the opportunity to touch lives of children and adults with the good news of good health when we choose to be tobacco free."*

**Beverly Knox**

**MTFC of Noxubee, Neshoba and Kemper Counties**

*"Over the last 17 years, being a tobacco prevention advocate has allowed me the opportunity to serve thousands of students, educate adults, impact business leaders and influence local and state officials. If I have persuaded one person from using tobacco, it has all been worth it."*

**Rochelle Culp**

**MTFC of Holmes, Madison and Yazoo Counties**

*"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. First, our intensive, face-to-face approach represents the upper end of the continuum with respect to treatment effectiveness. Second, the ACT Center system is well-integrated into healthcare systems, as 50% of all referrals come from providers, and thus verifies easy access for our services. Third, our programs attract individuals who generally have a poor prognosis for successful outcomes, including those who are lower SES, less educated, and are burdened with comorbid health, mental health and substance dependence disorders. They represent a subgroup that is likely to be among the costliest from a healthcare perspective. While the prevalence rate of tobacco use in such high risk populations has remained relatively unchanged in the last 10 years, we have noted substantial success in helping these individuals achieve abstinence. Finally, the ACT Center provides other important services for the OTC, such as healthcare professional training in evidence-based treatments, presentations to the public, and maintaining an active research program in tobacco dependence that spans basic science, clinical, and population efforts with implications for public policy."*

**Dr. Thomas Payne**

**Director**

**ACT Center**

*"I was in Walmart not too long ago, and this little guy looked at me and said, 'You're the tobacco lady!' and I said, 'YES, where did you see me?'" He told me he had heard me at the day care he attended. So hopefully, someday, somewhere, when these kids are thinking about the dangers we've discussed—maybe, just maybe, they will think of me!"*

**Helen Boerner**

**MTFC of Itawamba and Monroe Counties**

*"I lost both of my parents to lung cancer due to tobacco use, and I always wanted to make a difference by making others aware of the harmful effects of tobacco use."*

**Wilhelmenia Newson**

**Coahoma and Tunica Counties**



*"Through summer programs and education, it is remarkable to see how pre-school age children comprehend the tobacco-free education through fun but educational activities. One experience I recall is a four-year-old who approached his parent who smoked cigarettes and how the story unfolded with this young child's take-home message. Children are an amazing audience and this education is very beneficial to this young population. In reaching out to adult populations, many share family stories of the addiction and life-long illnesses. A lady shared information of her deceased husband and herself as tobacco users for many years. She now has a chronic illness that requires her to have oxygen. Through education and resources, I have provided her, she has contacted the Quitline and is trying to break the addiction to tobacco. She is very appreciative of the work being provided to teach others through both prevention and cessation measures from tobacco use."*

**Sue Mashburne**

**MTFC of Grenada, Yalobusha, and Calhoun Counties**

*"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 of Hinds County**

*"Recently I ran into a lady who had taken a Freedom from Smoking class that I facilitated. When I hugged her, it was the first time that she did not smell like cigarette smoke. That is a feeling that no paycheck can satisfy. This is so much more than a job."*

**Rochelle Culp**

**MTFC of Holmes, Madison and Yazoo Counties.**

*"I love my career because it allows me to make an everlasting impact on all those around me. I am able to share family experiences and provide assistance and resources to individuals affected by Big Tobacco. An everlasting impact starts when you give your youth a voice and allow them to carry the message! The youth are our future and I'm training them to become healthy and community oriented advocates."*

**Desiree Norwood**

**MTFC of Carroll, Humphreys, and Leflore Counties**

*"I love that I have the opportunity to experience the atmosphere at so many schools across the state and that I get to interact with the students. It means so much that I get to bring information to these kids that could potentially save lives one day. I think the impact of our programs can be seen in the youth tobacco use statistics. I think by reaching out to students at a younger age, we are making more of a lasting impact, as well as giving them the tools to reach out to parents and family members that may already use tobacco products."*

**Sara Johnston**

**The Partnership for a Healthy Mississippi**

**Youth Programs Coordinator – RAT**

*"I love working with RAT and Generation FREE because of the difference we are making in so many lives across the state of Mississippi. Nothing makes my heart happier than to hear a young adult say, 'I remember when RAT came to my school when I was little.' For the past sixteen years, I have seen the culture of tobacco change in Mississippi for the better, more and more youth are not afraid to teach up and tell others about the dangers of tobacco. Tobacco companies have creative marketing tactics, but we have to be more creative and keep the tobacco companies from targeting our youth."*

**Suzanne Ellis**

**The Partnership for a Healthy Mississippi**

**Youth Programs Director**



*"Working with youth is the most rewarding part of my job. To know that I have the opportunity to help a young person not only mature, but also positively impact the lives of their peers and loved ones. Rates have shown that efforts implanted by Generation FREE are effective. I also feel that youth gain vital leadership skills that will help them throughout their academic careers. Ultimately, we are saving Mississippi's youth from a fatal addiction and ensuring another generation does not fall victim to the tobacco industry's deadly products."*

**Frederick Wiley**

**The Partnership for a Healthy Mississippi**

**Youth Programs Coordinator - Generation FREE**



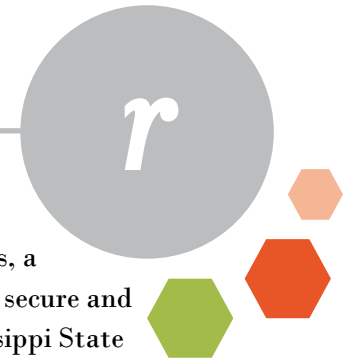
# 1 limitations

The fiscal year was already well on its way by the time the evaluators were hired. The evaluators came onboard following the completion of the first quarter of the fiscal year and faced a steep learning curve in acclimating themselves to the organizational structure and scope of work requirements of the OTC grantees. Because of this, evaluators chose to focus the majority of the remaining months on familiarizing themselves with the goals and objectives of the MTFC's. Face to face site visits, interactions at quarterly trainings, and email/phone correspondence helped the evaluation team to grasp the MTFC's scope of work and objectives for the year. Because the Partnership for a Healthy Mississippi (PHM) youth work is closely aligned to that of the MTFC's youth programming, evaluators were able to interact often with staff from PHM to gather an understanding of their work.

However, the focus on the MTFC's and youth services severely limited the amount of time spent with state-wide and cessation partners. There were several attempts in the spring to meet with state-wide partners in one setting, but schedules conflicted, and no such meeting occurred. Evaluators did have a face-to-face meeting in October 2015 with Quitline staff which was helpful to understand the magnitude of their work. In reaching out to Dr. Payne at the ACT Center, it was discovered that he had a lengthy meeting with the previous evaluator just a few weeks prior to the change in evaluation teams, but the notes from that meeting were not shared with the new evaluation team by the previous evaluator. The impact and outreach numbers recorded in TRAPS by some state-wide partners may not adequately reflect the true scope of their work. Evaluators reported the numbers based on what had been entered into the data portal.

Pre and post testing of students participating in RAT teams (grades K-6) and FREE teams (grades 7-12) are the only way the evaluation team can actually assess knowledge gained in the year. MTFC directors are asked to test students in the beginning of the academic school year prior to any interaction with the RAT/FREE curricula and then again at the end of the school year to measure the knowledge acquired. The response rate for FY 2015-2016 was extremely low due to a number of reasons. There was confusion among MTFC directors as to where to send the pre-tests. Many pre-tests were mailed to the previous evaluator at the University of Southern Mississippi and never made it to the SSRC. Evaluators also discovered that often MTFC directors were testing the same class for the pre and post testing periods, but not necessarily the same students in that class, thus making the entire analysis invalid. Because of these limitations, this report presents a snapshot of the post assessment rather than a full comparison analysis. During recent regional trainings with all MTFC directors, the importance of pre and post testing was emphasized. Directors have now been instructed to staple the pre and post-tests together and to use coding to ensure the same students have been tested. They were also instructed to email the evaluation team when the surveys were mailed following completion.

# recommendations



All surveys conducted by the Office of Tobacco Control evaluators should use Qualtrics, a sophisticated electronic survey instrument which empowers statistical capabilities in a secure and user-friendly manner. Qualtrics is a private company based in Utah with which Mississippi State University has an annual contractual relationship. Using this survey instrument will allow evaluators to manage data analysis more efficiently.

MTFC Directors should be encouraged to clean up all email lists to ensure a limited number of bounce backs. This enhances the quality of the survey process. In addition, directors should ask school employees to provide personal emails since many school districts have high filters that can consider emails as SPAM.

Although the process is often done informally among MTFC directors, it would be productive to develop and implement some sort of mentoring program for incoming directors who may be overwhelmed by the amount of work before them. MTFC directors should be asked if they are willing to serve as mentors which would involve being available to answer questions and to proactively reach out to their mentees on a regular basis.

The evaluation team has used a template originally formulated by the Project Officers to display the number of school and non-school teams already acquired and the number still needed for each MTFC director. It is suggested that OTC consider allowing the MTFC directors to use them as a checklist for themselves. The optional template could be placed in the Resource section of TRAPS (table 10).

Table 10.

RAT/FREE								
County Name	RAT (K-3)		RAT (4-6)		FREE (7-8)		FREE (9-12)	
	Have	Need	Have	Need	Have	Need	Have	Need
<b>School Settings</b>								
<b>Non-school</b>								
County Name	RAT (K-3)		RAT (4-6)		FREE (7-8)		FREE (9-12)	
	Have	Need	Have	Need	Have	Need	Have	Need
<b>School Settings</b>								
<b>Non-school</b>								

The link to the end of the year team sponsor survey should be sent prior to the end of the actual school year since many of the sponsors are employed by local school districts and are not as attentive to answering during the summer months. Again, in order to ensure a good response rate, current email addresses must be provided by the MTFC directors.

Although the focus is on electronic surveys, coalition members could be asked to fill out paper surveys during the May coalition meeting. MTFC directors report that some of their members do not have access to email and would prefer a paper survey. This method could improve the response rate among coalition members. To ensure objectivity, the MTFC director would have to leave the room and ask a coalition officer to administer the survey and secure them in a closed envelope for mailing.





The MSDH Department of Communications should be encouraged to provide periodic trainings for MTFC directors on how to speak to the media. Scripts detailing various talking points should be provided the directors to assist them in staying on point during interviews. Additionally, the Department of Communications should provide tips on how to enhance the MTFC social media reach.

There is confusion as to who controls the content of MTFC Facebook pages. Very few MTFC's have Facebook pages and when queried, many answered that the MSDH Department of Communications controls the content. Yet, their office reports that it is up to the individual coalitions.

A timely release of newspaper articles should be provided by the Department of Communications to enable MTFC Directors to get such articles released in time for publication.

A pilot study is being conducted during the current fiscal year to determine if a new reporting system with regard to youth team activity sheets should be implemented across all MTFC's. Five directors were asked to use a newly-developed electronic working document that could ultimately cut down on work time as well as the amount of paper needed to store all activity sheets for the year. The directors will have periodic phone calls with the evaluators and Charlotte Williams to gather input about the newly proposed process.

In order to examine fully the impact and reach of youth teams and the manner in which they are acquired, a small committee of MTFC directors, youth program staff, and appropriate OTC personnel could be formed to recommend improvements and/or changes that could be considered by OTC for adoption.

With the addition of the Photo Voice and Success Story requirements, it is recommended that knowledgeable speakers be asked to conduct seminars at MTFC quarterly meetings so that directors will be fully informed about the components of the two new projects.

The evaluation team has begun to collect qualitative data among MTFC directors and will encourage other grantees to share "success stories" throughout the year for use in the six month and final report for OTC.

MTFC Directors should be reminded to upload a copy of any ordinances or amendments to the online reporting system upon passage. Dates of passage should also be noted in the reporting system. Dr. Robert McMillen should be notified upon passage at [robert.mcmillen@ssrc.msstate.edu](mailto:robert.mcmillen@ssrc.msstate.edu).

The evaluation team will continue to work with the TRAPS developers to ensure that the online system is more user friendly.

The use of social media particularly as it relates to youth programming should be explored further. Perhaps the MSDH Department of Communications could provide regular brief messages that could be used by the MTFC's and youth programs staff through Twitter.

The Quitline staff has employed a very helpful tool that could be used among all grantees. At the end of the fiscal year (June 30, 2015), the staff conducted a "self-assessment" to determine which SOW requirements were not met and then provided the reasoning behind why they weren't met. The document was sent to the evaluation team for a cross check.



This can be a very valuable tool for state-wide partners, youth programs, as well as the MTFC's to take a look at what they have accomplished. The MTFC's could even do this at the May coalition meeting to assess what they are doing well and what they could improve upon.

The ACT Center should be encouraged to record their events and presentations in a succinct manner that corresponds with the SOW requirement section numbers. This will enable evaluators to easily assess what has been accomplished during the year.

The Statewide partners should be encouraged to record their events and presentations in a succinct manner that corresponds with the SOW requirement section numbers. This will enable evaluators to easily assess what has been accomplished during the year.

All grantees should upload materials in a timely manner to the online reporting system. In some cases, grantees tried to upload reports, surveys, and even figures after the portal had been closed for the fiscal year.

Whenever there are personnel changes and/or changes in the contract of a grantee, the evaluation team should be notified as soon as possible in writing.

The information provided by the Southern Research Group focus groups should be used to develop new youth tobacco prevention materials and to determine effective advertising for the targeted audience.

A representative from each of the state-wide grantees along with OTC Project Officers and evaluators should meet to discuss online reporting as well as challenges and barriers they may face in meeting their SOW requirements. Such meetings could improve collaboration among the grantees. This meeting would be in addition to the annual state-wide meeting held in the fall.



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