

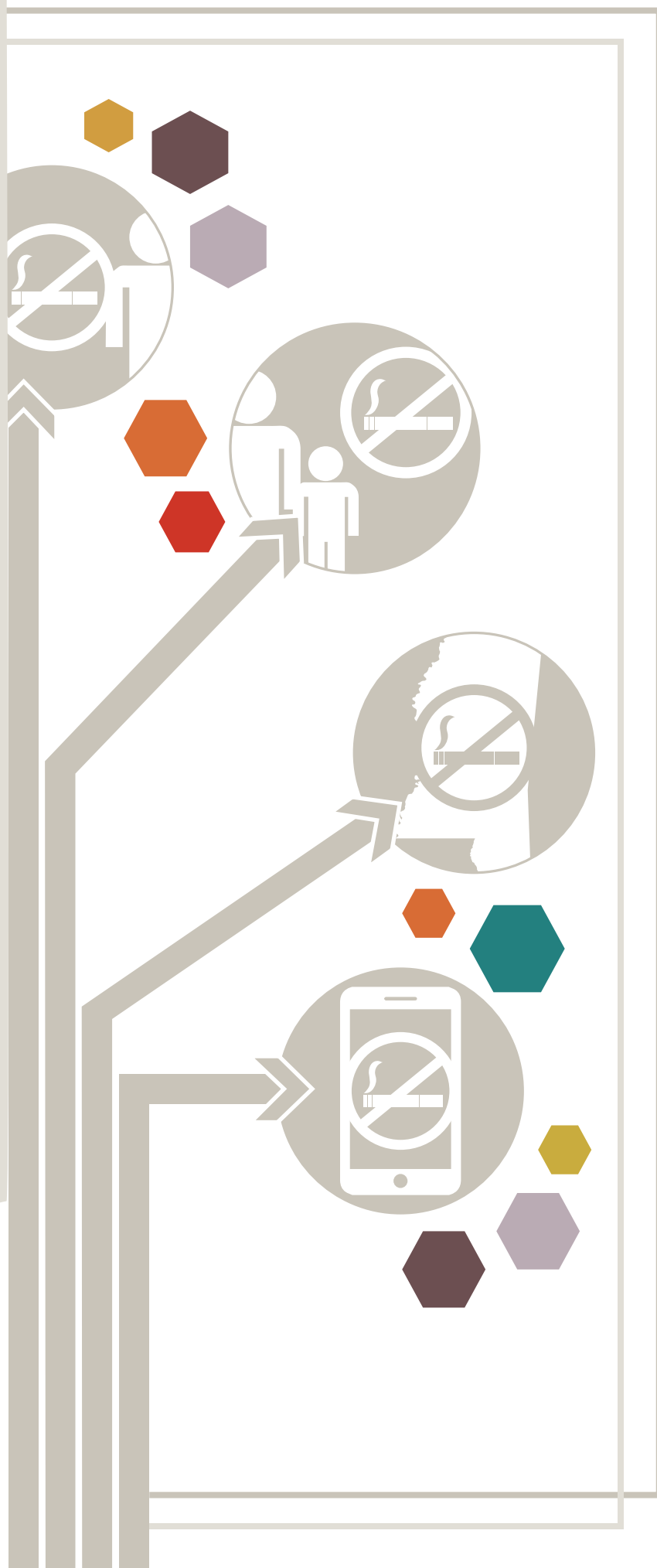
**education**

***prevention***

**cessation**



2016-2017



MISSISSIPPI STATE UNIVERSITY™  
SOCIAL SCIENCE RESEARCH CENTER



# acknowledgements

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*{ in partnership with*

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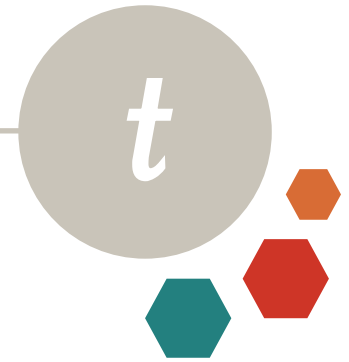
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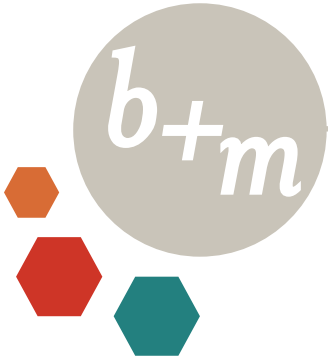
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# background + methodology

## *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 2016-2017, OTC provided funding for 34 Mississippi Tobacco Free Coalitions, five 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. 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

Mississippi tobacco free coalitions (MTFC's)



◆ **724,612** ◆  
*people impacted*

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

“ I do my job because I've seen too many loved ones impacted by the dangers of tobacco use, from heart attacks, lung cancer and stroke. I honestly want to reduce the amount of youth starting and increase the number of people quitting. It's a big piece of making Mississippi a healthier state. ”

KELLIE LAMB | PROJECT DIRECTOR, JACKSON COUNTY

**2,935 General Awareness**  
Activities with 210,013 in attendance

**1,609 Advocacy & Policy**  
Activities with 38,386 people impacted

— **902** —  
**CESSATION**  
ACTIVITIES WITH 14,704  
ADULTS IMPACTED

◆ **383** ◆  
*communications  
published/aired*

WITH AN UNDUPLICATED AUDIENCE OF

◆ **1,551,899** ◆



## 49 Kick Butts Day

events with 9,059  
*in attendance*

## 62 Great American Smoke Out

events with 18,891  
*in attendance*

☞ *When our health is good, that puts us in a place to do should be a priority in our educate someone about what providing them with options. their options so that they good choices about*

**132 Youth Contests**  
1,484 youth participating

**109 Care for Their Air**  
presentations to 2,625 pre-school parents, guardians, and teachers

**571 Second-hand Smoke**  
presentations with 21,425  
*in attendance*

**198 RAT on the Road**  
presentations with 10,237  
*in attendance*



**187 Merchant Trainings**  
with 273 in attendance

**51,376 Residents Impacted by the 18 Ordinances Passed**  
(14 comprehensive ordinances, 1 partial smoke-free ordinance, 2 e-cigarette amendments, and 1 smoke-free vehicles (with minors))

**44 Smoke-Free Establishment Recognitions**  
with 918 people  
*in attendance*

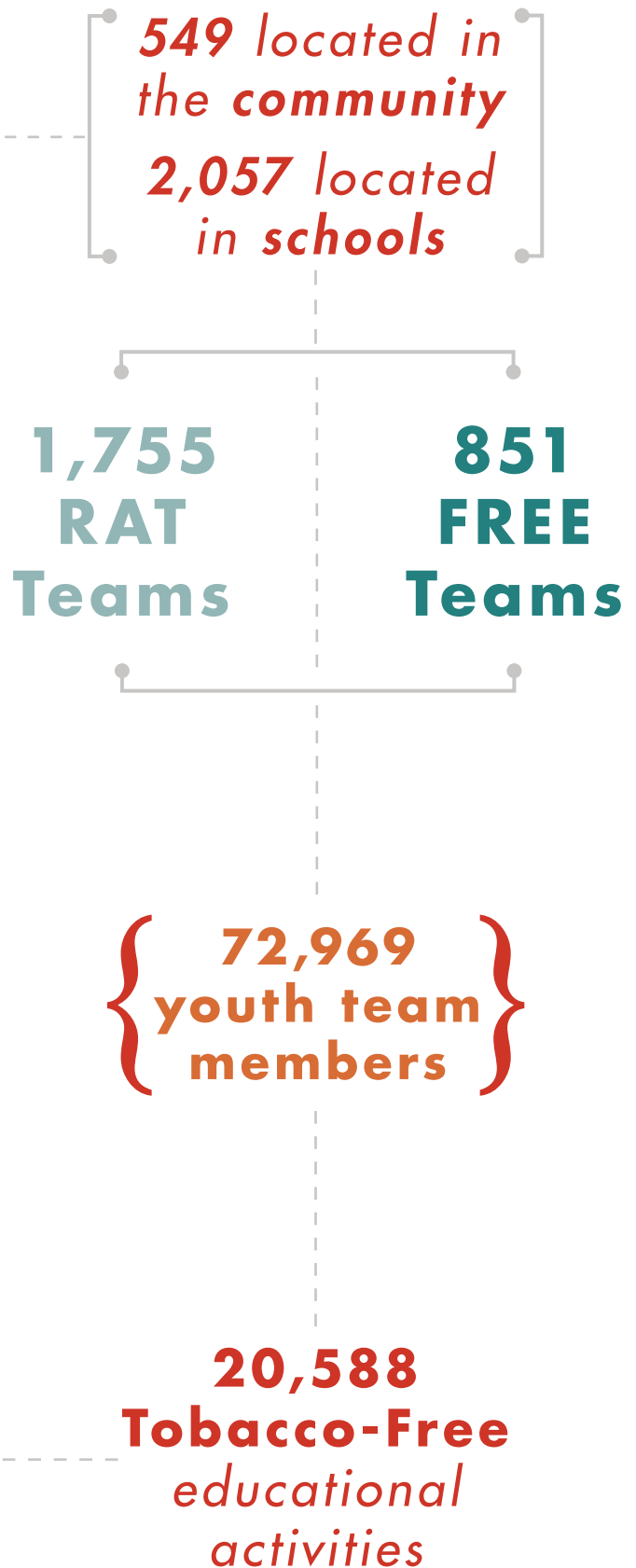
# 2,606 MTFC Youth Teams

*our spirit is energized, and great things. Good health lives, and I feel that when I tobacco does to their life, I'm I want Mississippians to know are empowered to make their health. 🍷*

PAMELA LANG-PRESTAGE | PROJECT DIRECTOR,  
CLARKE, JASPER AND WAYNE COUNTIES



**93 Multi-Unit Housing** presentations with **1,226 in attendance**





# key findings

the partnership for a healthy ms youth programs

**45,052 youth impacted**

“Live performers conveying an important message to students.”

TEACHER SURVEY RESPONSE WHEN ASKED WHAT THEY LIKED BEST ABOUT THE RAT TROUPE PERFORMANCE

**69 RAT Troupe Performances**  
for 23,739  
K-6th Graders

“WOW, just WOW! He (the presenter) made them ‘all get up in their feelings’ which is not easy to do with teenagers, especially around their peers.”

TEACHER SURVEY RESPONSE FROM THE LEAD CONFERENCE

**2 RAT Dance Camps**  
involving  
40 students

**2 Youth Advisory Board Retreats**  
involving  
10 students

**164 Free-Style Events**  
reaching  
17,851 students  
in 7th-12th  
grades





**5 LEAD  
Conferences**  
1,064 students in  
9th-12th grades

**5 iFLY  
Conferences**  
809 students in  
7th-8th grades

“Working with my youth teams  
has been an awesome adventure,  
and they have made a great impact  
on the various counties I serve.”

TABITHA WILSON | PROJECT DIRECTOR,  
PIKE, AMITE AND WILKINSON COUNTIES



# key findings

state-wide partners

**8,389 people impacted**

## **The University of Southern Mississippi Institute for Disability Studies IDS**

90 monthly education classrooms, leadership meetings, community expos/  
4,763 impacted

## **Mississippi Academy of Family Physicians Foundation**

85 education, awareness activities, chart reviews, technical assistance/  
2,143 people impacted

☞ *Nationally, people with disabilities, mental illness and substance use disorder smoke and use tobacco products at a much higher rate than people without. Mississippi is no exception. The University of Southern Mississippi Institute for Disabilities Studies (IDS) has worked for 10 years to educate Mississippians with disabilities, mental illness and substance use disorder about tobacco cessation and prevention through research, training and information dissemination.* ☞

ALMA ELLIS | IDS PROJECT DIRECTOR

## **The Mississippi Nurses Foundation**

133 awareness and programmatic activities and trainings - 642 people impacted



“Working with pediatricians to impact more families with prevention and cessation messages is important! Many times adults may not see their own health care provider often, but they may see their child’s physician. Smoking avoidance and cessation messages and culture in the pediatric clinic are important.”

GRETCHEN MAHAN | MS CHAPTER,  
AMERICAN ACADEMY OF PEDIATRICS

## The Mississippi Chapter of the American Academy of Pediatrics

61 continuing education presentations, trainings, Lunch and Learns, community advocacy/ 567

## The Mississippi Primary Healthcare Association

60 awareness, capacity building, chart reviews, Lunch and Learn, cessation promotions





# key findings

## cessation services

### ACT Center

- **Pharmacotherapy** trainings (11), presentations, and promotional activities impacting **4,370 people**
- **1,414 intake evaluations** completed with **7,974 total visits**
- **36%** 12 month quit rate

“We have the perfect setting to help people understand there are ways to quit and get support.”

IQH COUNSELING STAFF MEMBER

“The ACT Center continues to achieve substantial quit rates among our attendees. We receive comments reflecting the gratitude of our program participants on a regular basis. The fact that 40% of our participants indicate they were referred by healthcare providers suggests the recognition of these quality services as well.”

DR. THOMAS PAYNE | DIRECTOR OF THE ACT CENTER

### Mississippi Tobacco Quitline

- **84%** live call answer rate
- **302,694** website hits
- **1,060** online enrollments
- **8,873** online chat sessions



“ I like to help people, and my work with the Quitline allows me to lend a hand to Mississippians who would otherwise not have access to care. We provide an incredibly personal treatment, reaching out by phone directly into the homes of many who live in rural or isolated areas of the state. I enjoy seeing the freedom they gain from quitting, how pleased they are with our support, and how many often share it with friends and family. It is inspiring to start with one client but ultimately impact a community.”

IQH COUNSELING STAFF MEMBER





# introduction

Since its creation in 2007 by the state legislature, Mississippi's Office of Tobacco Control (OTC) has had an overarching goal of decreasing the use of tobacco products among youth and adults and educating children about the health implications of smoking. To accomplish this goal, the OTC has developed and implemented evidence-based tobacco education programs, prevention and cessation interventions, and partnered with Statewide health professional associations to educate their stakeholders and clients about the health risks involved in tobacco use. As outlined in the Centers for Disease Control and Prevention's Best Practices for Comprehensive Control Programs (2014), the OTC program components for Fiscal Year 2016-2017, included:

## 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, cessation services awareness, youth programmatic activities, and communications for adults and children/youth in their service areas.

### Youth Programs:

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

### State and Community Interventions

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



### Cessation Interventions

- Mississippi Tobacco Quitline
- ACT Center for Tobacco Treatment, Education and Research (ACT)

### Mass-Reach Health Communication

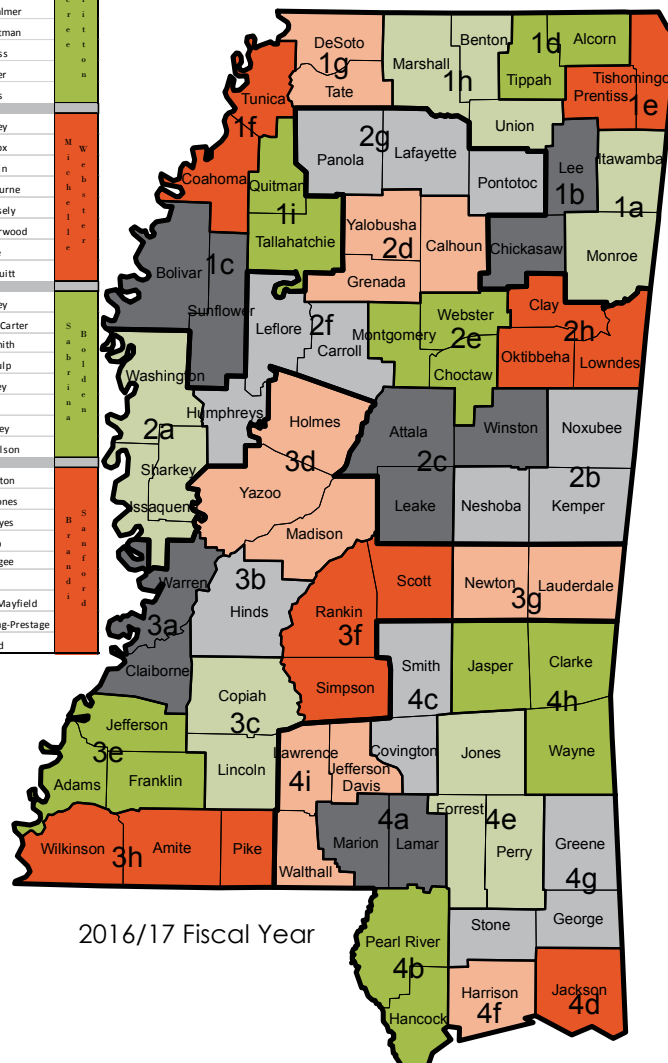
### Surveillance and Evaluation Services

- The Mississippi Tobacco Data project located at Mississippi State University’s Social Science Research Center
- Evaluation services located at Mississippi State University’s Social Science Research Center

Map 1.

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

### Mississippi Tobacco-Free Coalitions





# methodology

The Fiscal Year 2016-2017 report marks the second developed by the evaluation team at Mississippi State University's Social Science Research Center (SSRC) since September 2015 when services were moved from the University of Southern Mississippi to the SSRC. Presently, the evaluation team, IT developers for the online reporting system (TRAPS), and Dr. Robert McMillen's Tobacco Data staff are housed under one roof at the SSRC.

Having spent the majority of the first evaluation year getting acclimated to the work of the MTFC's and PHM youth activities, the evaluators turned their attention in the fall of 2016 to familiarizing themselves with the objectives of the five Statewide grantees and two cessation programs as outlined in their respective SOW contracts. Individual meetings were held with each grantee along with their respective OTC project officer charged with overseeing their work. During these sessions, the online recording system, TRAPS was discussed at length, and grantees were given the opportunity to make suggestions as to how the system could be more user friendly for them. Each reporting category was covered, and reporting requirements were specifically made known to each grantee. These individual site visits provided both the grantees and the evaluation team a better understanding of their contractual obligations and how they can adequately reflect their work within the context of the online reporting system. A similar format was used also when evaluators met with PHM staff and their project officers. In addition to these visits, the evaluation team continued to provide training and assistance to the 34 MTFC's through regional workshops and quarterly trainings and conducted "spot-checks" via phone and in-person to closely monitor MTFC activities.

The six-month assessment of all OTC grantees was conducted between January and March 2017 with the report presented to OTC staff on March 30<sup>th</sup>. Reports were pulled from the data portal in early January after all grantees were notified of the specific date. Evaluators conducted site visits to 14 of the 34 MTFC directors during January and February. To be mindful of travel budgetary matters, evaluators made a concerted effort to visit directors who were located in close proximity or in areas where evaluators were already conducting business on other projects.

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 directors were asked specific questions related to their work. Each was asked to describe their challenges, and discussion followed on how problem areas could be resolved. Communication portfolios, team activity sheets, rosters and fiscal receipts were also reviewed. Template forms outlining all SOW requirements were used as checklists to ensure that the directors were on track at the six month point for completion of requirements prior to the end of the fiscal year.

The remaining MTFC directors received emails noting their accomplishments as well as areas in need of improvement. Directors were asked to confirm receipt of the emails and to respond if they felt any information had been reported in error.

In July 2017, the evaluation process was repeated with reports pulled from TRAPS reflecting work for the remaining six months of the fiscal year. Site visits with 18 MTFC directors who did not receive visits in January and February were conducted in late May through August. Fifteen telephone interviews were conducted in July and August. There was not an evaluation done for Claiborne and Warren since there was not a director in place at the time of the evaluations.

The process for the site visits remained the same; however email evaluations were replaced with telephone interviews. This was done to allow a more in-depth conversation with each MTFC director. It was also noted that sending an evaluation on paper to the directors by-passed the initial review of their officers. Evaluations for all grantees (Cessation, Statewide partners, PHM and MTFC's) will now be conducted on-site or by telephone. No email evaluations will be used.

An assessment of the youth programs' progress was conducted by using the online data report from TRAPS as well as pre and post testing from RAT and FREE teams from across the MTFC network (pre September 2016; post-tests April 2017). The process of pre and post testing was greatly improved this year. This can be attributed to the training directors received in learning that pre and post-tests must match individual students rather than individual classes. Some students were tested after nine weeks due to the block system rather than a traditional semester.

The evaluation team conducted a paired-samples t-test which allowed evaluators to see if there was a significant difference in overall student tobacco knowledge between their pre and their post-tests scores. The paired-samples t-test examines the average scores of the same group of individuals at two different points in time. The outcome of this test determines if the two averages are significantly different from each other.

Approximately 936 students attending the LEAD Conferences responded to evaluation surveys while 821 of the iFLY conference participants responded.



In order to assess the work of the five statewide programs, all reporting was pulled from TRAPS on July 10, 2017. Evaluators measured progress from the previous six month evaluations to determine improvement as well as to identify needed targeted areas for future improvements.

Follow-up telephone calls were also made to some of the grantees to clarify information. Correspondence via email and phone were maintained throughout the year 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 Tobacco Quitline completed reports required throughout the fiscal year and uploaded them to the TRAPS system for review by the evaluators. The face-to-face meetings that took place in November 2016 were very helpful in determining how TRAPS could be enhanced to make reporting less repetitious. Evaluators were available throughout the year to answer questions regarding the reporting of their contractual obligations.

Finally, because this is the second annual report compiled by the present evaluation team, there will be measures of progress made between FY 2015-2016 and FY 2016-2017 objectives and are included in this report.

# 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 2016-2017. There was a considerable amount of turnover among MTFC Directors during that time period. Twelve directors (35%) left their position at some point during the fiscal year. Seven new directors were hired prior to the end of the fiscal year (June 30, 2017) while Jon Weeks was rehired in October 2016 following a change in fiscal agents. Another director, Nicole Banks, MTFC of Lamar and Marion was hired July 1, 2017. At this writing, there are three remaining vacancies: that of Attala, Leake and Winston; Montgomery, Webster and Choctaw; and Claiborne and Warren. Evaluators conducted a site visit to Leigh Lamkin (Attala, Leake, and Winston) prior to her departure, but were unable to connect with directors from Montgomery, Webster and Choctaw as well as Claiborne and Warren prior to their departures. For this reason, evaluations for the two coalitions are not as comprehensive for some areas of the scope of work.

### New Directors (7-1-2016 to 6-30-2017)

Shatara Agnew ..... (July 2016) Chickasaw and Lee  
Jasmine Pittman .... (September 2016) Coahoma and Tunica  
Shakeizia Jones ..... (September 2016) Hancock and Pearl River  
Jon Weeks ..... (October 15, 2016) Rankin, Scott and Simpson  
Nicole Henley ..... (December 2016) Lauderdale and Newton  
Jenniffer Palmer .... (January 2017) Prentiss and Tishomingo  
Stacy Brooks ..... (January 2017) Alcorn and Tippah  
\*Beverly Raddin ..... (April 2017) Claiborne and Warren

\*no longer a director

Scope of work requirements included general reporting, coalition organization and operational activities, programmatic activities, awareness, communication, advocacy/policy, and cessation. As a whole, the coalition directors successfully met or were close to meeting the objectives set for them in their contractual obligations. In fact, six (17.6%) met or exceeded all of the Scope of Work requirements for the fiscal year. This is however down from last year's 13 (38.2%). For a snapshot of MTFC activities, see Appendix A. For a more detailed look at each of the coalitions, see Appendix B.



Mississippi Tobacco Free Coalitions (MTFC's) Fiscal Year 2016-2017  
347,061 people impacted (154,333 adults; 192,728 children)

- 34 MTFC's with a presence in each of the 82 counties
- 2,935 General Awareness presentations/activities with 210,013 people in attendance
- 1,609 Advocacy and Policy activities with 38,386 people impacted
- 902 Cessation activities with 14,704 adults impacted
- 18 Smoke-Free Ordinances passed (14 Comprehensive, two e-cigarette Amendments, one Partial, and one smoke-free Vehicle (with minors) totaling 51,376 residents impacted
- 1 Community College went smoke-free this year (Meridian)

A total of 205,013 people attended 2,935 awareness activities conducted by the MTFC directors during the year.

Awareness presentations were divided into two categories: High Level and Not High Level. High Level Awareness Presentations: 595 events with 59,071 people in attendance. Examples of such activities include but are not limited to: Conference break-out sessions, Secondhand Smoke presentations, Tobacco 101 presentations, and City Council/Board of Aldermen presentations.

Not High Level Presentations: 1,213 events with 92,299 people in attendance including: health fairs, and materials, and participation/presentation at community events. Over 45,631 brochures and other tobacco education materials were distributed during these events/activities.

Great American Smoke-Out: 62 events with 18,891 people impacted

Kick Butts Day: 49 events with 9,059 people in attendance

Ordinance passage and groundwork: 253 activities with 1,681 people in attendance

Care for Their Air: 109 presentations to 2,625 staff of day care centers as well as parents and caregivers of the children enrolled in such programs

Secondhand Smoke presentations: 571 all around the state to civic clubs, local government entities, conferences, youth groups, back to school events etc. with 21,425 in attendance



Smoke-Free Establishment Recognition: 44 with 918 people in attendance

Merchant Training Presentations: 187 with 273 in attendance

Multi-Unit Housing Presentations: 93 with 1,226 in attendance

RAT on the Road Presentations: 198 with 10,237 in attendance

MTFC Active Youth Teams: 2,606 (2,057 located in schools and 549 in non-school locations)

Among the active teams there were 1,755 RAT (K-6) teams and 851 FREE (7-12) teams

Number of students on active teams: 72,969

Number of educational activities completed by active teams: 20,588

383 communication messages were conveyed throughout the year via newspaper (354), radio (17) and television (12) markets reaching a potential audience of 1,551,899 people.

Smoke-Free Ordinances passed in FY 206-2017: 18 impacting 51,376 residents. Of these, 14 were comprehensive smoke-free ordinances, two were e-cigarette amendments, one partial smoke-free ordinance, and one smoke-free vehicle (with minors) amendment. In addition, Meridian Community College went smoke-free this fiscal year.

Six MTFC Directors met **all** FY 2016-2017 SOW obligations and recorded them in TRAPS (uploading calendars/itineraries, coalition organization, awareness activities advocacy/policy work, communication outreach, cessation, programmatic activities) compared to 13 during the previous fiscal year. The following six directors are to be commended for their outstanding work:

Helen Boerner (Itawamba & Monroe Counties)  
Rhonda Hayes (Covington & Smith)  
Wendy Magee (Forrest, Jones & Perry)  
Sue Mashburne (Grenada, Yalobusha & Calhoun)  
Stephanie Mayfield (Greene, George & Stone)  
Tabitha Wilson (Pike, Amite & Wilkinson)



Four directors have greatly improved their online reporting as well as their efforts to meet the Scope of Work deliverables:

Desiree Norwood (Leflore, Humphreys & Carroll)  
Justin Pope (Panola, Lafayette, & Carroll)  
Casey Ward-Hamilton (Jeff Davis, Lawrence & Walthall)  
Tabitha Wilson (Pike, Amite, & Wilkinson)

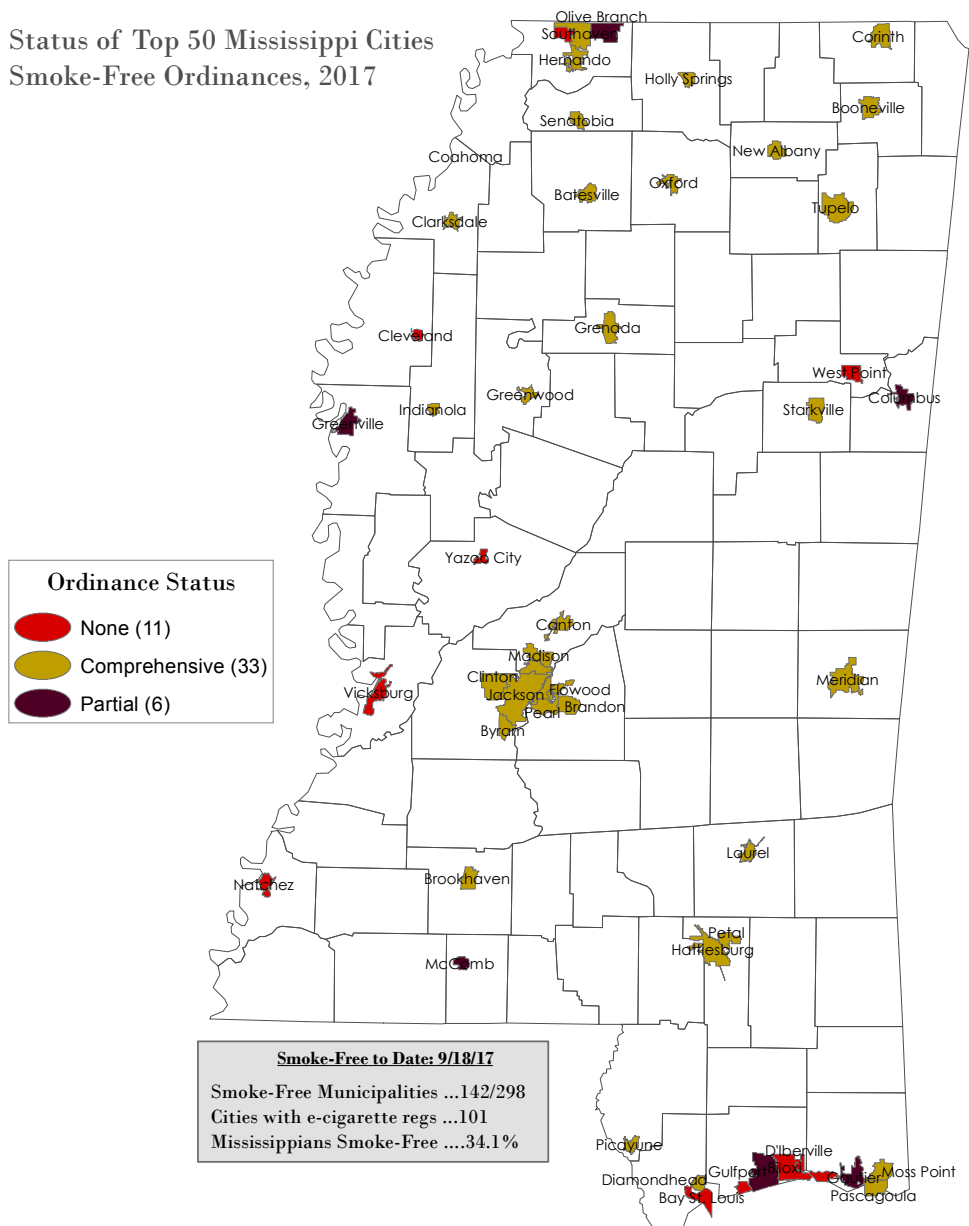
Tabitha Wilson was missing 31 teams last year along with three communication pieces. This year she met or exceeded all of the SOW deliverables.

Map 2 depicts the status of the top 50 cities in Mississippi and their smoke-free ordinance status as of September 18, 2017.



Map 2.

### Status of Top 50 Mississippi Cities Smoke-Free Ordinances, 2017



Source: Mississippi Tobacco Data, Mississippi State University; 2016 U.S. Census Population  
For more details: <http://traps.msussrc.com/smokefree/map>

Directors were asked to record all of their activities in TRAPS in a timely and synchronized manner. Only eight (23.5%) were negligent in doing so. Since the evaluation team is able to see when items are uploaded or recorded, extra attention during evaluation conversations was given to directors who had failed to input items until a later date. All directors were reminded throughout the year to devote time on a weekly basis to reflecting their work in TRAPS. Directors have taken this advice even though the number of negligent reporting has increased by four directors (11.7%) from the previous fiscal year.



All 34 MTFC directors had developed a coalition membership reflective of the counties they served, and the majority had conducted the four required coalition meetings. Jon Weeks, Stacy Brooks, and Jasmine Pittman missed at least one meeting during the year. 88.2% of directors conducted all of the quarterly meetings including uploading the agendas, minutes and sign-in sheets to TRAPS. Timely and synchronized calendar uploads are still an issue for some. Just over three fourths (76.5%) were uploading their calendars on time compared to 88.2% from the last fiscal year. For the first time, coalitions were asked to complete a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) during one of their fall quarterly meetings. All directors were in compliance. Additionally, all directors submitted a yearly work plan as required by the SOW.

Each May, coalition members are surveyed to gauge their beliefs and attitudes about the work of their coalitions in their respective communities. The evaluation team retrieves email addresses from the membership lists found on TRAPS and sends an electronic survey using Qualtrics software. This year, the majority of respondents (92%) reported that they had been asked to be involved in coalition planning by their directors, and 87% reported that they had been asked to recruit new members. Respondents were also given a list of coalition activities and were asked if they had assisted in any way during the year. The following represents the percentages of coalition member respondents who reported they had directly participated in some way.

Figure 1.

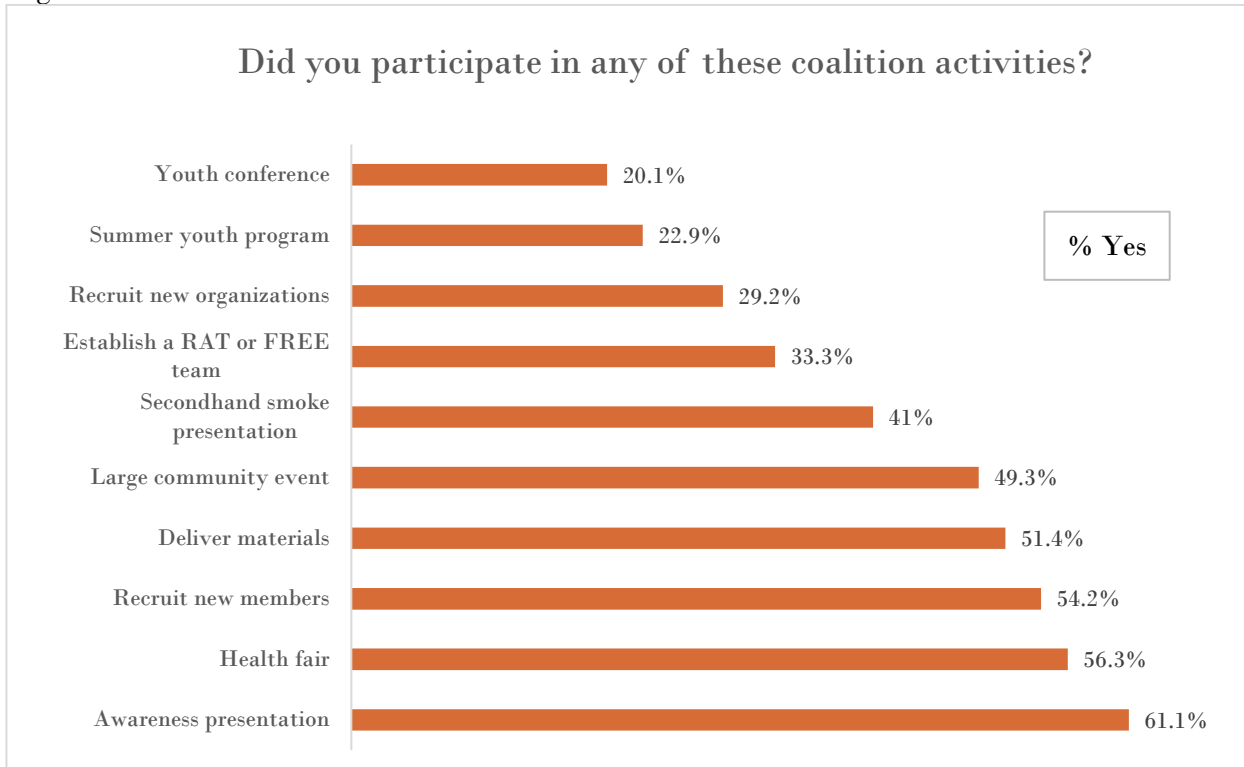


146 Participants





Figure 2.



146 Participants

**Reactions from the survey participants include:**

**Recruited new members to the coalition: 12%**

**Recruited new organizations: 6%**

**Established a RAT or FREE Team: 7%**

**Help recruit a RAT or FREE Sponsor: 3%**

**Assisted with Awareness Presentations: 14%**

**Assisted with Health Fairs: 12%**

**Large Community Events: 11%**

**Youth Conferences: 4%**

**Summer Youth Programs: 5%**

**Ordinance Work: 4%**

**Secondhand Smoke Presentations: 9%**

**Delivering Materials: 11%**

These responses align with the responses the evaluation team received from MTFC directors when asked to name activities in which their coalition members had been the most active.

Members were asked to name the greatest coalition accomplishment for the year. The majority cited their work towards the passage of a comprehensive ordinance or an e-cigarette amendment. Others noted the work that is being done with youth in decreasing the amount of tobacco usage among that age group. Personal reflections include:



“Great platform to network, partner, and collaborate among key stakeholders in the community to improve the health of the community.”

“Valuable information learned at each meeting.”

“We get a chance to assist and participate because of our partnership with the director. She is a very involving leader, and we are most thankful for her.”

“Always well attended with a diverse group of volunteers representing all different organizations and professions.”

“I feel that my students have had a great deal of involvement this year in the program.”

“There is a team spirit of working together to make our communities better and healthier.”

“Due to the continued education to our school teachers in the district, I have noticed a decrease in tobacco use among teachers.”

“I enjoy the education for myself and my students. Knowledge is very important when it comes to smoking and the effects of smoking.”

For a complete look at the responses to the coalition member survey, see Appendix XX.

A majority (67.6%) of the 34 MTFC directors completed all required general awareness activities for the year. Those directors who exceeded the number of required presentations include: Rochelle Culp (176), Stephanie Mayfield (147), Tabitha Wilson (137), Linda Turner (98), Desiree Norwood (125), Pamela Lang-Prestage (113), Kellie Lamb (106), Jacqueline Carter, (93), Helen Boerner (91), Kim Hart (90), Tasha Bailey (90), Marcus Ross (88) and Justin Pope (87).

Two projects (Photo Voice and Success Stories) were added to the awareness activity SOW this year. Photo Voice is designed to record and reflect a community’s strengths and concerns through the lens of the camera. The objective is that the photos will create a conversation to promote dialogue and raise awareness among community stakeholders and elected officials. Directors were instructed to present their Photo Voice presentation at a coalition meeting, elected official meeting or any other community organization or event. Thirty-three MTFC Directors completed a Photo Voice project (Beverly Raddin from Claiborne, and Warren did not) and uploaded it in the TRAPS system. Although many of the projects were creatively presented, they often missed the intent of the project by being too text-heavy or focused on the overall problems of tobacco use instead of specific issues before their community. During evaluation interviews, directors were asked to give their impressions on completing the task. The majority reported that they enjoyed creating the Photo Voice, but admitted that initially they were confused about the specific components needed to have a quality product. A follow-up during the June 2017 MTFC quarterly meeting in which MTFC Director Linda Turner presented her Photo Voice alleviated some of the confusion among directors. The evaluation team reviewed all Photo Voice projects and commends the following directors for their grasp of the project’s intent:

Linda Turner	Mieshia Smith
Shatara Agnew	Marcus Ross
Pamela Lang-Prestage	Kim Hart
Yolanda Pruitt	Beverly Knox
	Jenniffer Palmer



In addition to the Photo Voice, directors were also required to write a Success Story and upload it to the TRAPS system. The Success Stories were to be presented at a community event, coalition meeting, and/or elected officials meeting in order to highlight a success of the coalition and to educate attendees about the positive impact of the coalition work. Those who seemed to grasp the intent of the project were:

Paige Dickey (Adams, Franklin and Jefferson)

Adams County becoming the first in Mississippi to make 21 the legal age to purchase tobacco products.

Stacy Brooks (Alcorn and Tippah)

Highlighting “Denim, Diamonds, and Dancing” event that drew 1200 daughters and their fathers for an evening that focused on how tobacco use impacts health and wellness.

Tabitha Wilson (Amite, Pike and Wilkinson)

Educated an older group of ladies, many of whom are grandmothers about the danger of teen tobacco usage and the lure of big tobacco companies.

Leigh Lamkin (Attala, Leake and Winston)

Highlighting a new partnership with the Carthage hospital to provide awareness activities in the schools and the community.

Linda Turner (Benton, Marshall and Union)

Outlined “Surprise Santa and Surprise Cupid” in which coalition members gave away Christmas and Valentine’s gifts during surprise visits to individuals at their workplace. Brief presentations ended with a request to quit smoking and/or share the gift with someone who uses tobacco and ask them to quit.

Beverly Johnson (Bolivar and Sunflower)

“Remember Me” program in which the coalition members provided merchant trainings to businesses the Attorney General had cited for selling tobacco to minors.

Sue Mashburne (Calhoun, Grenada and Yalobusha)

Recognizing the coalition’s work in the passage of a smoke-free ordinance in Oakland, the first city in Yalobusha County to pass one.

Pamela Lang-Prestage (Clarke, Jasper and Wayne)

Highlighting a new partnership with the Multi County Community Service Agency’s Wayne County Neighborhood Services Office to provide secondhand smoke presentations.

Mieshia Smith (Copiah and Lincoln)

Partnering with another community organization to create a Community Day of Service in which Generation FREE members participated.



**Kimberly Hart (Harrison)**

Partnering with the Director of Early Intervention to provide training to staff who work with 500 coast families and to work together to create a Family Tobacco Education Packet to be given to each family.

**Rochelle Culp (Madison, Yazoo and Holmes)**

Partnering with Mayoral Health Councils and the Delta Health Collaborative to pass comprehensive smoke-free ordinances.

**Kellie Lamb (Jackson)**

Highlighting the work of a coalition member who was able to establish a partnership with a local high school that was not receptive to tobacco materials for years.

**Beverly Knox (Kemper, Neshoba and Noxubee)**

Highlighting a partnership with East Mississippi Community College to promote tobacco education.

**Cassie Clinton (Lamar and Marion)**

Highlighting expanded awareness efforts including a partnership with a local pet grooming business that provides “Pets and Secondhand Smoke” handouts to all clients and hosts monthly awareness events.

**Nicole Henley (Lauderdale and Newton)**

Highlighting the passage of a smoke-free campus ordinance at Meridian Community College.

**Jon Weeks (Rankin, Scott and Simpson)**

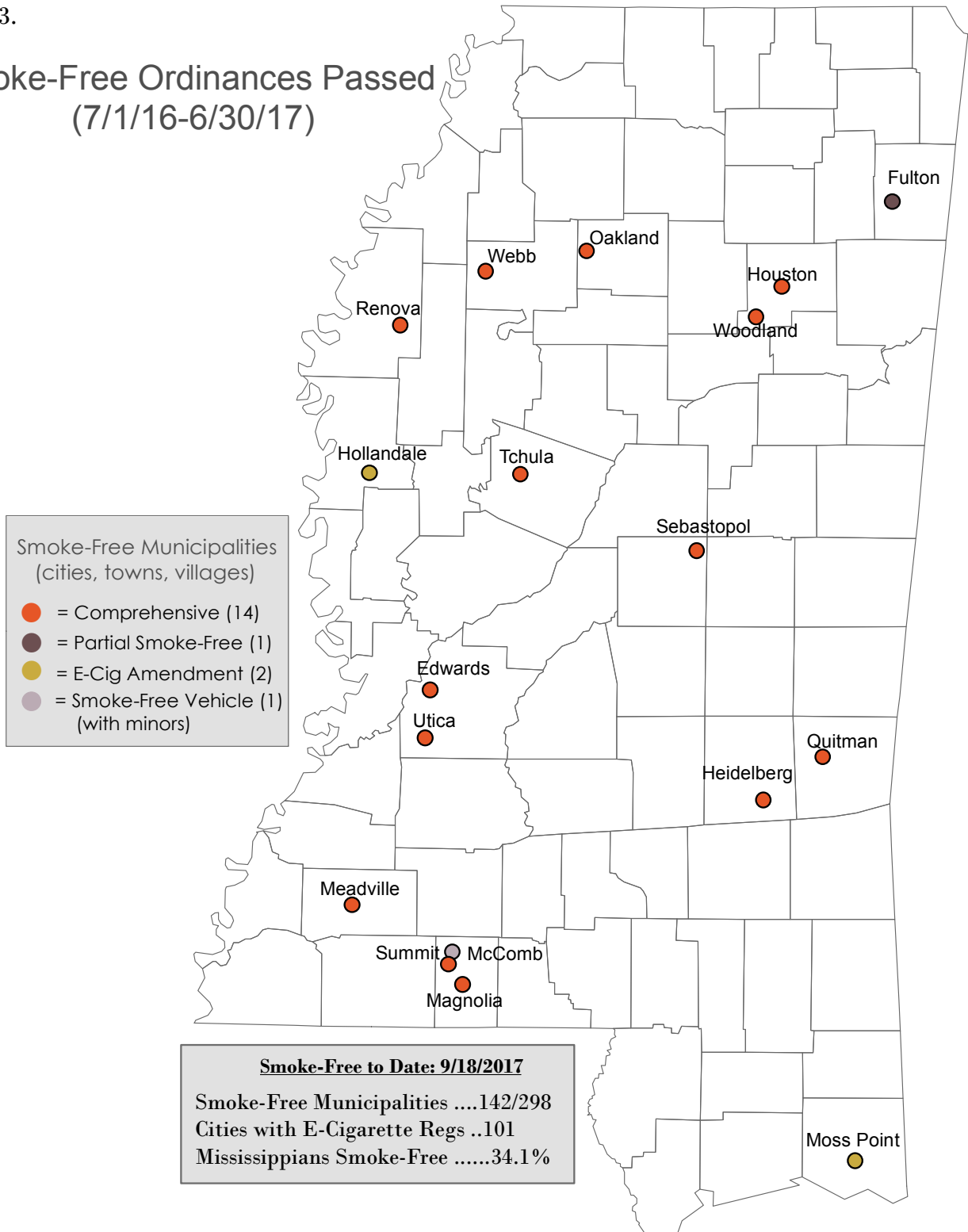
Highlighting a rehabilitation program for incarcerated veterans called “Soldier On” in which the MTFC director spoke about the services of the Quitline.

For the year, 55.9% of directors completed all Advocacy/Policy deliverables. All but two directors (Shakeizia Jones and Shatara Agnew) completed ordinance work plans for the year. Fourteen MTFC’s were successful in passing ordinances of which 14 were comprehensive, two were e-cigarette amendments, one partial smoke-free ordinance and one smoke-free vehicle (with minors) amendment. In addition, Meridian Community College went smoke-free during the fiscal year. Shatara Agnew, Jacqueline Carter, Tabitha Wilson and Pamela Lang-Prestage are to be commended for passing two or more ordinances or amendments in their counties.



Map 3.

### Smoke-Free Ordinances Passed (7/1/16-6/30/17)



Source: Mississippi Tobacco Data, Mississippi State University; 2016 U.S. Census Population  
For more details: <http://traps.msusrc.com/smokefree/map>



Map 3 is a visual representation of the ordinance and amendment passages during the FY 2017. All together there were 18 passages, 14 of them were comprehensive (including e-cigarette ban), and two amendments to include e- cigarettes, one partial smoke-free, and one smoke-free vehicle (with minors) ordinance. The population that will benefit from these ordinances is 51,376.

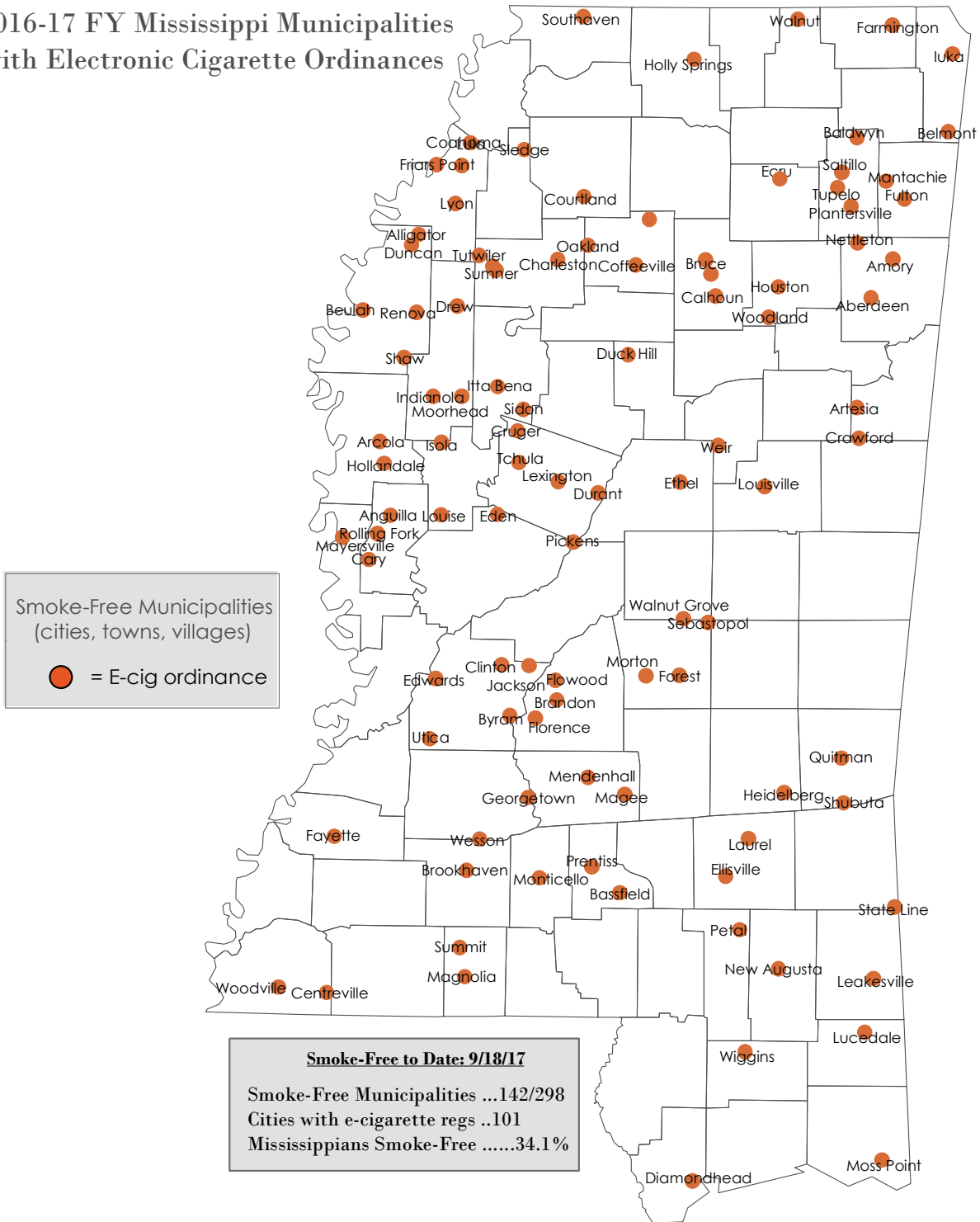
PLACE	POP	STATUS	DATE
Belmont	2,032	C	12/1/2016
Edwards	1,006	C	12/14/2016
Fulton	4,066	P	3/18/2017
Heidelberg	684	C	6/4/2017
Hollandale	2,496	A	6/6/2017
Houston	3,524	C	9/1/2016
Magnolia	2330	C	9/6/2016
McComb	12,811	V	8/23/2016
Moss Point	13,570	A	8/2/2016
Oakland	514	C	3/9/2017
Quitman	2,189	C	3/23/2017
Renova	734	C	9/2/2016
Sebastopol	278	C	9/1/2016
Summit	1,651	C	3/16/2017
Tchula	1,981	C	8/13/2016
Utica	869	C	9/8/2016
Webb	519	C	3/9/2017
Woodland	122	C	11/3/2016
Total (18)	51,376		7/1/16 - 6/30/17

Comprehensive Smoke-Free (C = 14)  
Partial Smoke-Free (P = 1)  
Amendment to include e-cig (A = 2)  
Smoke-Free Vehicle (with minors) (V = 1)



### Map 4.

## 2016-17 FY Mississippi Municipalities with Electronic Cigarette Ordinances

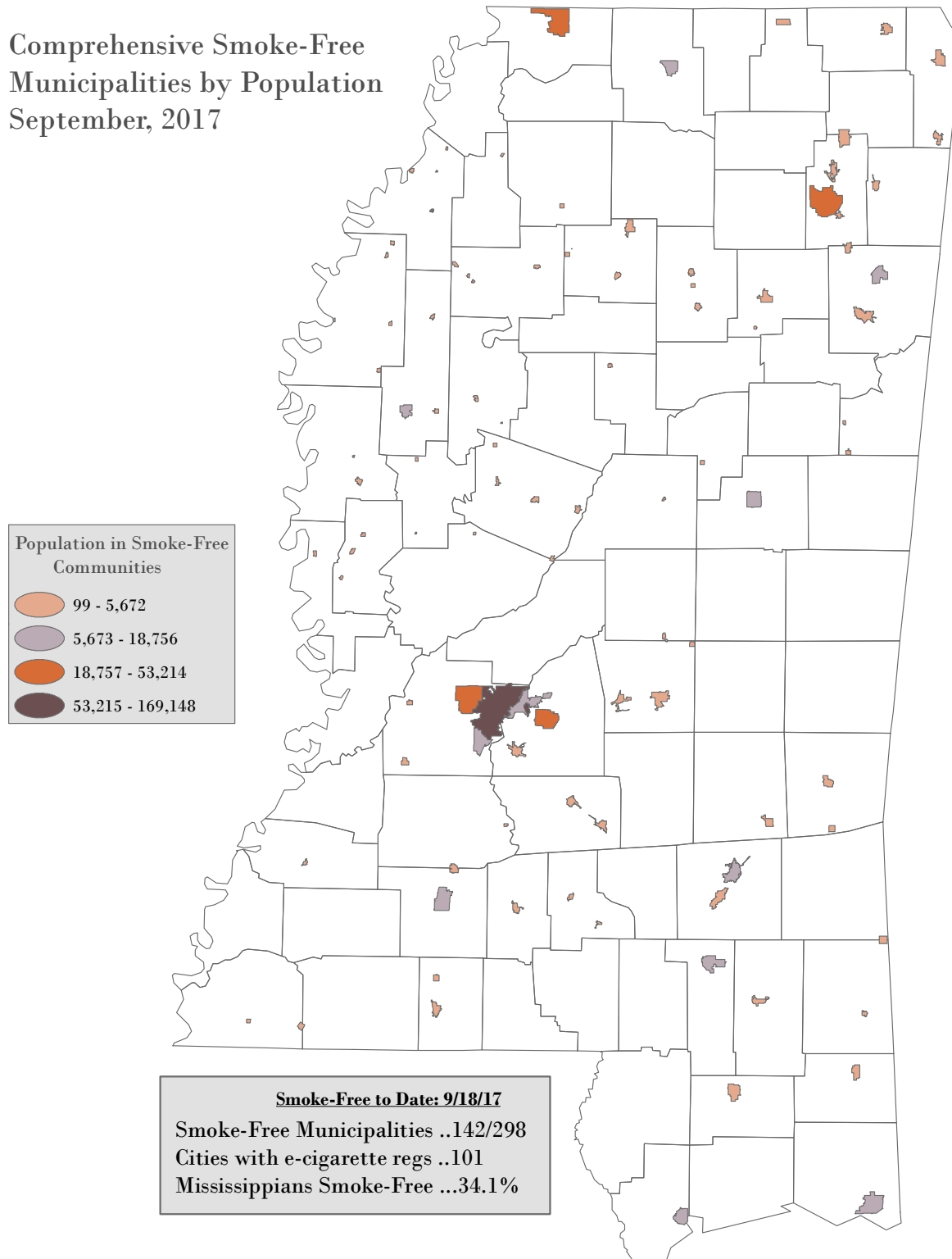


Source: Mississippi Tobacco Data, Mississippi State University; 2016 U.S. Census Population  
 For more details: <http://traps.msusrc.com/smokefree/map>



## Map 5.

### Comprehensive Smoke-Free Municipalities by Population September, 2017



Source: Mississippi Tobacco Data, Mississippi State University; 2016 U.S. Census Population  
For more details: <http://traps.msussrc.com/smokefree/map>



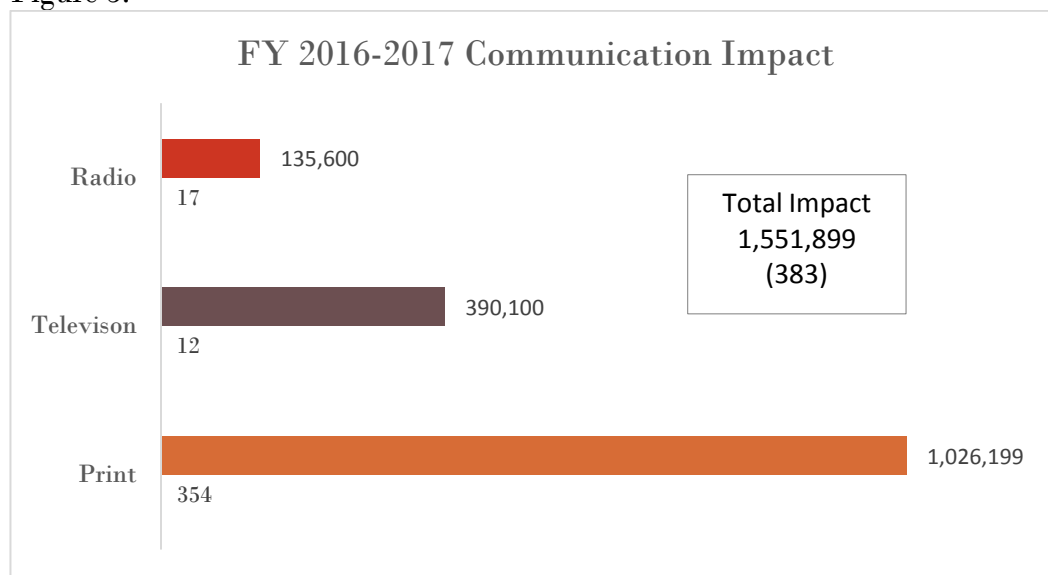


Almost all directors (94.1%) met the cessation requirement for the fiscal year. Cessation activities included the distribution of quitline resources, flyers, brochures and coloring pages and other resources.

More than half of the coalitions (67.6%) were compliant with the communication SOW for monthly submissions to media outlets. With the exception of February when the MSDH Office of Communications did not release information, there was a media opportunity for every month of the year generated either by individual MTFC directors or by the MSDH Office of Communications. There was a concerted effort to ensure that distribution and attendance numbers were accurate for reporting reasons. Directors were encouraged to determine circulation numbers of their respective media outlets and to count those numbers only when information from the monthly press submission was actually published or relayed in the media.

Figure 3 depicts the number of MTFC-related print, radio and television communication pieces that actually aired or were published across the state during the fiscal year. There were 354 newspaper articles/photos published, followed by 17 radio interviews/announcements conducted, and 12 television interviews/segments produced for a total of 383 with a potential reach to 1,551,899 Mississippians. The circulation/viewer numbers of the television stations (390,100), newspapers (1,026,199) and radio stations (135,600) which actually aired/printed communication submissions were added together to determine the overall potential impact number, and were counted one time. This more accurately reflects the number of people who had access to tobacco-related messages.

Figure 3.

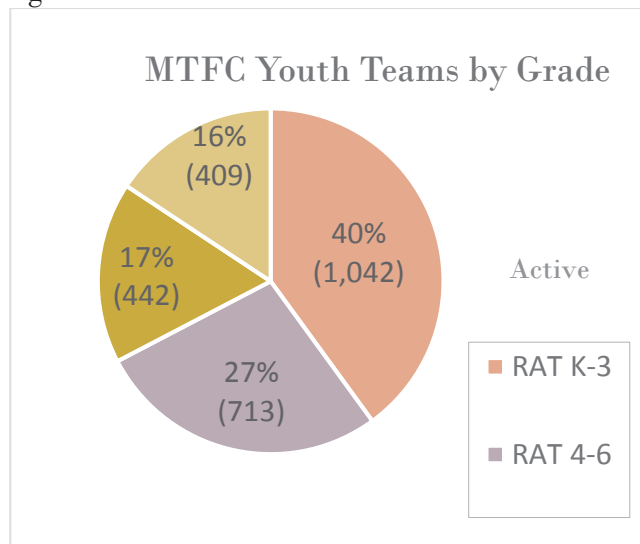




The recruitment and maintenance of youth teams (RAT and FREE) continue to be stumbling blocks for many MTFC directors. For an MTFC serving more than one county, a minimum of eight teams per county located in at least four different sites per county was required with at least six activities having been conducted. Directors continue to express the hardships in obtaining team sponsors and then keeping them active. With the increasing focus on testing in schools, directors have said that it is becoming harder to establish partners there. In many rural areas, directors express difficulties in obtaining non-school teams since many after-school programs such as Boys and Girls Clubs, Boy Scouts, and Girl Scouts are non-existent in their communities. At the six month point in the fiscal year, only 25.8% of the MTFC's had fully met the number of *youth teams* per the SOW requirements. At the end of the fiscal year, that percentage increased to 32.4% meaning 11 directors met or exceeded all of the SOW team category requirements for the year. This number is down from last year when nearly half (47.1%) of directors met or exceeded team requirements. The following contains the name of the director, followed by the actual number of active teams, and then the number that were required.

Tabitha Wilson	.....	171/48
Tasha Bailey	.....	152/32
Helen Boerner	.....	139/32
Kellie Lamb	.....	133/16
Wendy Magee	.....	106/48
Stephanie Mayfield	...	105/48
Sue Mashburne	.....	99/48
Nicole Henley	.....	84/32
Cassie Clinton	.....	71/32
Jacqueline Carter	.....	51/16
Rhonda Hayes	.....	48/48

Figure 4.





As noted in figure 4, the total number of active youth teams this year was 2,606. The largest portion of student involvement was in the grades K-3 (1,042) followed by grades 4-6 (713), grades 7-8 (442) and grades 9-12 (409). The combined activities for all of the active teams was 20,613 with 72,969 students enrolled. A team was considered active if at least six activities were completed throughout the year and consisted of at least five team members. There were many teams that had just three to five activities that are not counted in the final count but are worth noting (310) with 7,465 students enrolled.

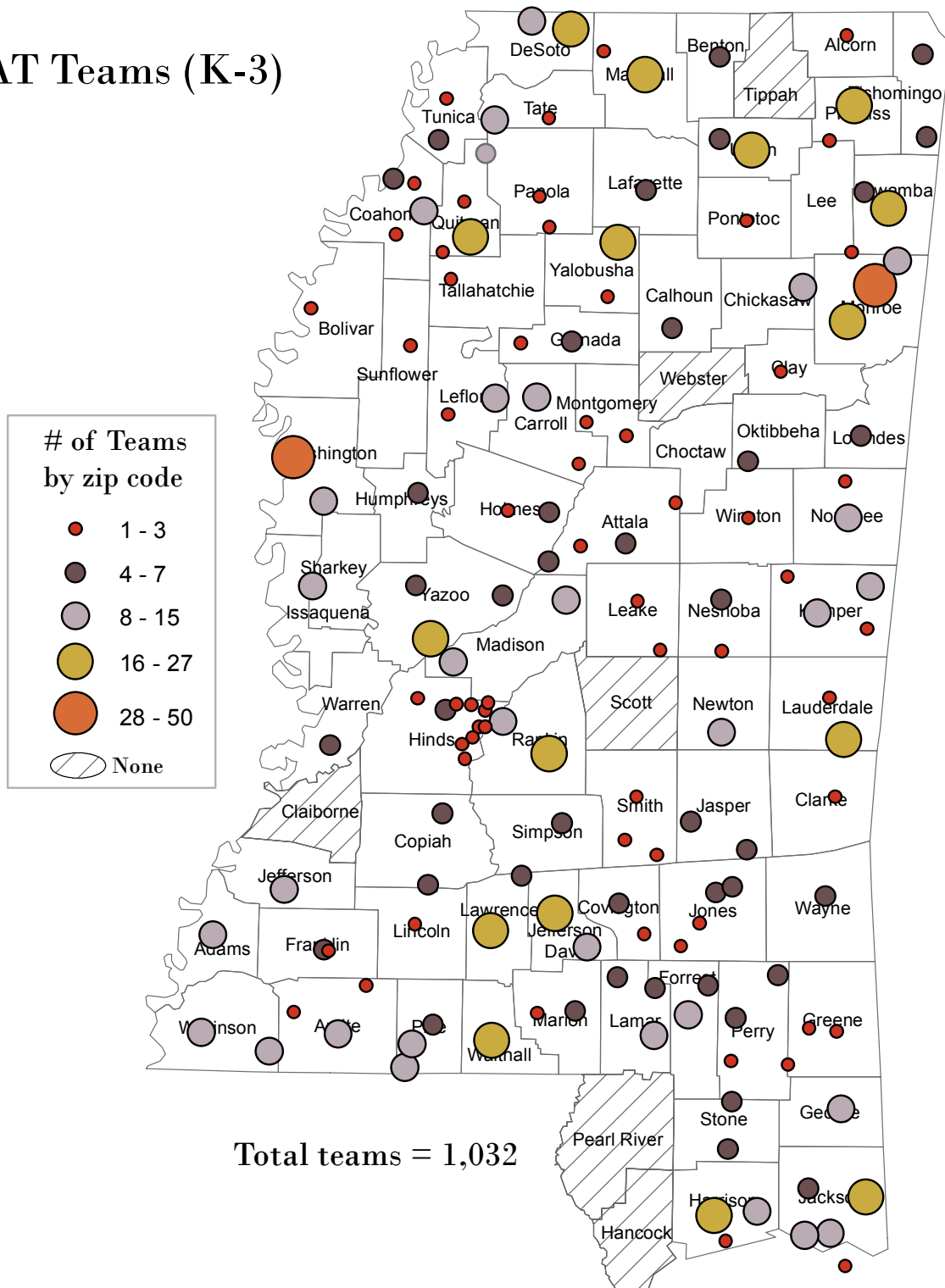
Map 6, shows that just over one thousand (1,032) RAT Teams (Grades K-3) were operational during Fiscal Year 2016-2017 in either school or non-school settings. Locations were determined by zip codes entered by each project director. For that reason, it is important that directors double check zip codes to ensure accuracy in displaying locations. According to the entries, there were at least six counties where children had no access to a RAT Team. The map highlights where some directors may have more of a presence in a particular county. For example, Jon Weeks, MTFC Director for Rankin, Scott and Simpson Counties has 22 RAT Teams in Rankin, 0 in Scott, and 4 in Simpson County.

Map 7 shows that there were 713 RAT Teams (Grades 4-6) during the fiscal year. Fourteen counties did not have a RAT Team presence in grades 4-6 according to the self-reported entries in TRAPS by MTFC directors.



Map 6.

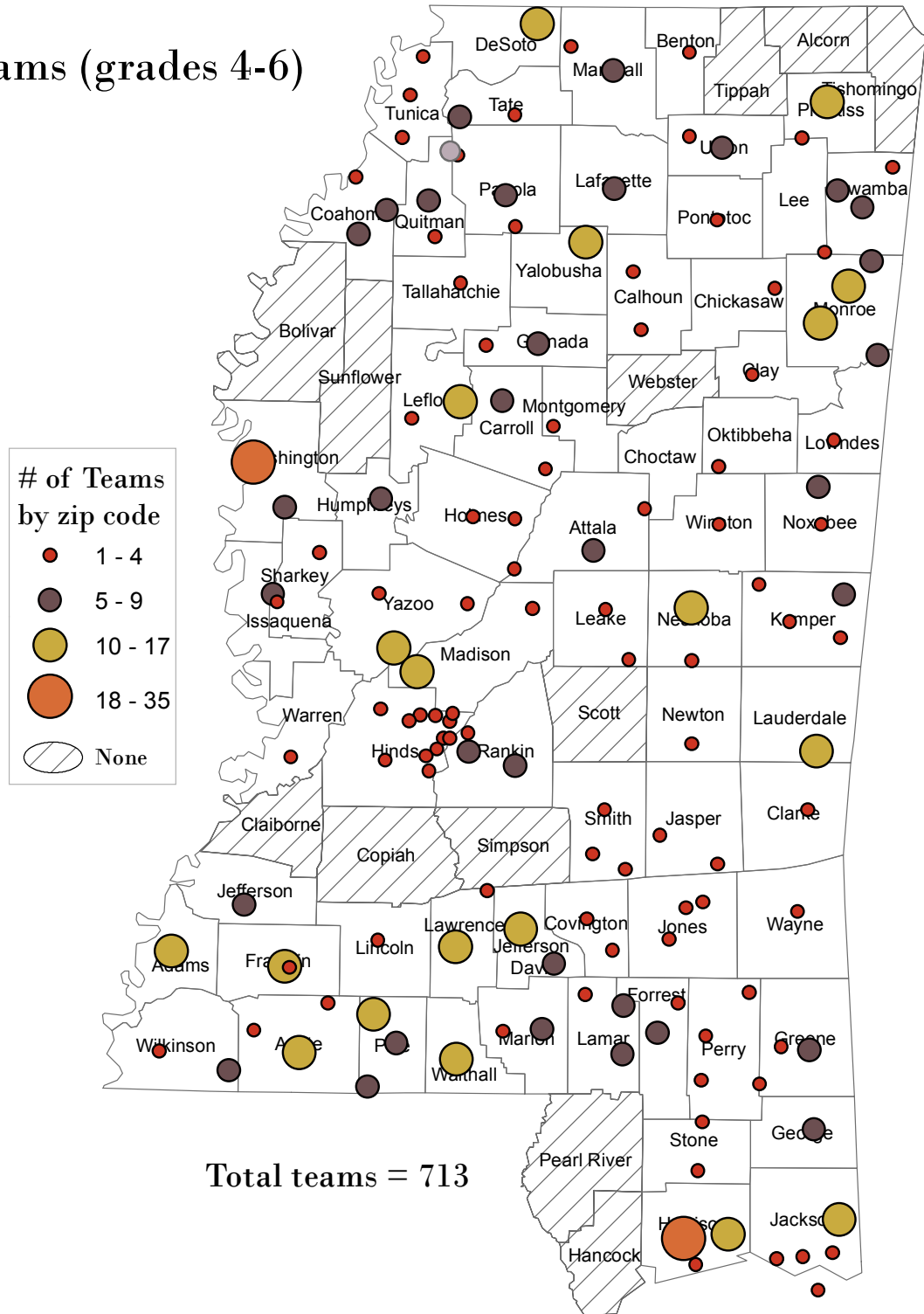
## RAT Teams (K-3)





Map 7.

## RAT Teams (grades 4-6)



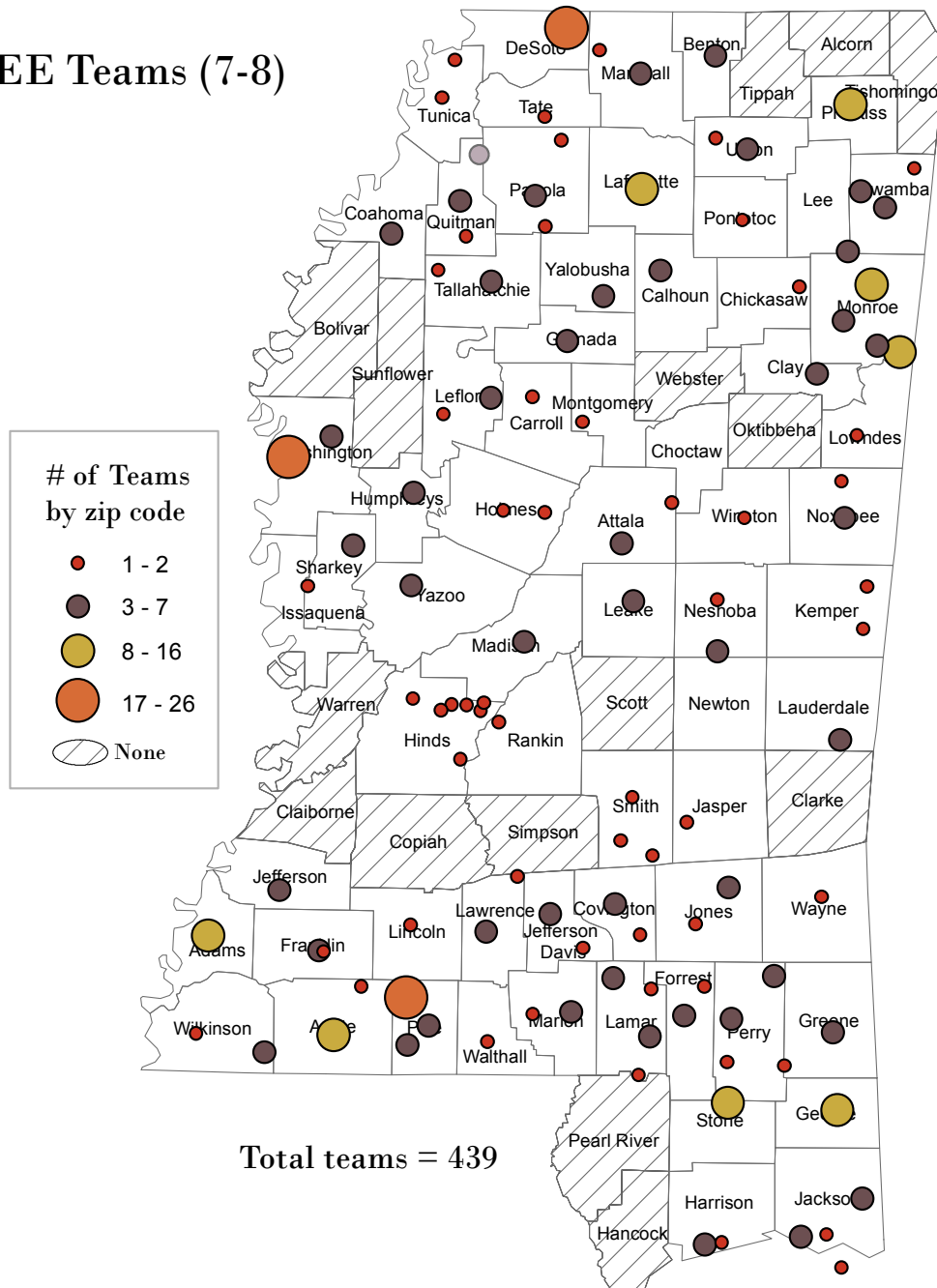


Map 8 shows in grades 7-8, there were 439 FREE Teams, which is close to half the number offered in grades K-3 (1,032). Fifteen counties did not have access to a FREE (7<sup>th</sup>-8<sup>th</sup>) team.

Map 9 displays grades 9-12 saw the fewest number of youth teams with just 398 across the state compared to 1,032 in grades K-3. Eleven counties had no FREE 9-12 presence.

Map 8.

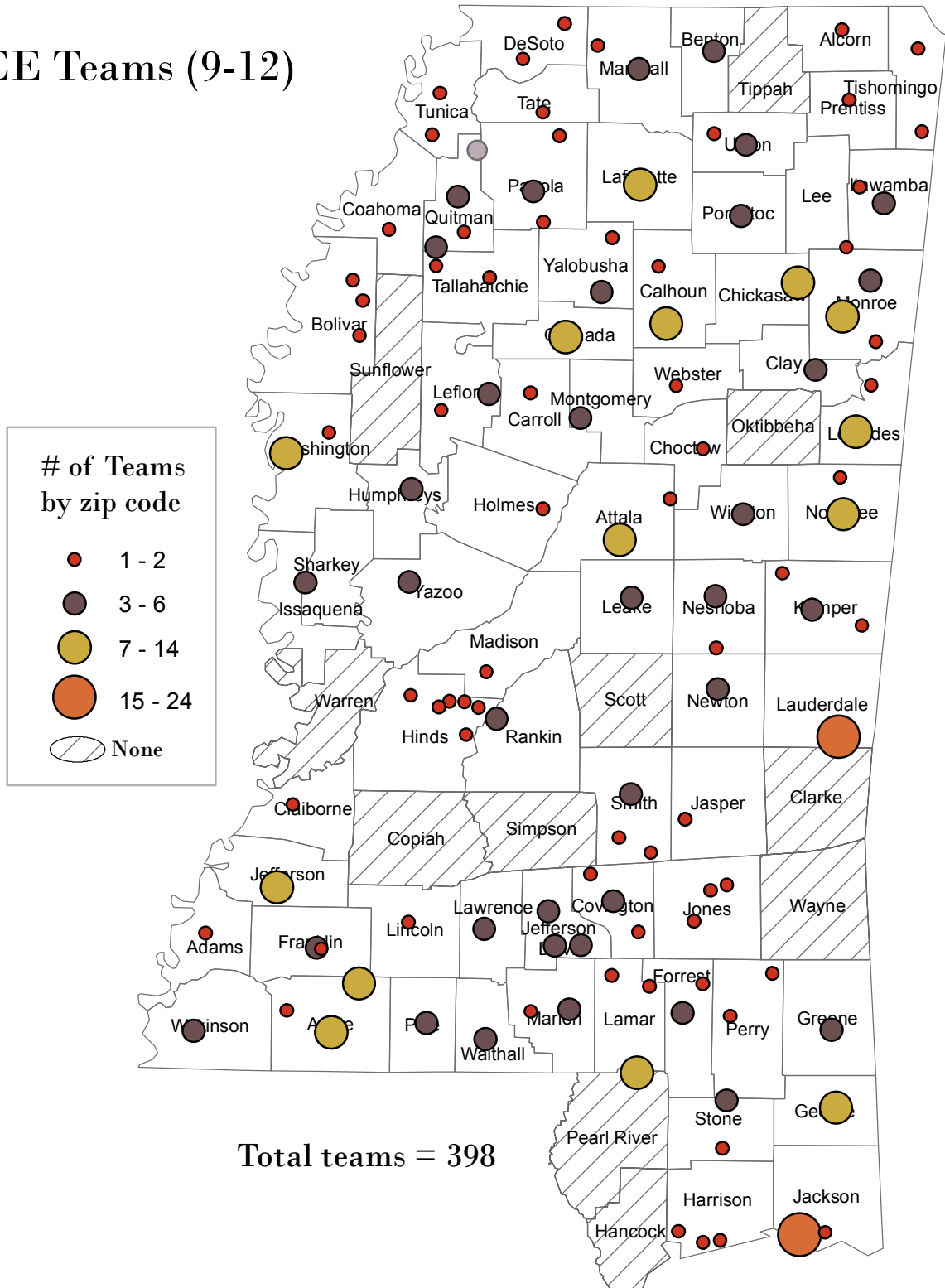
## FREE Teams (7-8)





Map 9.

# FREE Teams (9-12)





It is important to note that in order to maximize opportunities for youth to hear the messages, youth teams should be operational early in the fiscal year and should have access to regularly scheduled tobacco-related messages and activities. Of the 2,916 youth teams recorded in TRAPS, 310 were considered inactive because the necessary reporting paperwork indicated they had not been doing regular tobacco-free education activities as required (six per year). The importance is to have the teams operational rather than just a checkmark on paper. The majority of the directors indicated that they had filled out the activity reporting sheets rather than the team sponsors who said they were too busy to do so. A pilot study was conducted in the fall of 2016 after some MTFC directors expressed that keeping up with the activity sheets was a burden. The evaluation team with the approval of Charlotte Williams and the partnership of the four project officers implemented the study to test a computer-generated, comprehensive documenting reporting method that would have eliminated the repetition of the paper activity sheets.

This would have also addressed the issue of directors waiting to receive paper activity sheets from the sponsors since the new method allowed email/verbal verification of activities conducted. The study was conducted from September 2016 to December 2016 among five MTFC directors: Rochelle Culp (Madison, Yazoo and Holmes), Beverly Knox (Noxubee, Kemper and Neshoba), Cassie Clinton (Lamar and Marion), Kellie Lamb (Jackson), and Linda Turner (Union, Benton, and Marshall). At the end of the study, feedback from the participants indicated that the reporting method should remain as it is at the present time.

Interestingly, the team sponsor annual electronic survey administered by the evaluation team revealed that nearly three-fourths of sponsors (71.7%) report that they do send their activity reports to their directors on a regular basis. A little over fifty percent (51.8%) said they did it on a monthly basis, and 30% said they did it on a quarterly basis. Just over a third (33%) said they delivered the activity sheets to the director while 33% said they emailed the sheets. An overwhelming majority of respondents (98%) said that the lessons were easy to implement; 99% said they were age appropriate; and 93% said they had received adequate training prior to teaching the lessons. Almost three-fourths (73%) reported they were interested in having internet-based lessons since the majority (85%) had access to a computer and internet during class time. When asked how the process could be made easier for the team sponsor, the results varied with some saying there was a need for different materials such as videos, interactive games, and hand-outs. At least five responded that they would like online activities.





Figure 5.

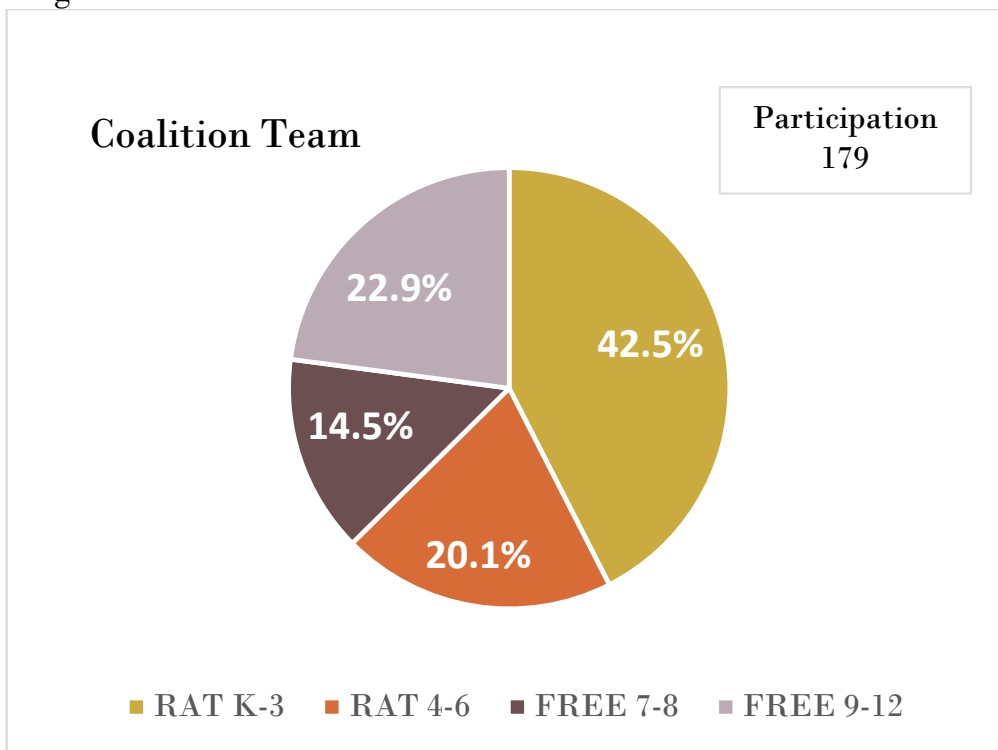


Figure 6.

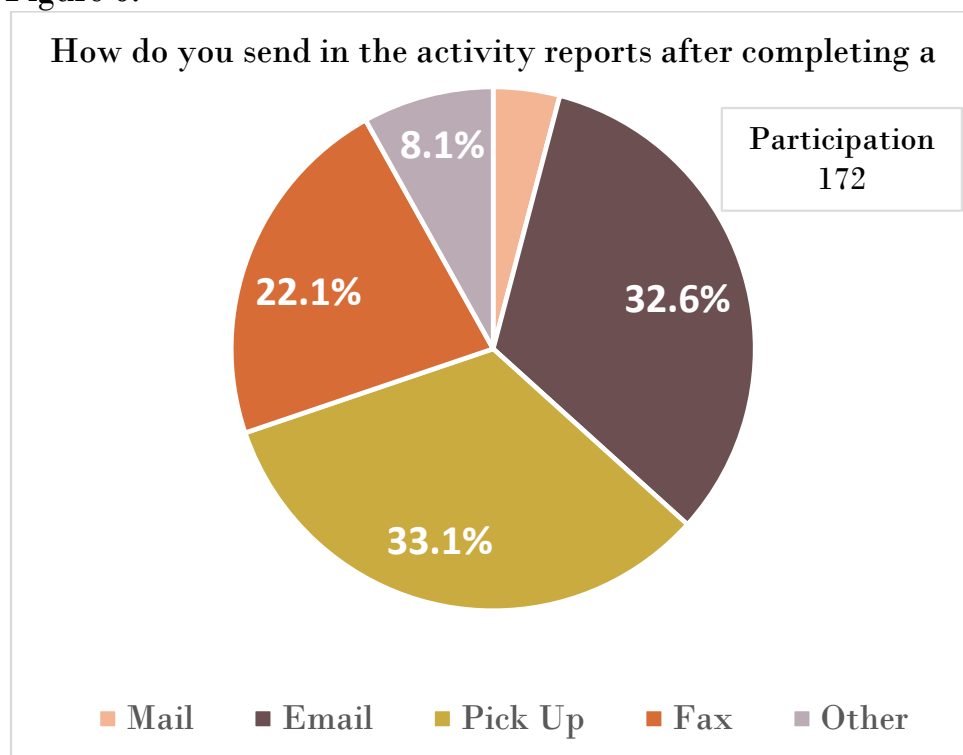




Figure 7.

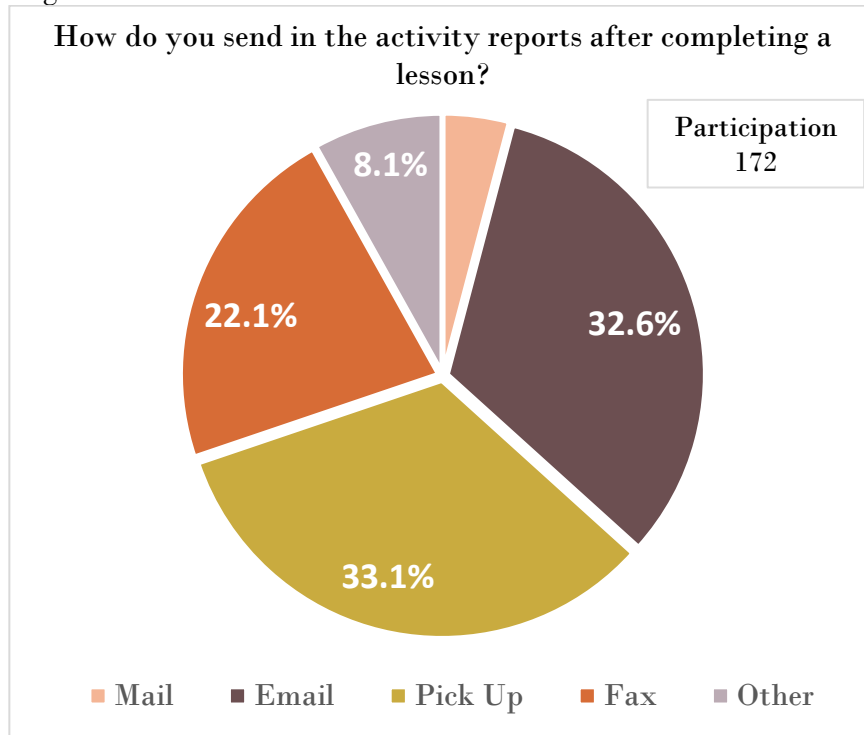
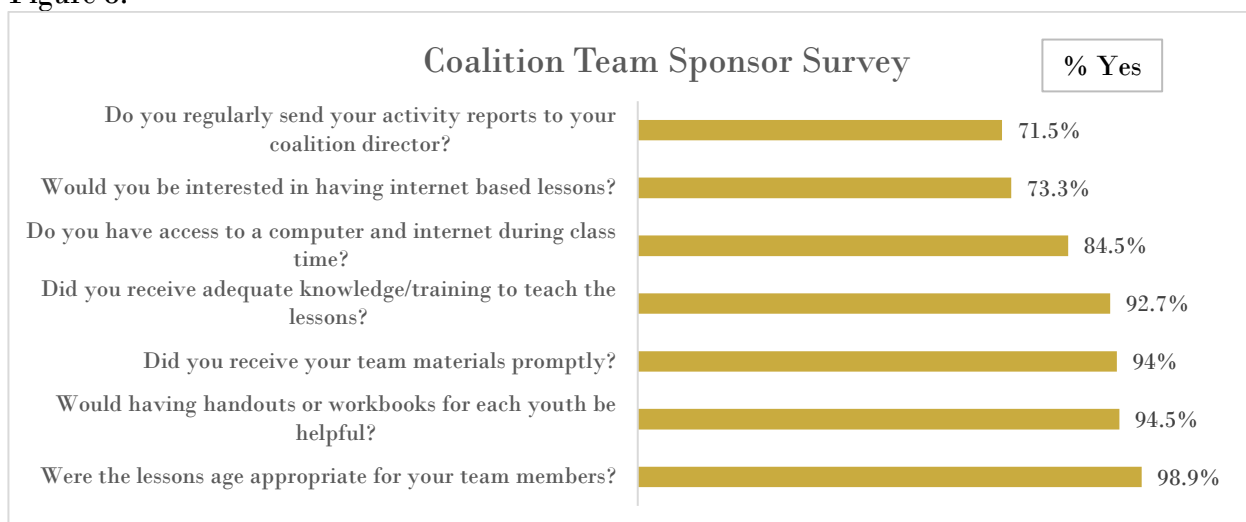


Figure 8.



The following are a few statements from respondents:

“I would like to enter the activity reports electronically rather than handwriting and storing paper copies.”



“I would like to see some additional writing prompts that we can use as bell ringers. This would entwine our goals of literacy and writing into the program.”

“We need the lesson books by August 1<sup>st</sup> to better prepare.”

“I would like someone to come and do them. That would give my group a break from me.”

“Some activities required supplies that were not easily accessible.”

“One thing that would help me is having an email sent to remind me to teach a lesson each month. It is not hard to overlook when having so much to teach and so much student testing.”

“I never received the supplies to teach with.”

“You could increase the amount of prizes for the students. We only got two this year.”

“My hope is that in doing this, it will keep young people from growing up to smoke, dip, or vape. It is a growing problem now that the vape trend is growing among young teens. They are under the impression that it is harmless. More information has got to be brought forward about vaping.”

“I like the program. I wish I had more time to devote to teaching these lessons.”

There were a number of comments emphasizing the positive aspects of the RAT and FREE team concept:

“This is an outstanding program to share with students regularly to prompt their understanding of the health impact of tobacco.”

“We really appreciate all the support and encouragement to make a difference in our local schools and community by becoming tobacco free. I believe by educating this next generation about health hazards from tobacco products that it will significantly reduce the use of these products.”

“Thanks for sharing the partnership between the Tobacco-Free Coalition and our local Gateway MAP Coalition. The networking and project-sharing is most beneficial to a larger range of students in our four separate school districts, including both public and private schools.”

“This age kids have really enjoyed the coloring sheets and activities that we do.”

“I wish all teachers would get on board with this wonderful program. All of our students have been served through PE classes. They have loved it!”

“There were some really good lessons in the book. I liked that they varied in length and intricacy. Some I used as bell ringers and others as health lessons.”

“I think this is a great program for teens. Teaching them early about the dangers of tobacco and the consequences of their actions.”

An emphasis this year on the process of administering pre and post-tests to students participating in RAT and FREE teams increased the validity among participants. Directors were reminded to administer the surveys themselves if possible, and to make sure that all pre and post-tests matched with individual students. As a result, a total of 448 RAT and 505 FREE surveys were submitted for analysis resulting in some significant findings.



Table 1.

<b>RAT - Pre &amp; Post Test (t-test)</b> (1=Yes, 2=Maybe Yes, 3=Don't Know, 4=Maybe No, 5=No)	<b>Matched N</b>	<b>Pre-Mean</b>	<b>Post-Mean</b>	<b>Mean Diff</b>	<b>Sig. (2-tailed)</b>
<b>1. Smoking</b>					
a. Smoking makes teeth yellow	446	1.35	1.16	0.19	.000***
b. Smoking makes breath, hair, and clothes stink	448	1.51	1.30	0.21	.000***
c. Smoking turns lungs black	438	1.27	1.14	0.13	.000***
d. Smoking makes your heart work harder than it should	437	2.50	1.95	0.55	.000***
e. Smoking can cause cancer	443	1.34	1.21	0.13	.001***
f. Smoking is hard to stop once you start	439	1.43	1.28	0.15	.002**
g. Smoking costs a lot of money	436	2.20	1.75	0.45	.000***
h. Smoking can hurt your ability to taste food	441	2.37	1.78	0.59	.000***
<b>2. Spit tobacco</b>					
a. Spit tobacco causes cavities	444	1.84	1.50	0.34	.000***
b. Spit tobacco causes mouth cancer	442	1.71	1.40	0.31	.000***
c. Spit tobacco causes tooth loss	436	1.62	1.42	0.20	.000***
d. Spit tobacco costs a lot of money	441	2.27	1.87	0.40	.000***
<b>3. Cigars</b>					
a. Cigars have the same toxic things as cigarettes	437	1.87	1.76	0.11	0.09
b. Smoke from cigars is more harmful than cigarettes	435	2.31	2.11	0.20	.005**
c. Cigars are safer than cigarettes	429	3.74	3.59	0.15	0.07
d. Smoking cigars is hard to stop once you start	440	1.69	1.59	0.10	0.08
<b>4. Secondhand Smoke (SHS)</b>					
a. Secondhand smoke comes from cigarettes and cigars	440	1.76	1.53	0.23	.000***
b. Secondhand smoke causes cancer	440	1.72	1.63	0.09	0.15
c. Secondhand smoke is safe in small quantities	433	3.75	3.59	0.16	0.07
d. Secondhand smoke causes earaches	433	2.82	2.23	0.59	.000***
e. Secondhand smoke should be avoided	433	1.58	1.39	0.19	.002**
<b>5. I know how to tell others about the dangers of:</b>					
a. Cigarettes	434	1.46	1.31	0.15	.008**
b. Cigars	429	1.74	1.59	0.15	.025*
c. smokeless tobacco	430	1.83	1.67	0.16	.001***
<b>6. I have been to the RAT website</b>					
	418	3.61	3.27	0.34	.000***
<b>7. Exercise</b>					
a. Smoking makes running or jumping harder to do	416	1.86	1.57	0.29	.000***
b. Spit tobacco makes running or jumping harder to do	414	2.38	2.02	0.36	.000***
c. Breathing in SHS makes running & jumping harder to do	415	2.17	1.90	0.27	.000***
<b>8. Cigarette butts can harm</b>					
a. plants b. animals c. people d. all of the above	433	0.76	0.83	-0.07	.005**
<b>9. RAT stands for:</b>					
a. Rebel Against Tobacco b. Really Awful Tobacco c. Run Around Town d. Reject all Tobacco	428	0.89	0.93	-0.04	0.06

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

Conventionally, a p value of less than .05 is considered statistically significant.



Table 2.

<b>Generation FREE - Pre &amp; Post Test (t-test)</b> (1=Strongly Agree - 5=Strongly Disagree)	<b>Matched N</b>	<b>Pre- Mean</b>	<b>Post- Mean</b>	<b>Mean Diff</b>	<b>Sig. (2- tailed)</b>
1. Tobacco companies sell products that are harmful	503	1.60	1.42	0.18	0.002**
2. Smoking causes stress	503	2.38	2.15	0.23	.000***
3. Tobacco is a waste of money	491	1.51	1.46	0.05	0.399
4. I know how to say 'No' to cigarettes	501	1.33	1.29	0.04	0.420
5. I know how to say 'No' to smokeless tobacco	498	1.37	1.38	-0.01	0.909
6. I know how to tell people about the dangers of					
- cigarettes	505	1.67	1.65	0.02	0.665
- cigars	498	1.88	1.87	0.01	0.820
- smokeless tobacco	499	1.84	1.89	-0.05	0.485
- secondhand smoke	495	1.83	1.80	0.03	0.617
7. I know how to ask someone to stop using tobacco	502	2.12	2.03	0.09	0.170
8. Smokeless tobacco is a harmless alternative to cigarettes	490	3.73	3.76	-0.03	0.698
9. Cigars are a safe alternative to cigarettes	484	3.97	3.93	0.04	0.606
10. Tobacco companies:					
- influence me to smoke	499	3.91	3.74	0.17	0.03*
- influence my friends to smoke	503	3.37	3.13	0.24	.002**
- influence others my age to smoke	497	2.92	2.73	0.19	0.016*
- target teens	500	2.57	2.26	0.31	.000***
- target women	497	3.10	2.74	0.36	.000***
11. I have invited classmates to tobacco-prevention activities	501	3.37	3.34	0.03	0.736
12. I have shared tobacco facts with others	501	2.79	2.69	0.10	0.242
13. I have shared tobacco facts at a school activity	497	3.12	2.89	0.23	.011**
14. Tobacco companies spend a lot of money in advertisements	501	2.11	1.86	0.25	.000***
15. Tobacco companies should be held responsible for hurting people	504	2.35	2.12	0.23	.002**
16. During this school year, I have visited these websites:					
- Campaign for Tobacco Free Kids	501	1.93	1.79	0.14	.000***
- the Legacy Foundation	501	1.97	1.88	0.09	0.079
- Generation FREE	498	1.94	1.69	0.25	.000***
- World Health Organization	499	1.88	1.79	0.09	.000***
- theTruth.com	500	1.93	1.75	0.18	.000***
- the American Lung Association	498	1.92	1.81	0.11	.000***
- the American Cancer Society	498	1.88	1.77	0.11	.000***
17. I have posted a tobacco factsheet on social media (1=Yes, 2=No)	503	1.94	1.85	0.09	0.03*
18. I have posted on social media during an anti-tobacco/smoke-free activity	501	1.92	1.85	0.07	.001***
19. I have followed Generation FREE on Twitter, Facebook, and Instagram	504	1.91	1.82	0.09	.034*
20. I have seen a Generation FREE commercial on YouTube	504	1.71	1.59	0.12	.000***
21. I have seen a Generation FREE commercial on television	503	1.62	1.53	0.09	.001***
22. I have researched tobacco facts on the internet	505	1.70	1.57	0.13	.000***
23. The deadliest form of cancer is (c. lung)	508	0.84	0.87	-0.03	0.206
24. Secondhand smoke increases the chances of: (d. all of the above)	507	0.78	0.82	-0.04	0.084
25. What is the # one cause of preventable death in the US? (a. smoking)	508	0.85	0.88	-0.03	0.055

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

Conventionally, a  $p$  value of less than .05 is considered statistically significant.



To determine if the RAT and FREE team activities and other tobacco education are effective, pre and post tests were administered to students by the MTFC directors (pre September 2016; post-tests April 2017).

Table 1 shows the RAT (K-6 grade) student improvements in tobacco knowledge from the pre to post tests. The evaluation team conducted a paired-samples t-test allowing examination of possible significant difference in overall student tobacco knowledge between their pre and their post-tests scores. The RAT students had 30 questions to test their knowledge on tobacco and how it relates to health. All but 6 of the 30 questions were statistically significant from the pre to post-testing with a  $p$  value most times at  $<.001$ . This means that there is a greater than 99% probability that the difference between pre and post test is valid. In other words, the knowledge increases on tobacco-related dangers are statistically valid.

Two questions stood out with the highest mean difference (0.59) “smoking can hurt your ability to taste food” and “second-hand smoke causes earaches.” Some students were tested after nine weeks due to the block system rather than a traditional semester.

Table 2 displays the Generation FREE (grades 7-12) results from pre to post testing. The FREE students had 38 questions to test their knowledge on tobacco and how it relates to health. Most of the 38 questions were statistically significant (22) from the pre to post-testing with a  $p$  value most times at  $<.001$ . This means that there is a greater than 99% probability that the difference between pre and post test is valid. In other words, the knowledge increases on tobacco-related dangers are statistically valid.

Two questions stood out with the highest mean difference “tobacco companies target women” and “tobacco companies target teens” (0.36 and 0.31, respectively).

Casey Ward-Hamilton, MTFC Director for Jefferson Davis, Lawrence and Walthall Counties is to be commended for recruiting parents in her coalition area to participate in a survey which is located in the activity books. The 130 surveys were forwarded to the evaluation team for analysis. Casey is the only director who did so for the year. Other surveys from directors may have been sent to the PHM office and not forwarded on to the evaluators at Mississippi State University. As seen in figures 9 & 10, 130 parents and students responded that tobacco causes mouth cancer (99.2%), and smoking can cause shortness of breath (99.2%). Most agreed that cigars and smokeless tobacco are NOT safe alternatives to smoking (93.8%) and everyone deserves smoke-free air (93%). The best statistic reported is that 92% of parents said they have a smoke-free home.



### RAT note Parent Survey

Figure 9.

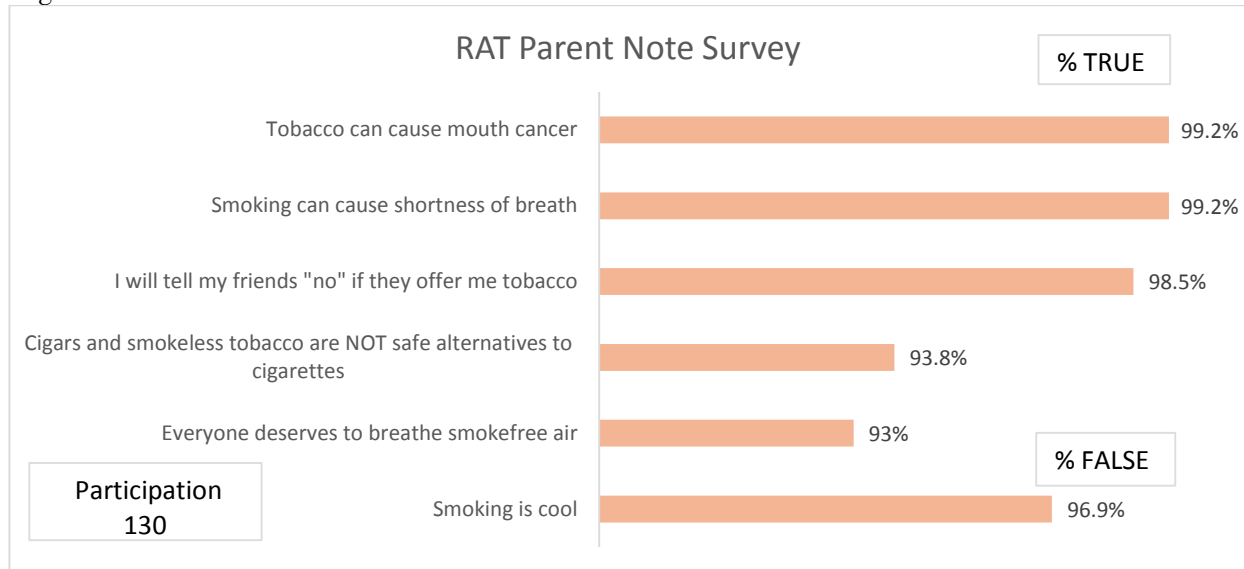


Figure 10.

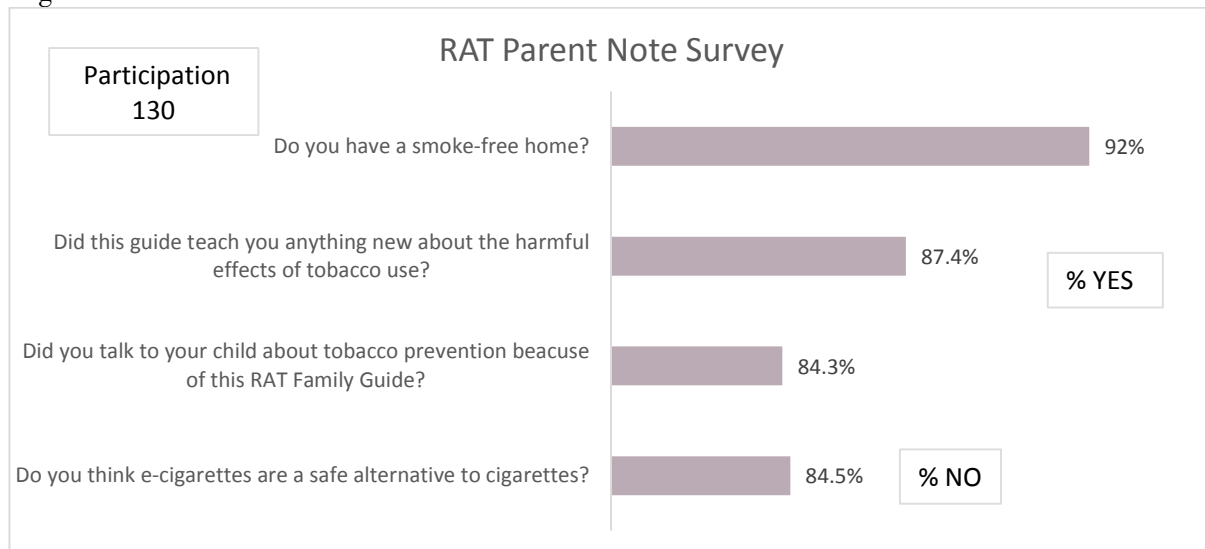
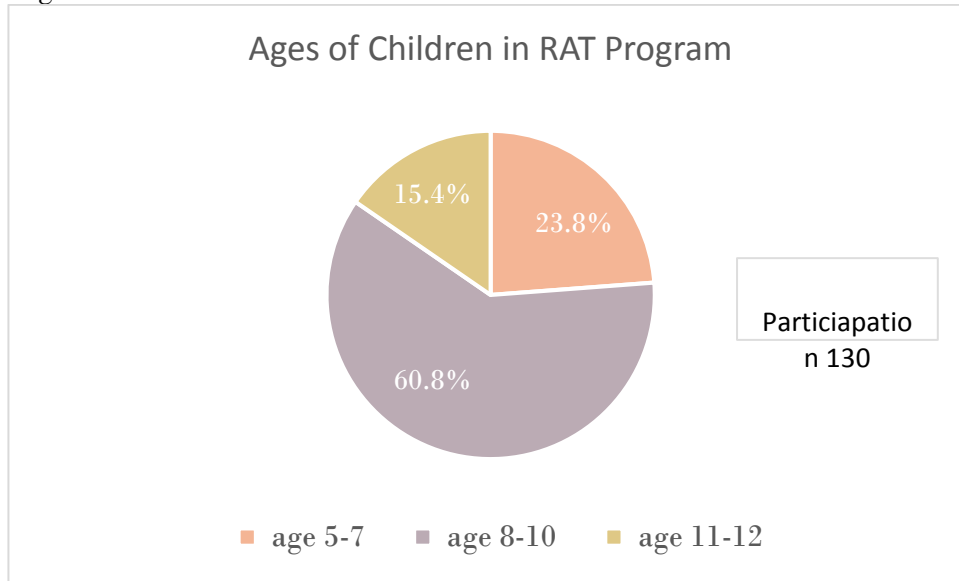


Figure 11 pie chart shows the breakdown of the student ages. Most children (60.8%) were between ages 8-10, followed by ages 5-7 (23.8%) and ages 11-12 (15.4%).

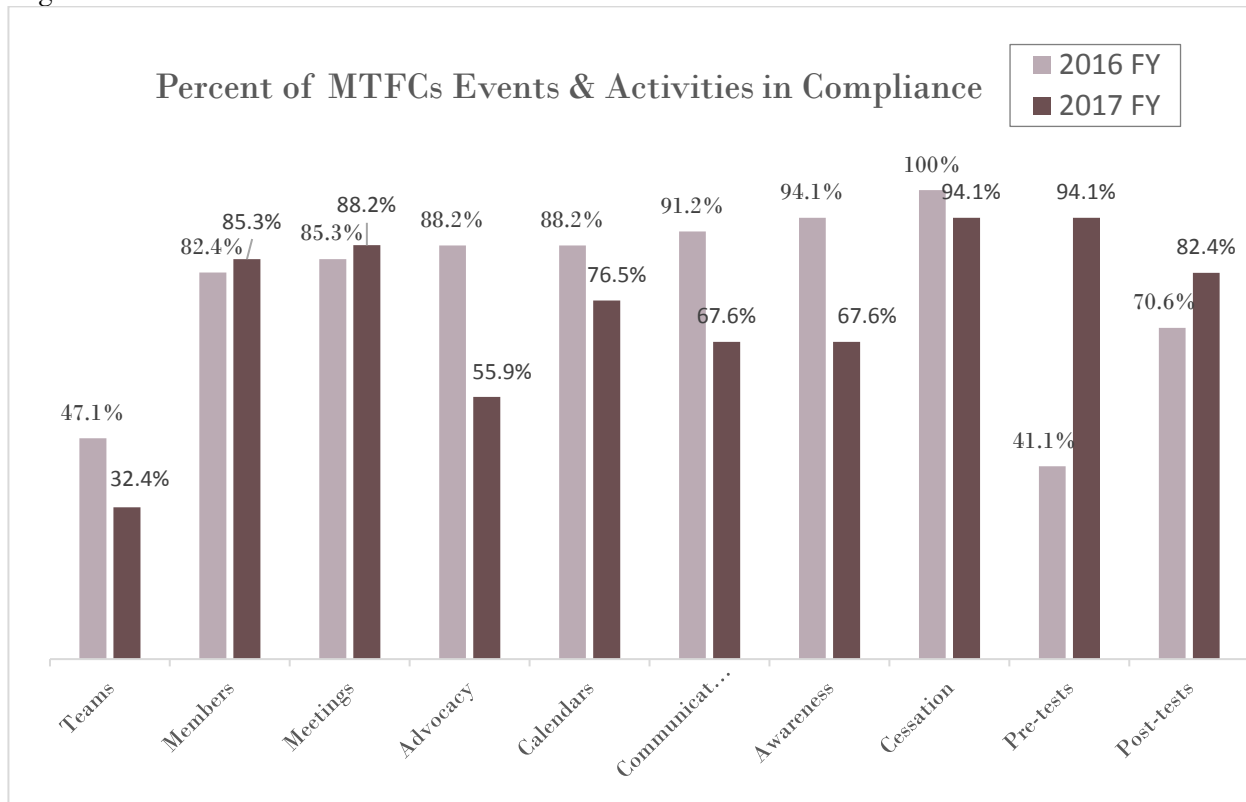


Figure 11.



Comparing FY 2016- 2017 to FY 2015-2016

Figure 12.







The highest percentage of compliance was in the category of cessation for both the 2016 FY (100%) and 2017 FY (94.1%). Awareness deliverables went from 94.1% in FY 2016 to 67.6% this FY (2017). General awareness includes presentations and activities such as High Level and Not High Level events, RAT on the Road, a Photovoice project, Kick Butts Day and various youth advocacy events. Active teams continue to plague the directors. Last year FY (2016) 47.1% had all of their teams, while only 11 directors met the challenge this FY (32.4%). Pre and post testing of the students was a complete success. Directors carried out the testing, ensuring the validity by coding tests in order to test the same students. Although the tests were carried out last FY (2016) evaluators could not analyze them; therefore, only post-test responses were reported.

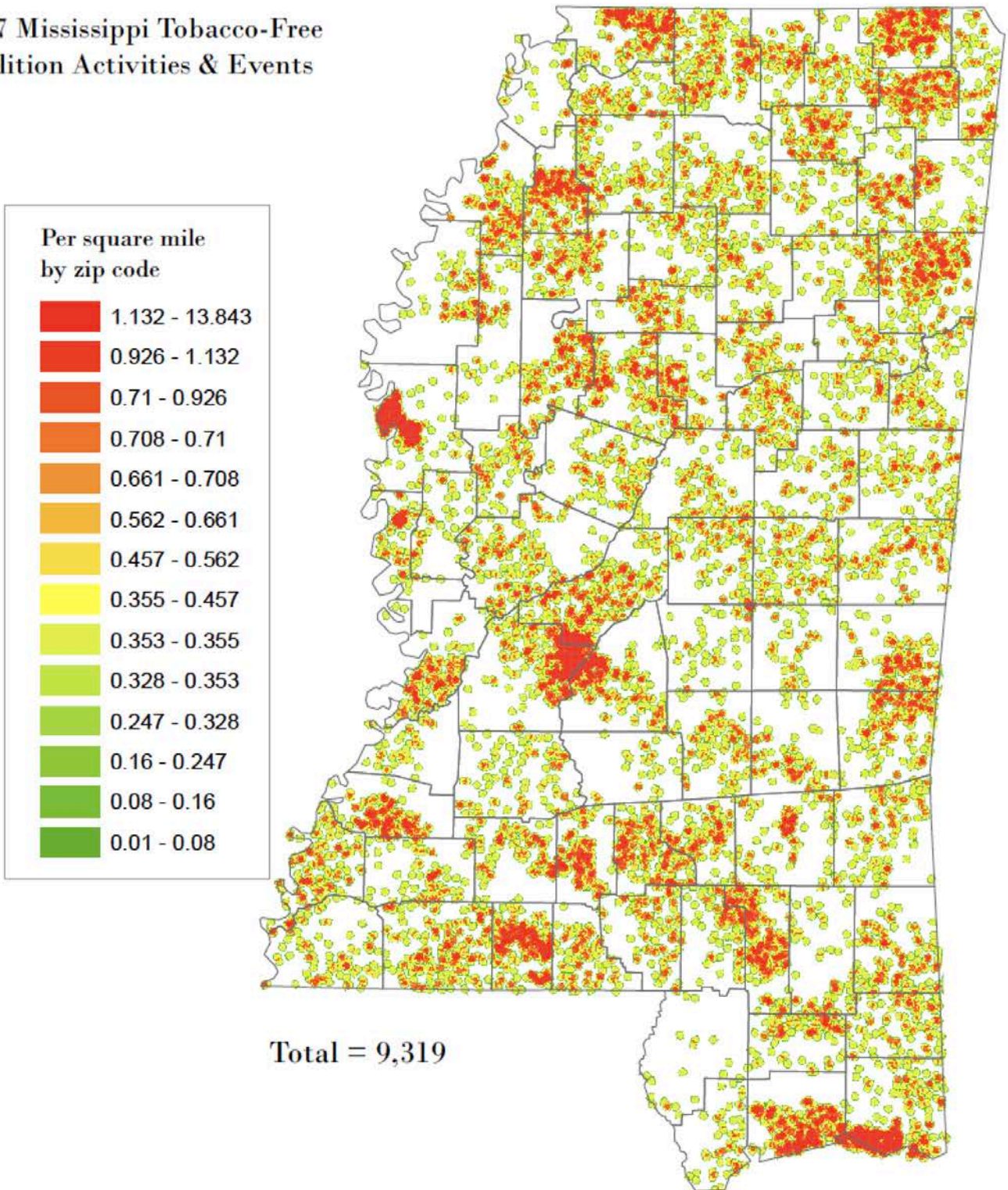
Maps 10 and 11 visualize the concentrated amounts of MTFC activity and is determined by zip codes entered into TRAPS by MTFC directors. These total 9,319 and include ordinance work, youth teams, presentations and communications. The 2D heat effect (map 10) is displayed using a diverging color ramp. The lightest color represents the fewest activities and events (0.01-0.08) per square mile, while the darkest color represents the most (1.132-13.843) per square mile.

Map 11 is a three-dimensional “heat map” that also displays all MTFC activities and events. The map reveals a high level of visual convergence between the activities and the geographic areas around the state. The map reveals a high level of visual convergence between the activities and the geographic areas around the state.



Map 10.

### 2017 Mississippi Tobacco-Free Coalition Activities & Events

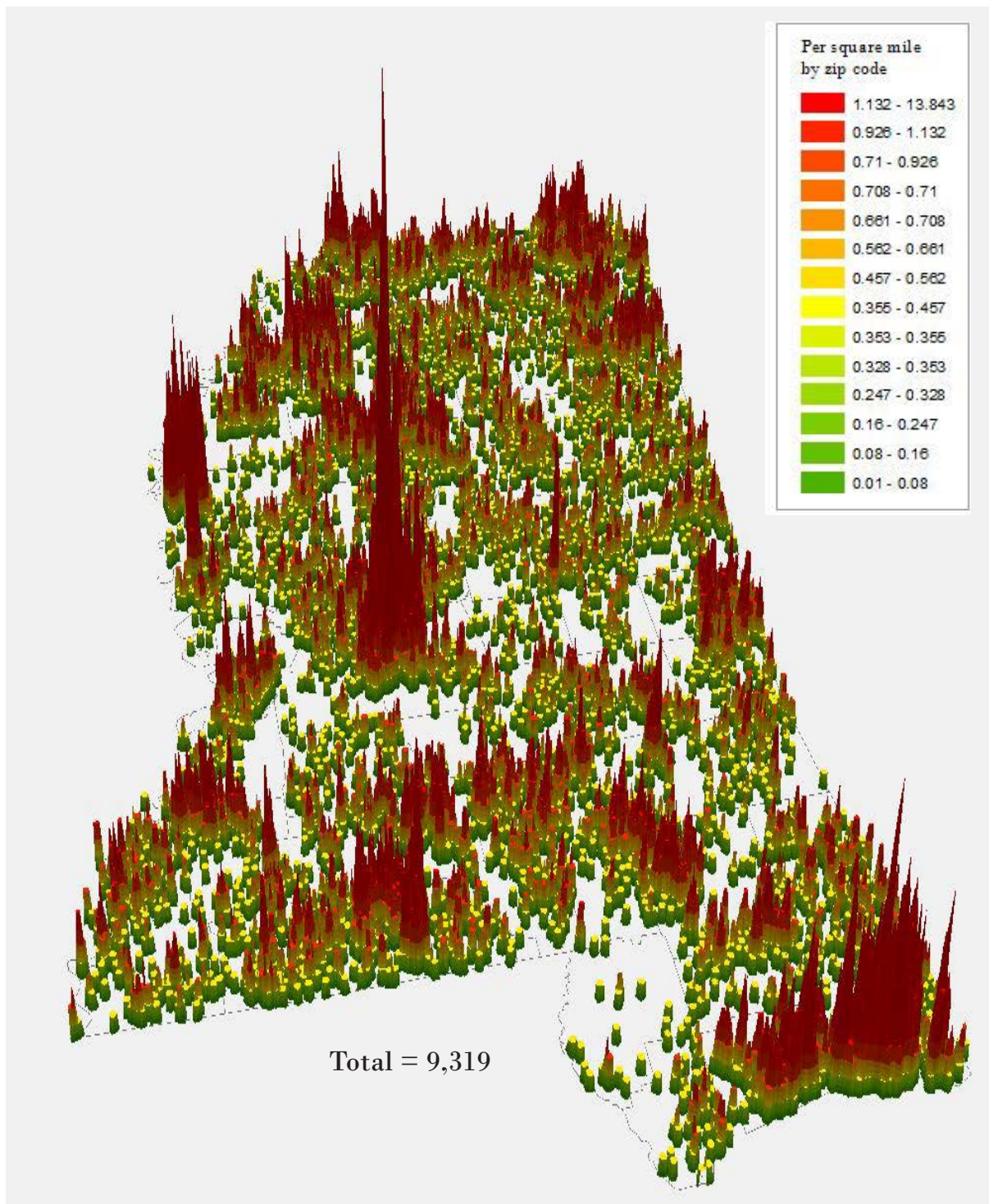






Map 11.

## 2017 Mississippi Tobacco-Free Coalition Activities & Events 3D Heat Map





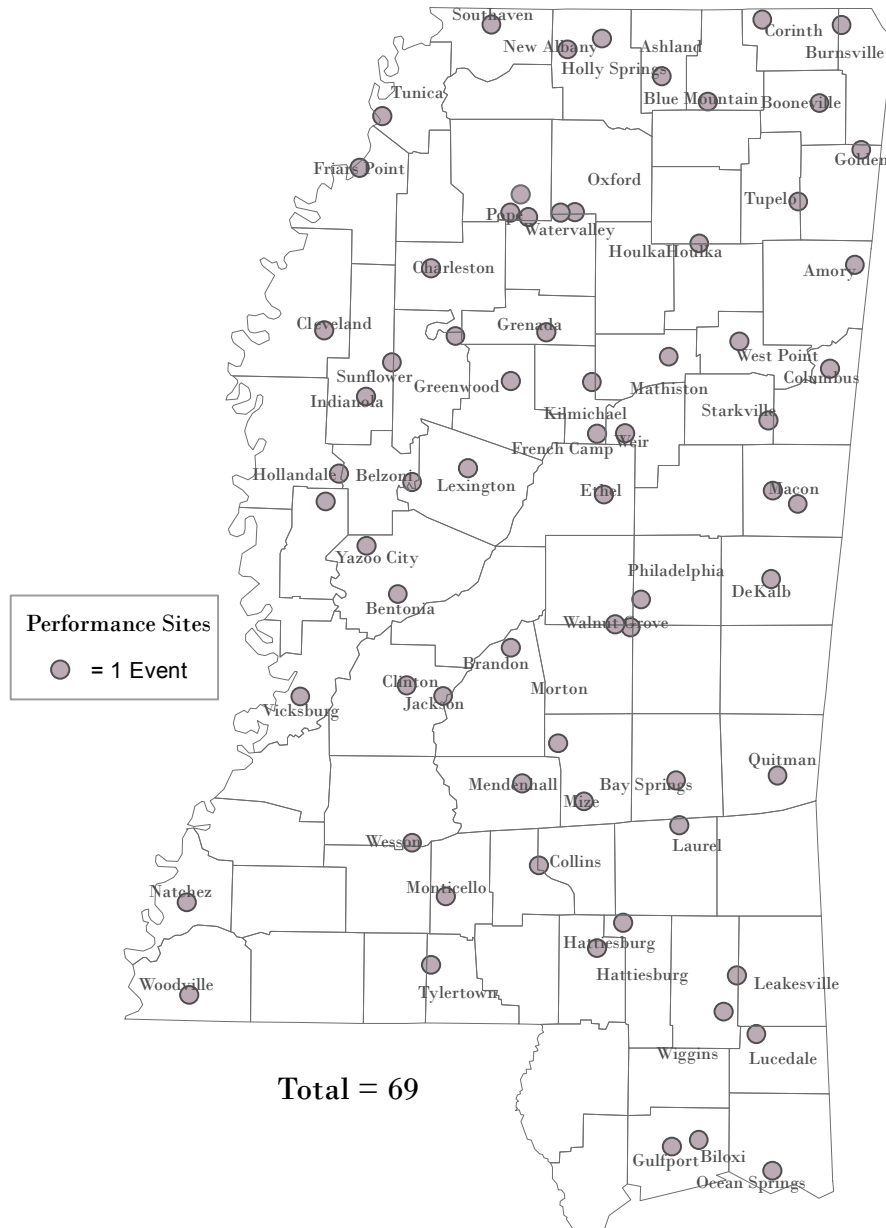
# youth programs

The Partnership for a Healthy Mississippi (PHM) contracts with the Office of Tobacco Control to engage and educate Mississippi's youth about the dangers of tobacco use. This is accomplished in two primary ways: the development of Reject All Tobacco (RAT) 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 the MTFC's prior to the school year to be used by youth teams and their sponsors in schools and in non-school settings throughout the year. Additionally, PHM is responsible for RAT Troupe performances for children enrolled in public and private elementary schools across the state. In FY 2016-2017, 69 RAT Troupe performances were conducted reaching approximately 23,739 children around the state (see map 12) down from 72 performances in Fiscal Year 2015-2016. Of the 69 performances, two were performed in private schools (Kemper Academy and Wilkinson County Christian School). Having been trained over the summer, RAT Troupes from Oxford High School, Starkville High School, Simmons High School (Hollandale), Oak Grove High School, and two teams from the Jackson area performed regionally during the year.



Map 12.

## RAT Troupe Performances



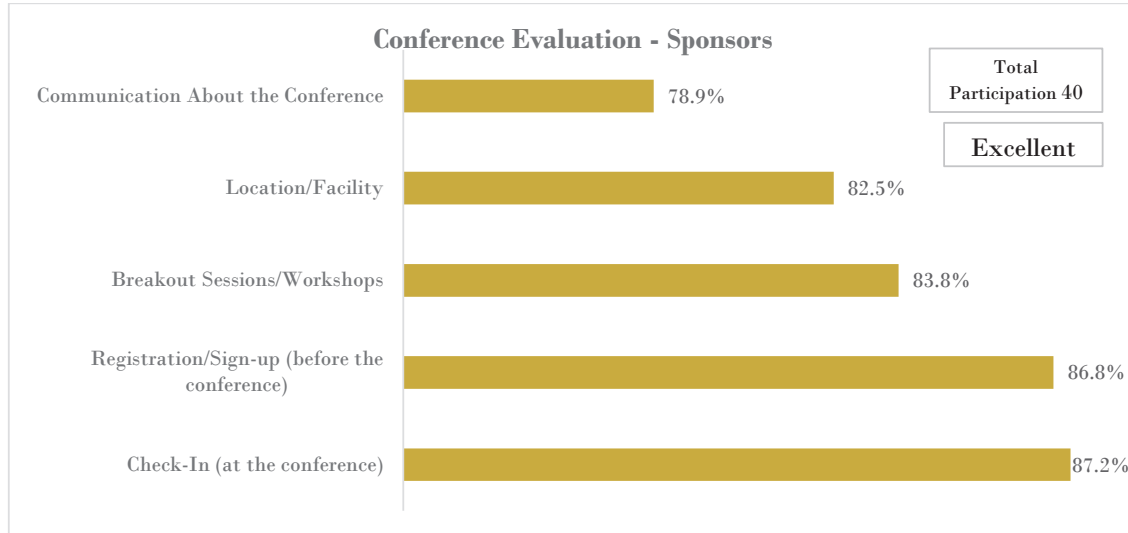
In late October and early November, five Leadership Engagement Activism Development (LEAD) Conferences for 9-12<sup>th</sup> grade students were planned and implemented in Oxford (226 attended/25 volunteers), Greenwood (181 attended/22 volunteers), Starkville (250 attended/31 volunteers), Hattiesburg (292 attended/30 volunteers) and Jackson (115 attended/27 volunteers). The Jackson conference initially registered 261 in advance, but 80 students from Claiborne County Tech Center, 20 from Northwest Rankin High School, and 18 from Natchez Freshman Academy did not attend.



Figure 13.



Figure 14.



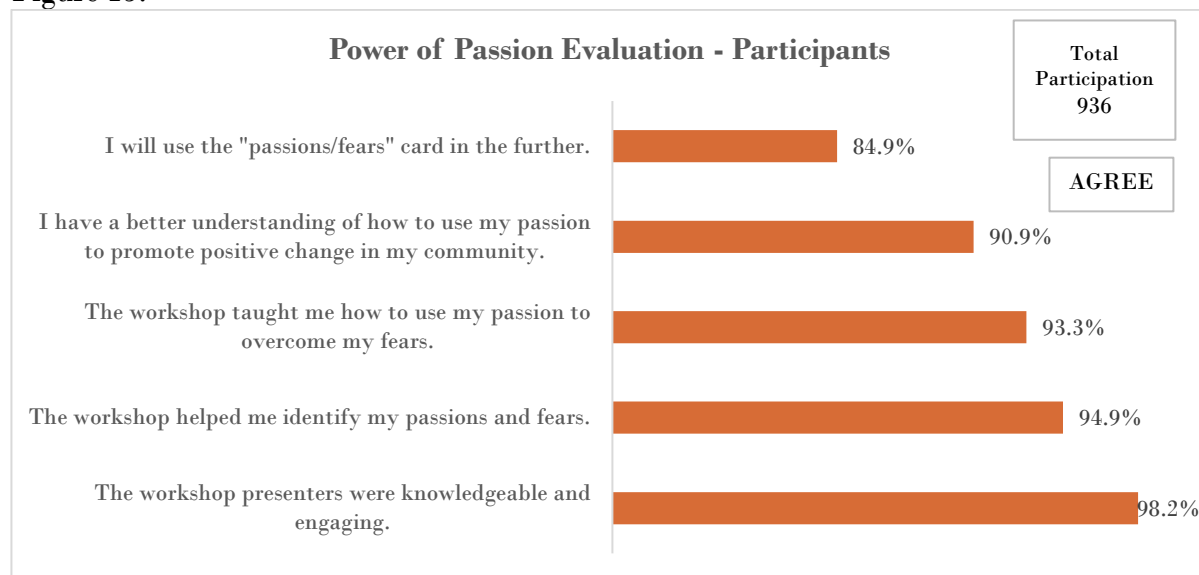
Reactions from the LEAD Conference workshops include:

- *I would have liked to have been sent the agenda in advance.*
- *I truly like the conference. I do think the time could be slightly longer to complete the activities. I would like to see more interactive material from the Truth group and more student involvement.*



- *ACTivism and Digital Strategy were not really in touch with this generation; students were not engaged and were bored.*
- *Ignite Passion: WOW, just WOW! He made them “all get up in their feelings” which is not easy to do with teenagers, especially around their peers.*

Figure 15.

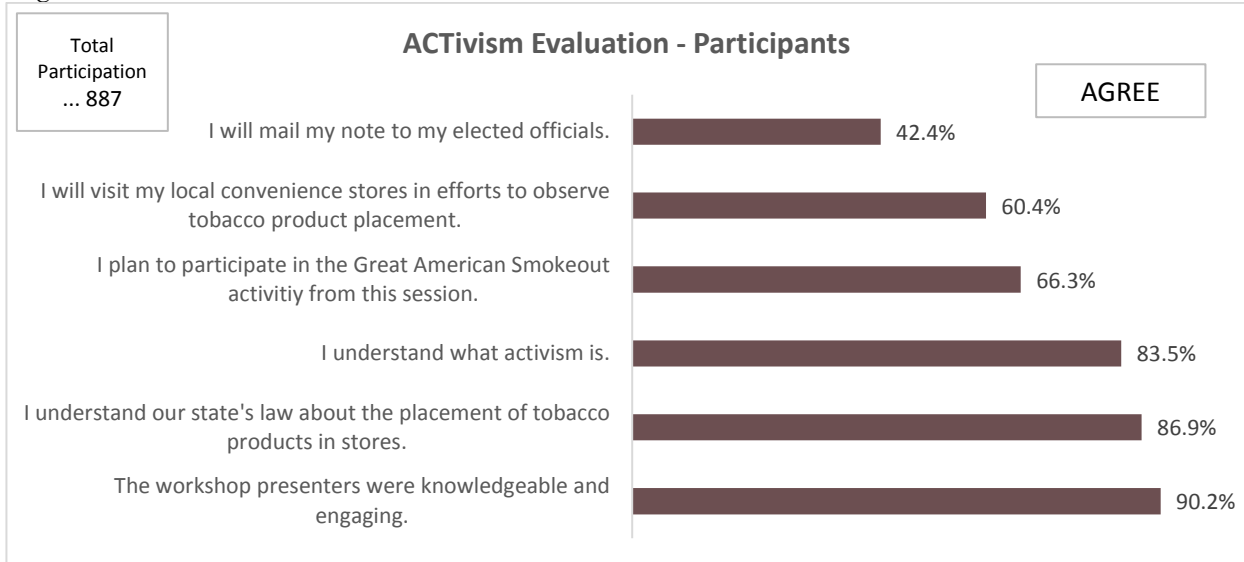


Student reactions from the LEAD Conference workshops include:

- *Amazing. The dude changed my life in 30 minutes*
- *Change nothing. It was AWESOME!*
- *You have no idea how much it helped.*
- *It was wonderful. Demarco is really speaking honest stuff.*
- *Believe in yourself and not what other people think! Keep your head up!*



Figure 16.



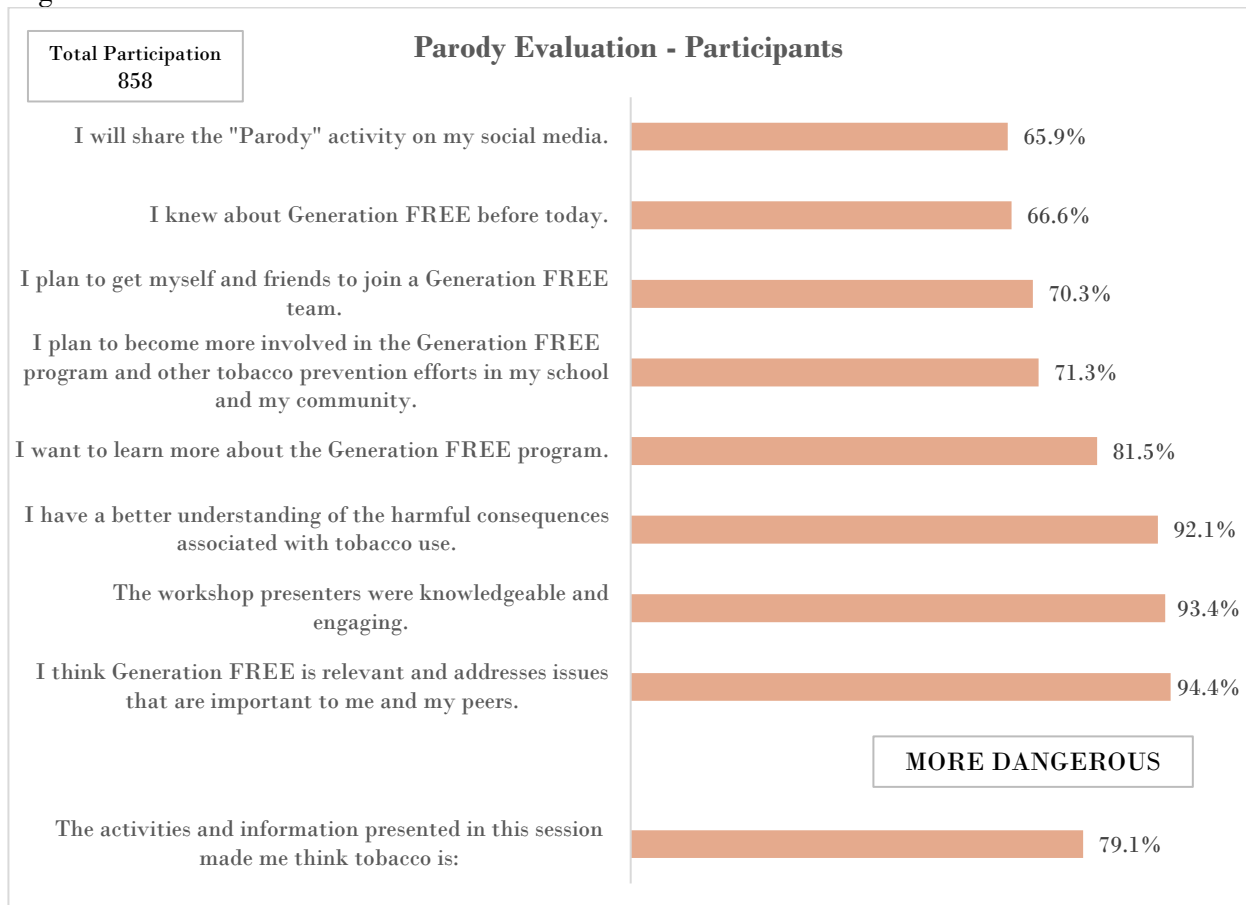
Student reactions from the LEAD Conference workshops include:

- *Ask us if we smoke or if we have tried it*
- *Bring examples so we can better understand what we are talking about because so many towns do not have these*
- *Be more engaging*
- *Go out to the community and schools more*
- *I enjoyed this lesson. Maybe a little more time to finish our projects*





Figure 17.

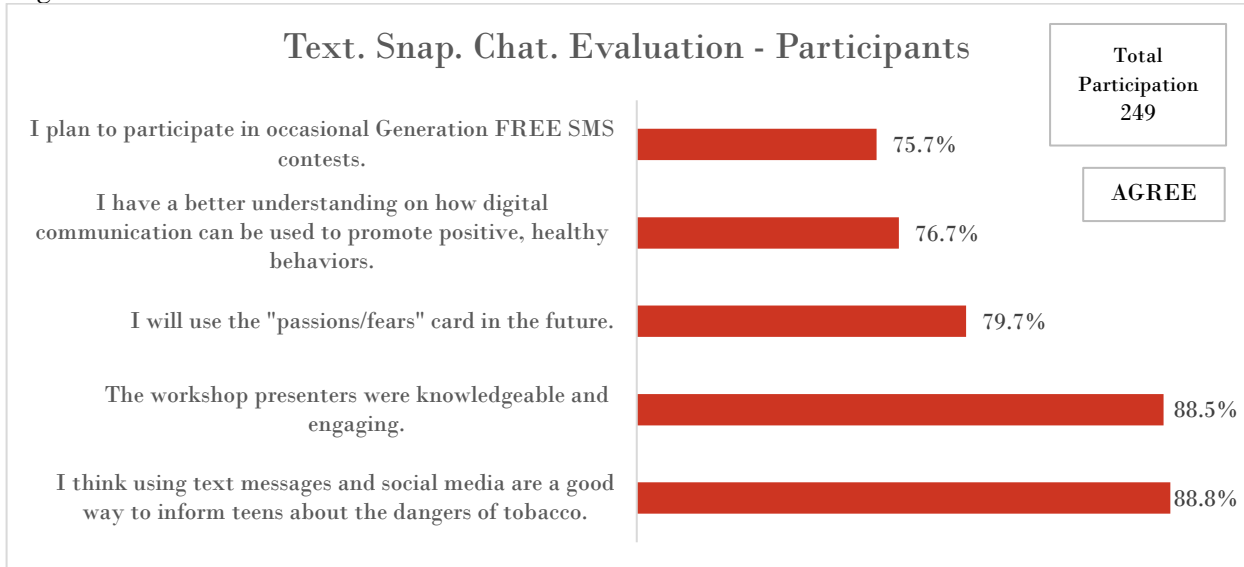


Student reactions from the LEAD Conference workshops include:

- *Get more organized please! So that we're not confused*
- *Show a couple of videos of parodies using tobacco facts*
- *Didn't get to have fun with the activity because the rudeness from the speakers*
- *I prefer not to be yelled at as the group is louder than the host*
- *I don't think there is anything to make it better than what it already is*



Figure 18.



Student reactions from the LEAD Conference workshops include:

- *I really enjoyed it. It was very interesting.*
- *It's really cool but use funny snaps and things that catch teens' attention*
- *You could have used a You Tube video to help us*
- *Make a flyer on social media*

Figure 19.



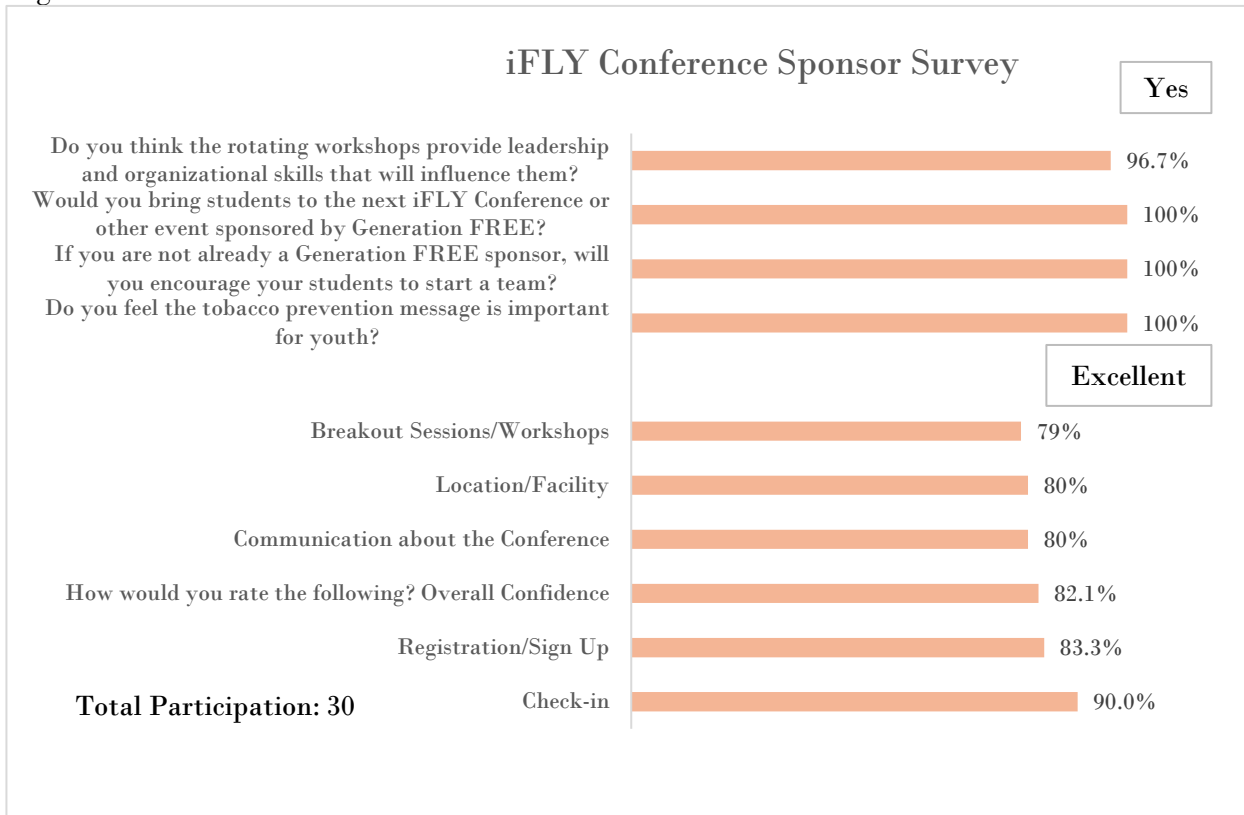


Figure 20.



In February and March, seventh and eighth grade students from across the state attended one of five Generation FREE Inspiring Future Leaders (iFLY) Conferences held in Hattiesburg (210 attended/31 volunteers/20 sponsors), Greenwood (170 attended/18 volunteers/13 sponsors), Vicksburg (101 attended/29 volunteers/17 sponsors), Starkville (82 attended/17 volunteers/10 sponsors), and Oxford (246 students/25 volunteers/20 sponsors).

Figure 21.

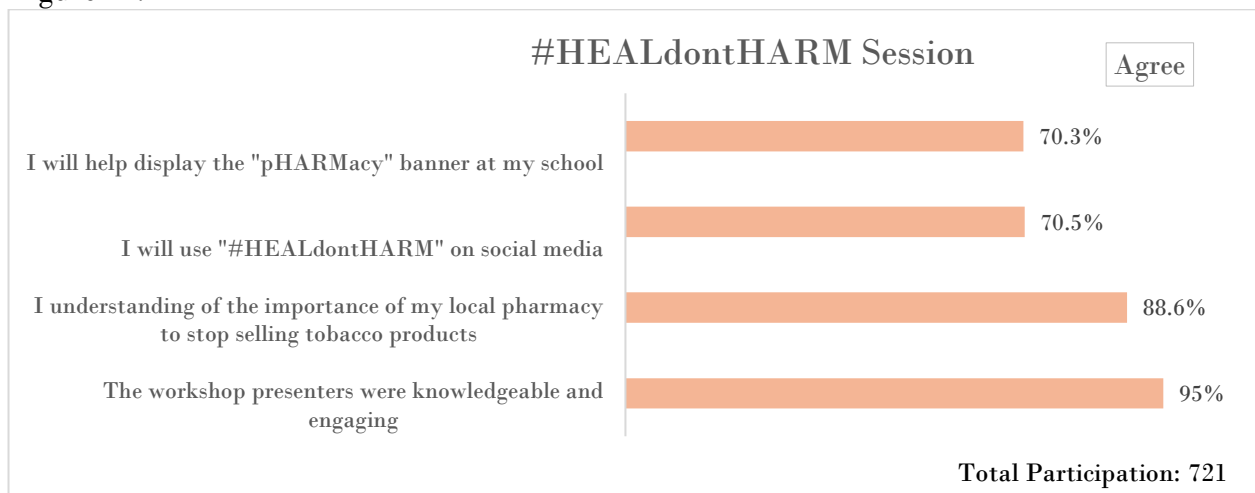




Sponsor reactions from the iFLY Conference include:

- *“Without Fear” session was excellent, but “Heal Don’t Harm” needs work. Great idea—just needs to be organized.*
- *“Heal don’t Harm” Session: On the big screen (from the presenter’s laptop, we all got to see their playlist featuring the album covers from Magic Mike movies and 50 Shades of Gray movies. NOT appropriate for a junior high LEADERSHIP conference. All they had to do was open another tab on the laptop.*
- *Best ever! Love the color answers! Love getting prizes!*
- *Great job; had fun!*
- *I have never been to one before but I enjoyed it and I think everything was educational for the children and them getting more influence on tobacco product is not good for your health.*
- *Microphones weren’t clear*
- *The games and group work were nice but could have had more information given to students*
- *This is a wonderful conference for the students. If possible, I will always bring my group each year.*

Figure 22.



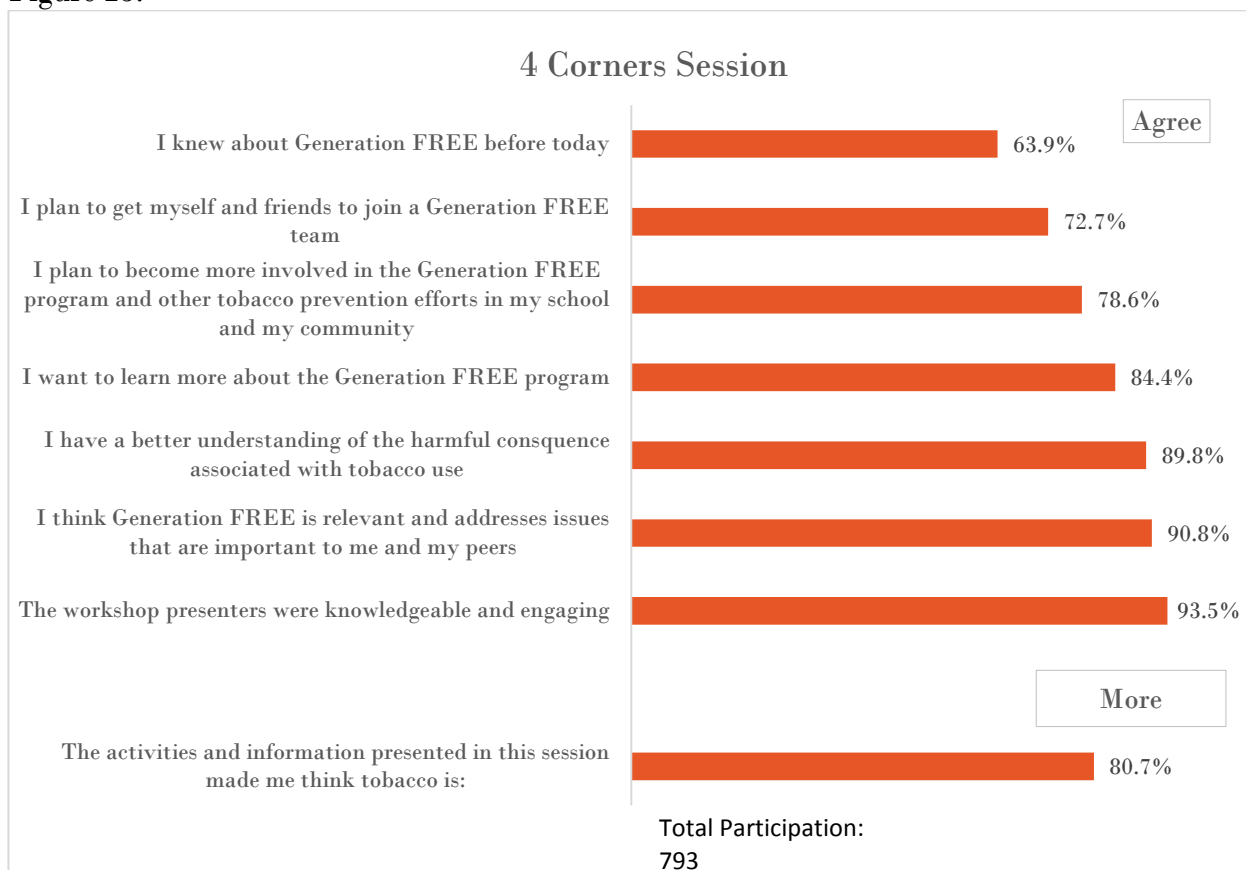
Student reactions from the iFLY conference workshops include:

- *You should talk more about the dangers of smoking.*
- *I loved everything; like it the way it is; I think it was good.*
- *Fun but disorganized, could use more activities; louder music.*
- *I think we should tweet stuff without using it from a box.*
- *I think we can make it better by doing a protest, banner, apps, etc.*
- *More activities; put some boards and stuff on the wall*



- *Make it known on social media and get people to share your stuff. And like when you post pictures on social media, put hashtag up.*
- *I think you can make it better by adding another mini-game but other than that it was so FUN! And you can't make fun any better.*

Figure 23.

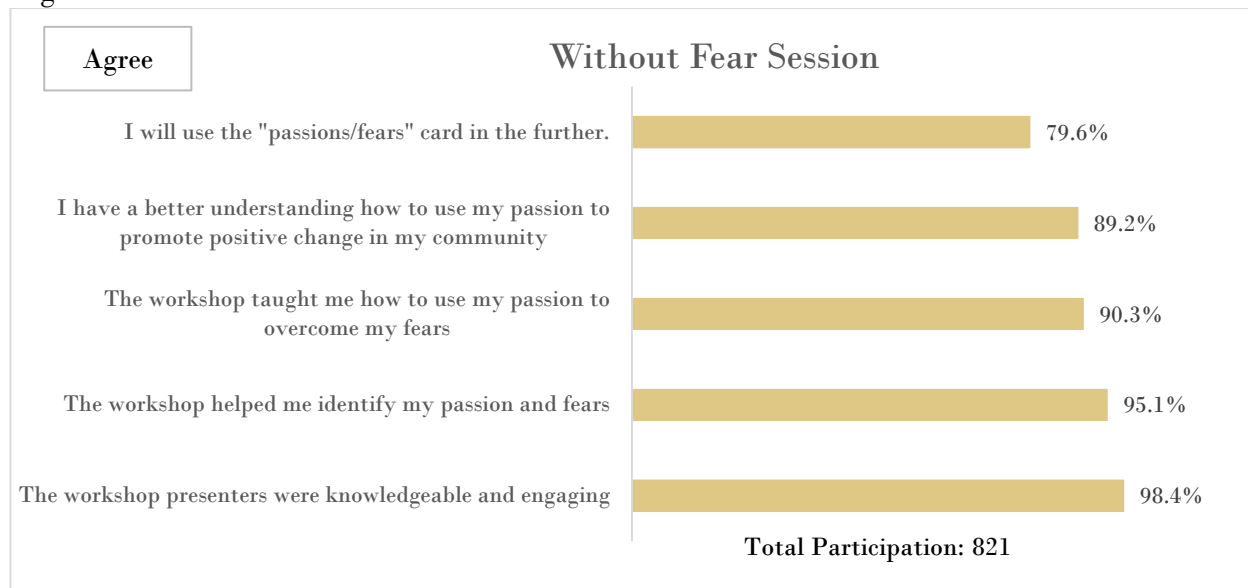


Student reactions from the iFLY conference workshops include:

- *I think it is good as it is....Zach is the bomb!*
- *It was excellent: it was perfect. No changes!*
- *Encourage more people to stop smoking*
- *Have more games; more to do.*
- *Work together and have teamwork. Give us a little more time*
- *Do it again and have more questions about tobacco*
- *Make all groups smaller—small ones did much better*
- *I like how it is already. No changings should be made*
- *It is a great opportunity to talk about drug free*



Figure 24.



Student reactions from the iFLY conference workshops include:

- *I ain't scared but I am going to the military*
- *Bring kids up to the front to talk about their fears*
- *Loved that you shared your personal strength and struggles!*
- *DeMarco was awesome. More student involvement or movement*
- *Do nothing because it was absolutely amazing*
- *Everything is great and very engaging*
- *Great message! Keep giving!*
- *I believe that everything went good and I learned how to overcome by fear so that I will always be able to accomplish my passions*
- *I honestly don't think y'all can make the "without fear" session better*
- *The session was great and very inspiring. It doesn't need any improvement*
- *It was amazing! Demarcus inspired me to live my dream!*

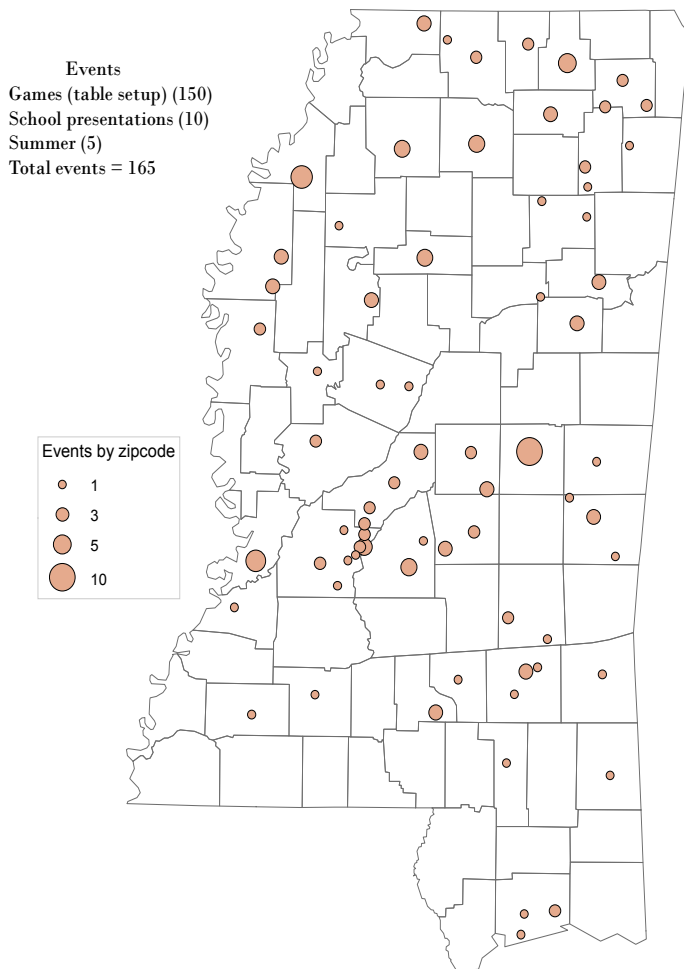
The Partnership is required to conduct FREESStyle street team events at nine sites (one event per site) during the year for students in grades 7-8 with the assistance of the Youth Advisory Board (YAB) and must be conducted in selected counties based on Mississippi BRFS data and home-counties of YAB members. Additionally, FREESStyle street team events are also held at nine sites (three events per site) for youth in grades 7-12, and summer events including four sites (one event per site) for students in grades 7-11. Students are randomly selected to take a five minute survey on an iPad which is managed through PollDaddy, an online survey application. The figures below show how the students responded.



Note in Map 13 below that the events listed in TRAPS by zip code do not correlate with the zip codes that are self-reported by the students taking the survey. It is the understanding of the evaluators that Frederick Wiley passed around an iPad during and following his presentations so students could access the short survey. The evaluation team wanted to match the school sites where the FREESTyle events were taking place with the numbers of students taking the survey. Only ten schools or presentation sites were recorded in TRAPS, which conflicts in the map comparisons with the data from the number of surveys evaluators downloaded from the PollDaddy site (see also figures 25 & 26).

Map 13.

### 2017 FREESTyle Events



### 2017 FREESTyle Survey Participants

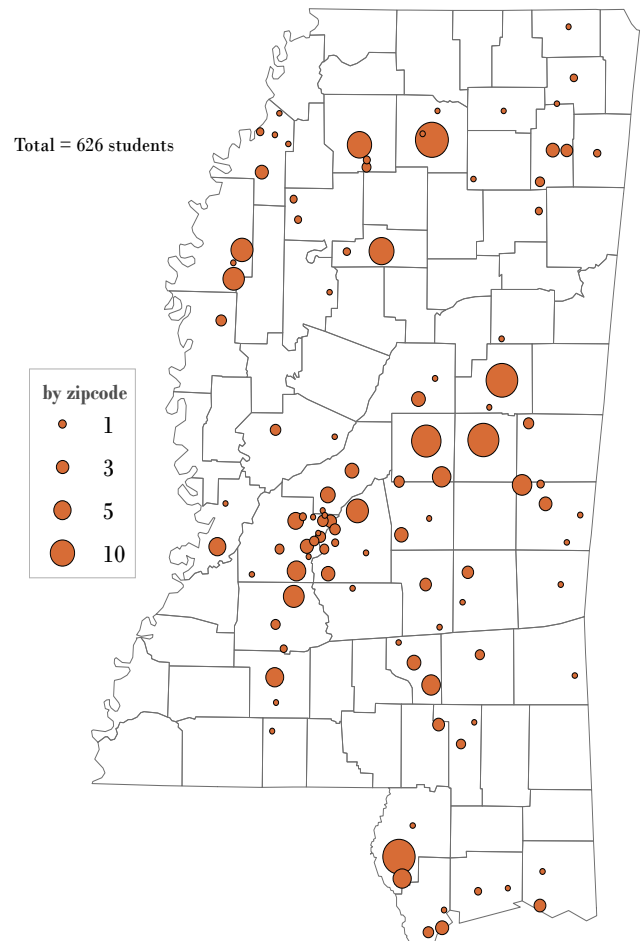




Figure 25.

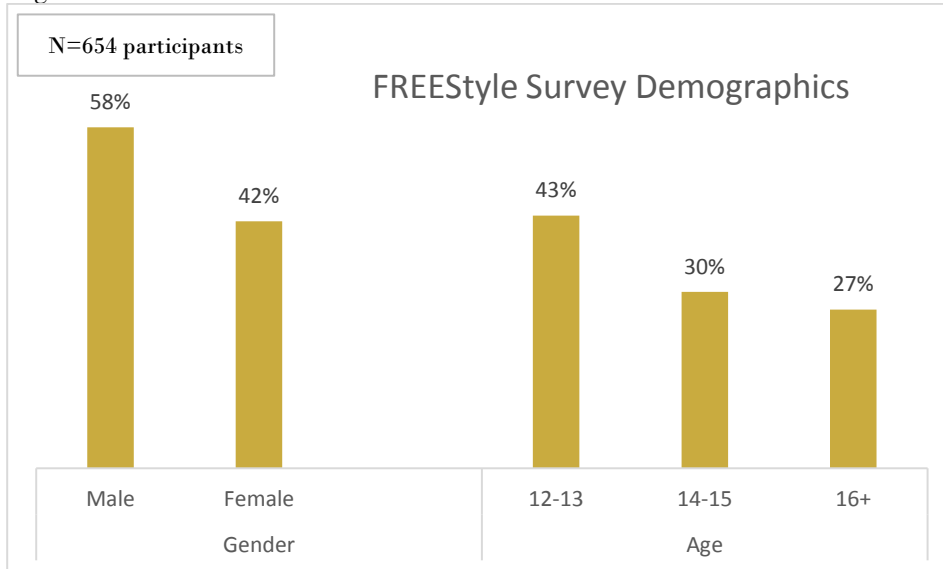


Figure 26.

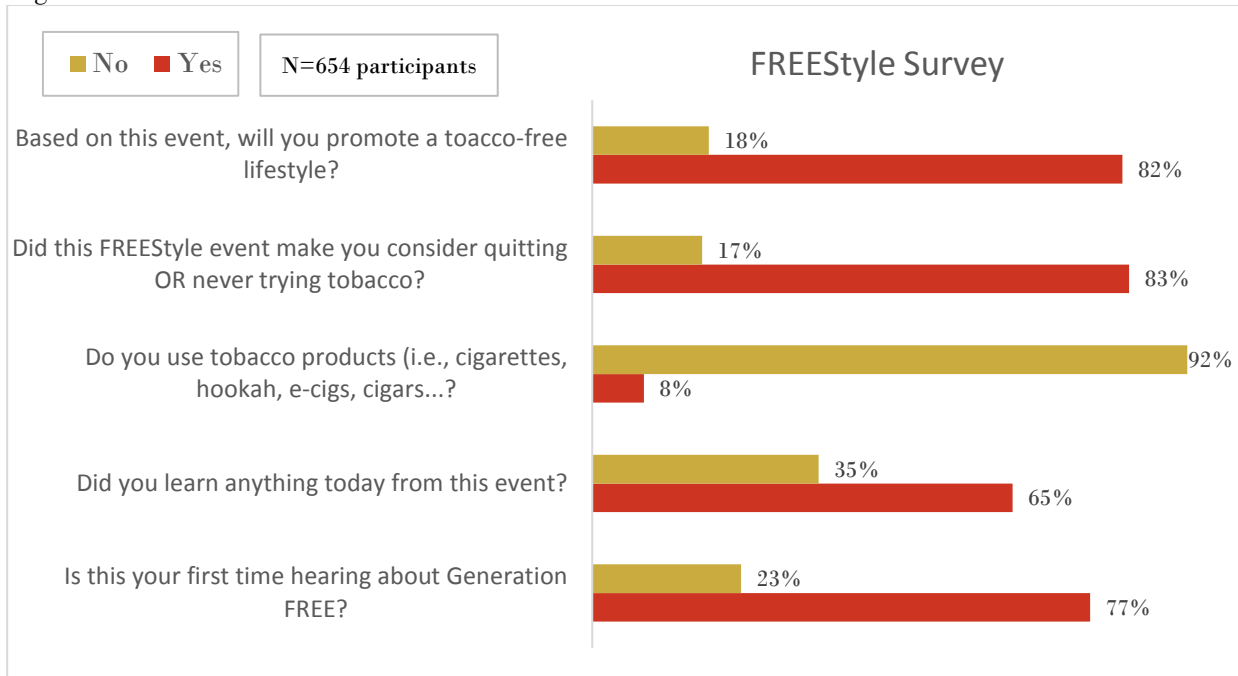
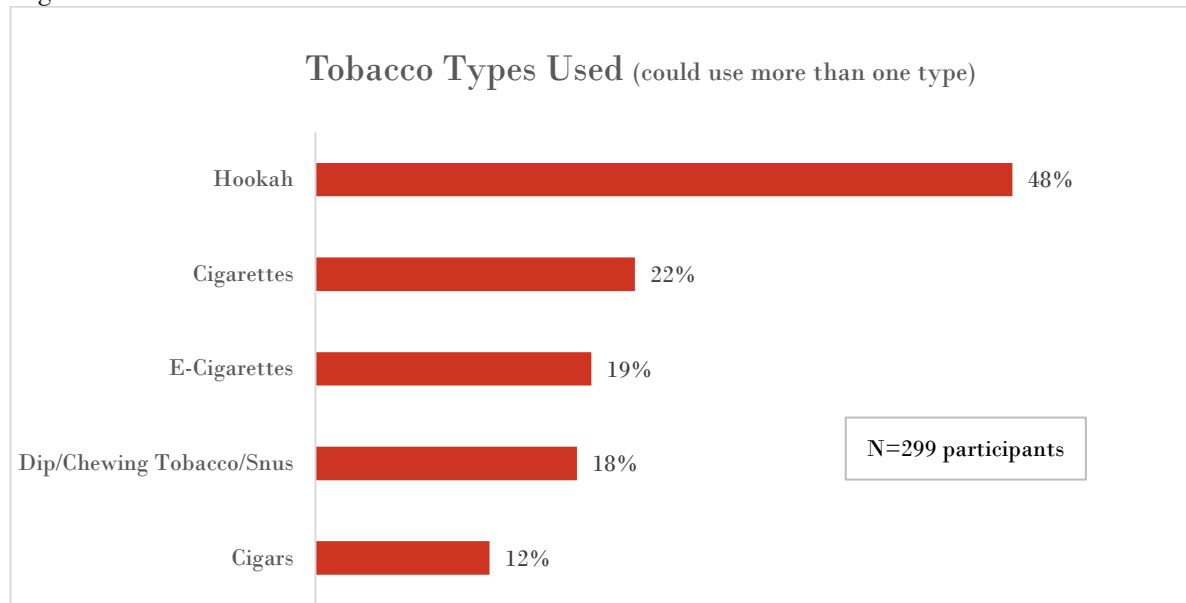






Figure 27.



Interestingly, note in figures 26 and 27, only 53 students (8%) answered “yes” they use tobacco products, but 299 students (46%) indicated what type of tobacco products they use.

“Street Marketers” are college-aged and young adult volunteers who are selected and trained to participate in the FREEStyle street team events. According to the SOW, two to three marketers assist with FREEStyle events and are encouraged to volunteer with the local MTFC Project Directors on local tobacco awareness events. The Partnership noted in TRAPS that Marketers were interviewed, selected, and 15 were trained in September 2016, and indicated that between one and four marketers appeared at each event. Yet when the evaluation team surveyed marketers (April-May, 2017) to gauge their involvement in the program, only four responded. Of the four, three said they had not participated in a FREEStyle event. One respondent indicated: “I think expectations need to be discussed in depth upfront and a training offered over the course of a few days.” It is also noted that Partnership staff recorded that all of the Marketers were from the Jackson area. The SOW suggests that Marketers be encouraged to volunteer with their local MTFC Directors. Since all were from the Jackson area, that left the majority of the state void of any assistance from this group. The SOW requires the Partnership to record in TRAPS the number of Marketers and YAB members who assisted in each FREEStyle event. Of the 167 events recorded in TRAPS, a Marketer and/or YAB member was present for 155 of them.



Most of the descriptions list 2-4 marketers at each game event. In fact, of the 167 events listed in TRAPS, only 10 of them are for FREESStyle events in a classroom setting. The other 157 events are all game events where a table is setup to distribute trinkets and brochures.

The table below only displays responses from four marketers. Evaluators left the survey open with repeated emails to the 16 marketers who were trained to participate throughout April and May of 2017. One member stated it was his/her first year participating, one member for two years and one for two+ years. One respondent stated they participate at least once a week, the other three stated they had not participated this FY at all.

Table 3.

Marketer Survey (4 responses)	
Gender	% (n)
Female	75 (3)
Male	25 (1)
Age 22-23	25 (1)
Age 24+	75 (3)
How long have you been a marketer for Generation FREE	
First year	25(1)
Two Years	50 (2)
2+ Years	25 (1)
Do you know what is expected of you at the events	
Yes	75 (3)
No	25 (1)
How often do you participate in an event?	
Once a week	25 (1)
I have not participated this	75 (3)
Do you think Generation FREE aids in reducing the number of youth who use tobacco?	
Yes	75 (3)
Maybe	25 (1)
Would you recommend this experience to others?	
Yes	75 (3)
No	25 (1)
Do you find that your audiences are more male than female?	
Yes	25 (1)
No	75 (3)
Do you feel like your time and effort at these events are connecting with youth?	
Like a great deal	75 (3)
Like a moderate amount	25 (1)
What suggestions do you have to improve the program?	
~ I think expectations need to be discussed in depth upfront and a training offered over the course of a few days.	
~ Increase the merchandise	



For the fiscal year, PHM is required to update the RAT website and/or Facebook page 48 times during the fiscal year. In July 2016, six messages were posted to the Facebook page, six in August, three in September, nine in October, two in November, and none in December. Beginning in January 2017, there were six posted, five in February, three in March, four in April, eight in May, and six in June for a total of 58 RAT Facebook messages for the year. The website was only updated once (July) during the first half of the fiscal year. During the 2017 calendar year, a total of sixteen updates were made to the website in January, April, and May. Similarly, PHM is required to update social media platforms at least ten times per month (80 total) for the Generation FREE program. A mixed method of platforms was incorporated to disseminate the tobacco-related messages to teens. Naturally there was a spike in activity in November when the LEAD Conferences were held with 383 Facebook posts during the month. PHM staff are required to track social media posts in a folder located in TRAPS (Media Tracking).

Figure 28.

Social Media Statistics				
	Facebook	Instagram	Twitter	Website
FREE	418	104	83	0
RAT	58	0	0	16

PHM successfully completed SOW requirements related to Youth Tobacco Prevention Contests for both RAT (winners announced March 3, 2017) and FREE (winner announced December 5, 2016) programs. Skool Ad posters were in circulation in September (Pucker Up), November (Pokemon), January (1 Out of 3), and March (Words Posters).

Just over 45,000 youth were impacted by the RAT Troupe performances, LEAD and iFLY Conferences, FREESStyle Events, and YAB trainings for the fiscal year, with over 200 adult volunteers as well. These numbers are fairly consistent with the Fiscal Year 2015-2016 numbers (45,496).

Figure 29.

Type	# Events	# Children
FREESStyle	164	17,851
LEAD	5	984
iFLY	5	938
RAT Shows	69	23,739
Contests		1,484
RAT Camp	1	40
YAB Camp	10	16
<b>Total</b>	<b>254</b>	<b>45,052</b>



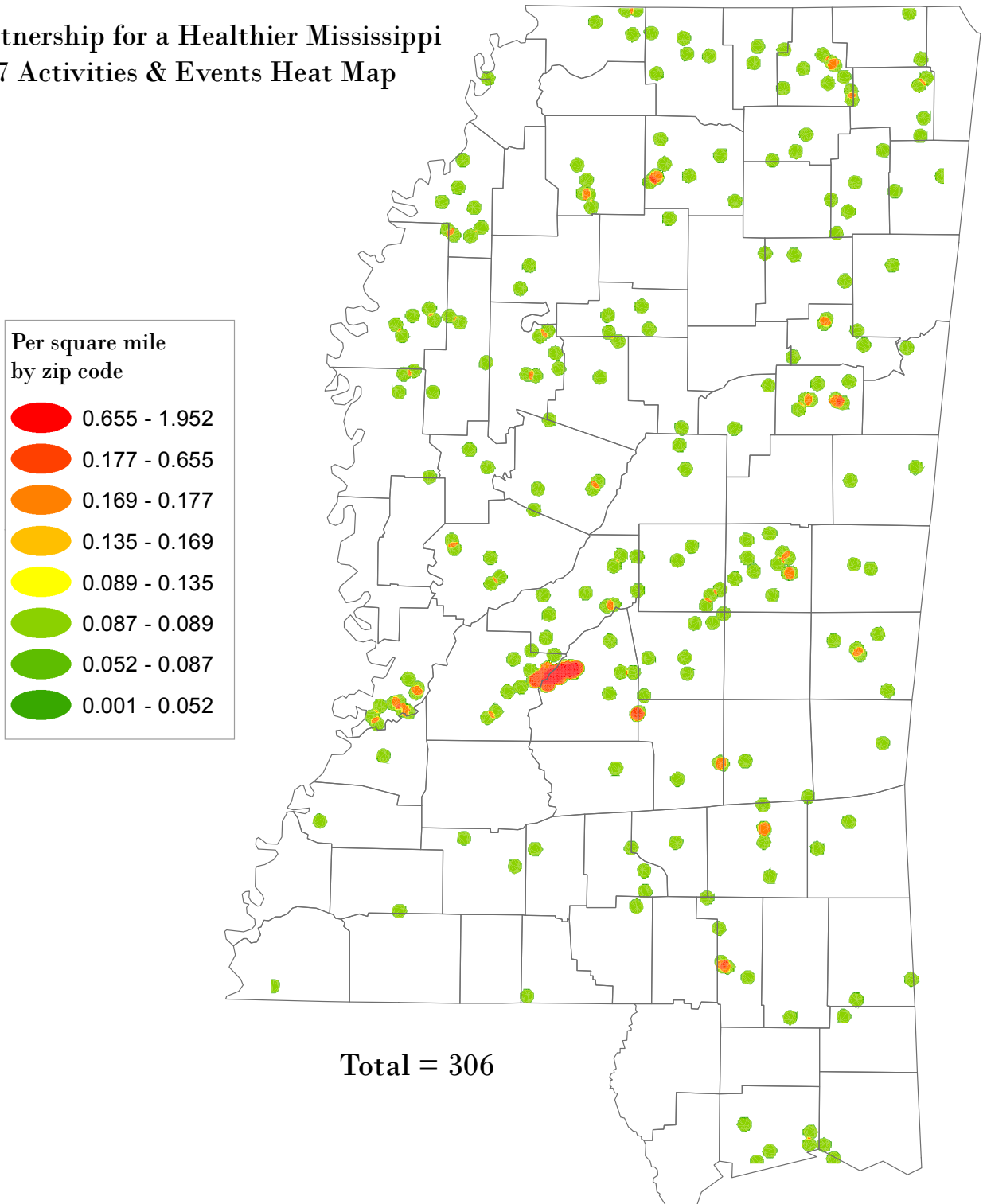
Maps 14 and 15 visualize the amount of youth activities and is determined by zip codes entered into TRAPS by the Partnership staff. These total 306 and include conferences, camps, presentations and FREEStyle events. The 2D heat effect (map 14) is displayed using a diverging color ramp. The lightest color represents the fewest activities and events (0.01-0.052) per square mile, while the darkest color represents the most (.655-1.952) per square mile.

Map 15 is a three-dimensional “heat map” that also displays all youth activities. The map reveals a high level of visual convergence between the activities and the geographic areas around the state. The map reveals a high level of visual convergence between the activities and the geographic areas around the state.



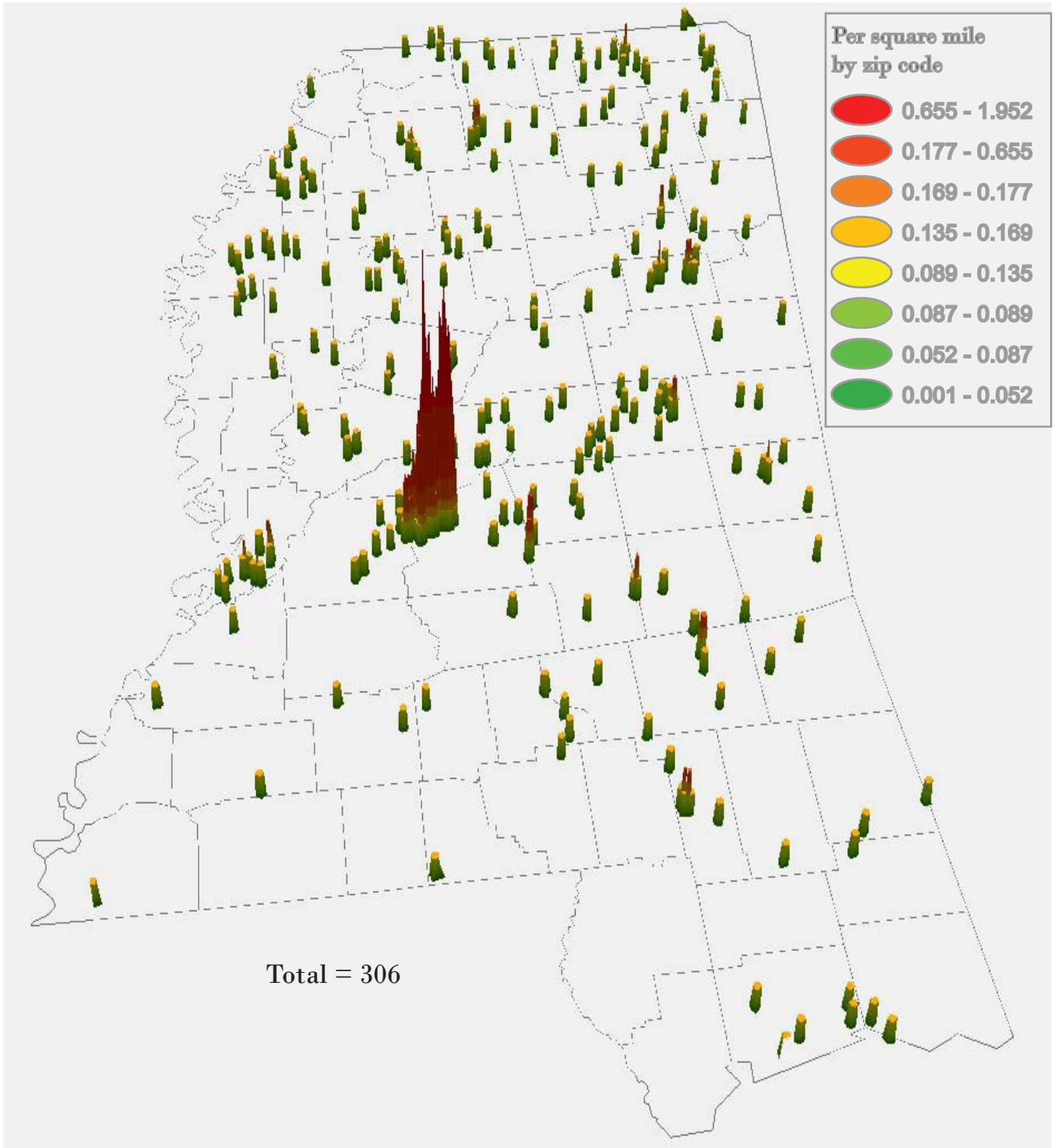
Map 14.

### The Partnership for a Healthier Mississippi 2017 Activities & Events Heat Map





Map 15. 2017 Partnership for a Healthy Mississippi Activities & Events 3D Heat Map



# state-wide grantees



The Office of Tobacco Control partnered with five health-provider organizations during the fiscal year 2016-2017 along with nine Community Health Directors and nine Public Health Nurses. Although the Community Health Directors and Public Health Nurses used the online reporting system to record data, they did not come under the purview of the evaluation team. Project Officer DeGarrette Tureaud evaluated their services for the fiscal year. The Mississippi Academy of Family Physicians Foundation (MAFPF), the Mississippi Nurses Foundation (MNF), the Mississippi Chapter of the American Academy of Pediatrics (MSAAP), the University of Southern Mississippi's Institute for Disability Studies (IDS), , and the Mississippi Primary Health Care Association (MPHCA) contracted with the OTC for services. The following is reflective of the work completed. For a more complete look at individual grantees, please see Appendix C.

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

The Mississippi Academy of Family Physicians Foundation has administered the Tobacco-Free Mississippi: Engaging Mississippi's Family Physicians Project through its contract with OTC since 2011. Using the U.S. Public Health Service (USPHS) Guidelines for Treating Tobacco use and Dependence recommendations, the MAFPF has partnered with specific family physician clinics to provide technical assistance and outreach opportunities on a regular basis. The original project called for the identification and addition of clinics during Fiscal Year 2016-2017, but budget constraints prevented that from happening.

Communication with practices (Rounds 1-5) occurred in August, December, and January. Technical assistance in the form of preparing and disseminating ENDS brochures to the Jones Family Medical Clinic (Tupelo), Elite Medical (Tupelo), Pratt Family Medical (Corinth), UMMC Lakeland, the Winston Medical Clinic (Louisville) and Dr. Sue Simmons (Maben) were all transacted in August as well as tobacco cessation information sent to Indianola Family Medical Group in September.

Three Lunch and Learn trainings on Tobacco Dependence using the 2A's and an R approach were conducted at the Southern Medical Care Clinic in Hattiesburg (September 20, 2016), Clinton Family Care in Clinton (April 11, 2107), and the Eupora Family Medical Clinic in Eupora (May 10, 2017). Bonnie Mangum, Outreach Coordinator for the Mississippi Quitline conducted treatment training at each of the three events.



Cessation brochures such as “Can E-Cigarettes Help You Quit Smoking,” “Relapse Happens—Ten Tips to Quit Smoking Again,” “Common Problems, Good Solutions,” “The Health Consequences of Smoking,” “Smoking—It’s Even Worse Than You Think,” “The Health Consequences of Spit Tobacco,” “E-Cigarettes—Eight Things Everyone Should Know, and AAP’s “Treating Tobacco Dependence Practice Manual—A Systems-Change Approach” were distributed. Additionally, contact was made with clinics in Amory, Meridian, and Madison for future Lunch and Learn trainings. Technical assistance regarding the encouragement of tobacco-free campus policies and implementation plans for integrating tobacco screenings/cessation assistance into regular clinical services were also required of the MAFPF at each of the Lunch and Learn events. Ms. Buckley reports that Southern Medical emailed a copy of USM’s tobacco-free policy and discussed sample implementation plans. Southern Medical also emailed a copy of an implementation plan as a starting point for discussion.

Per SOW requirements for Capacity Building, one USPHS Guideline for Tobacco Cessation Training was held at each of the required sites for a total of four for the fiscal year. Dr. Thomas Payne, ACT Center Director conducted three tobacco cessation Lunch and Learn sessions for residents at Forrest General Family Medicine Residency Program (November 21, 2016/tobacco treatment and mental health patients), residents at UMMC Family Medicine Residency Program (December 14, 2016/tobacco treatment and mental health patients), and residents at EC HealthNet’ Meridian Family Medicine Residency Program (January 20, 2017/emerging trends and vaping). Dr. Holly Peebles conducted a tobacco Cessation Lunch and Learn entitled “Treating Tobacco Dependence: Things You Need to Know” for the residents at North Mississippi Medical Center’s Family Medicine Residency Program.

Other required outreach activities were the promotion of the Tobacco-Free Mississippi: Engaging Mississippi’s Family Physicians project at the following venues:

- MAFP Capitol Day: Displayed signs that MAFPF supports a smoke-free Mississippi and distributed “E-Cigarettes—Eight Things Everyone Should Know,” “Smoking—It’s Even Worse Than You Think,” and Quitcards (February 2017)
- UMMC Family Medicine Fair: Made Quitline information and e-cigarette brochures available to attendees and displayed a sign promoting smoke-free Mississippi (September 14, 2016) and exhibited at UMMC Family Medicine Update (March 22-24, 2017) in Jackson.
- MAFP Annual Conference, Fall Conference, Spring Conference, and CME in the Sand: Exhibited at annual meeting in Sandestin, Florida (July 16-20, 2016), exhibited at MAFPF Fall meeting in Oxford (November 11-13, 2016), MAFP Spring meeting in Jackson (April 22-23, 2017), and MSMA CME in the Sand (May 27-29, 2017). At all events, tobacco cessation brochures and information on Lunch and Learn training sessions were made available.





- **Optional Venue:** Exhibited at WCUCOM Family Medicine Residence and Hospital Fair, Hattiesburg (October 14, 2016) and Mississippi State Medical Association Alliances' Capitol Screening Initiative (January 19, 2017) where two individuals who were interested in quitting were sent to the Quitline's table for further information on counseling.

The “Tobacco and Depression: Six Things to Know” brochure was inserted into all (124) registration packets at the MAFP Annual Meeting and was also made available at the exhibit booth for the duration of the conference. Monthly Mississippi Association of Family Physicians newsletters included at least one tobacco-related information piece supplied by the foundation staff. Topics included cessation services, impact of third hand smoke, Lunch and Learn training opportunities, and Electronic Nicotine Delivery Systems (ENDS).

For Education/Awareness objectives, the MAFPF provided speakers at the annual meeting (Dr. Rick Kellerman/hookah pipes and their relationship to cigarette smoking and Dr. William Sonnenberg/connection between smoking and inflammatory bowel disease). The foundation is also required to promote the project through social media. Nine posts through a mixed method of platforms were posted during the year.

Tar Wars presentations took place in July, September, October, December, January, March, April, and June for the M3 students at the UMMC Family Medicine rotation. Additionally, a Tar Wars presentation was made at William Carey University College of Osteopathic Medicine in January. Tar Wars was voluntary for this academic year but will be made mandatory for 1<sup>st</sup> year students beginning in the 2017-2018 academic year. In June, a Tar Wars presentation was given for the Mississippi Rural Physician Scholars.

Family physician clinics and medical residents from across the state were impacted by the work of the foundation in providing tobacco dependency training, distributing education literature on the use of tobacco, assisting clinics in the referral services for the Mississippi Tobacco Quitline and conducting tobacco awareness presentations at conferences across the state. According to TRAPS reporting, a total of 85 such activities were completed for the year that directly impacted 2,143 individuals. The staff successfully completed the Scope of Work objectives for the year and are to be commended for the succinct reporting particularly in completing the SOW Reporting Form template. Social media outreach is the only area that could be improved by increasing their presence.



## The Mississippi Nurses Foundation

The foundation administered the “Tobacco Free Mississippi: Engaging Mississippi Nurses Foundation” project and conducted 133 activities during the year that directly impacted 642 nurses and nursing students as reported in TRAPS. Activities focused on awareness and programmatic events designed to provide materials for nurses, promote tobacco cessation services, and to provide training services.

Per the SOW training and education objectives, the foundation is required to coordinate a preconference workshop and exhibit at the Mississippi Nurses Association annual conference. The pre-conference workshop was presented by Tennille Howard, Project Director for the Mississippi Nurses Foundation and KC Arnold, from the Diabetes Center who focused their presentation on Diabetes Management and Tobacco Use. Seventeen people were in attendance. There was a training presented at the Mississippi School Nurse Association Annual Convention by Pamela Luckett with 33 nursing students in attendance. In April, Rochelle Culp, MTFC Director for Yazoo, Madison, and Holmes Counties presented at the Mississippi School Nurses Association Annual Conference. Pamela Luckett from the Mississippi Quitline presented at the Mississippi Association of Student Nurses Conference in October and to the MOADN Conference in Tupelo in April. Flyers, sign in sheets and evaluations, for the most part were uploaded to TRAPS.

The technical assistance for the Rx for Change Curriculum at Delta State University and the University of Southern Mississippi seemed to be non-existent. There was no reporting on TRAPS related to work with the two universities. The foundation was also specifically charged with recruiting the Mississippi University for Women’s nurse practitioner program to include the Rx for Change curriculum. A number of email correspondence between MUW administrators and MNF staff took place in the fall of 2016 and was fully documented in TRAPS. In December the foundation was notified that MUW would not implement the curriculum because of their tight timeline. Naturally, the pre and post testing of students and the motivational interviews were not conducted.

The foundation was required to attend six events as an exhibitor to fulfill part of their awareness and communication requirements:

- **Mississippi Nurse Practitioners Convention:** Foundation project director attended the conference.
- **Eliza Pillars Nursing Conference:** Project director attended the event
- **TIPS Campaign:** Targeted Delta State University as the host, and made initial contact to discuss the possibility. No feedback from DSU. No activity held.
- **Kick Butts Day:** Initially reached out to the Canton Public School District to do an activity in the middle school, but nothing materialized.

The foundation did partner with MUW, and Pamela Luckett provided materials that were disseminated on the MUW campus.



- Great American Smoke Out: The activity was not completed.
- December and January New Year's Resolutions: Participated in 2017 Annual ERC Health Fair for state employees at the Mississippi Library Commission (February 2, 2017) in lieu of a Great American Smoke-Out Event and the New Year's Resolutions.

The foundation did provide tobacco-related information in the quarterly newsletters throughout the year which were disseminated to approximately 40,000 nurses using the Mississippi Nurses Association database. The first (October) promoted the Diabetes and Tobacco pre-conference workshop at the MNA Annual Conference and the 5 A's Training for the Mississippi Association of Student Nurses Conference. The newsletter also featured information provided by the Campaign for Tobacco-Free Kids, MSDH fact sheets, and an article about the dangers of e-cigarettes. In December, the focus was on New Year's Resolutions, Secondhand smoke, and the new surgeon general's report regarding the use of e-cigarettes. In April, the newsletter promoted upcoming conferences and trainings and highlighted CDC Tips from Former Smokers. The fourth newsletter was used to highlight the work of the Mississippi Nurses Foundation tobacco-related work and to notify recipients that it would be the last newsletter supported by the MSDH OTC since the grant was coming to an end.

#### The Mississippi Chapter of the American Academy of Pediatrics (MSAAP)

The chapter is charged with promoting tobacco abstinence and cessation by children, youth, and their families. This is accomplished 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 Lunch and Learn trainings where educational materials are distributed to participating pediatric clinics. In total, 61 activities impacting 567 Mississippians were conducted during the fiscal year. It is to be noted that the online reporting was extremely organized, and contractual obligations were met.

As outlined in the SOW objectives, the chapter successfully provided quarterly e-newsletters and posted them in TRAPS. In fact, the chapter provided five e-newsletters to over 500 pediatricians on the mailing lists. The newsletters contained information from the AAP's Richmond Center that addresses secondhand smoke exposure to children as well as other tobacco-related articles:

- July 31, 2016: Distributed Richmond Center articles and hyperlinks to recent tobacco-related studies to 517 email addresses



- September 30, 2016: Distributed Richmond Center articles, hyperlinks to recent changes in the FDA regulation of e-cigarettes, and call for interest in Lunch and Learn presentations to 530 email addresses
- November 28, 2016: Distributed summaries and hyperlinks to recent research, legal issues, call for interest in Lunch and Learns, spotlight on a success story, and a call for advocacy around increased tobacco tax to 559 email addresses
- February 1, 2107: Distributed summaries and hyperlinks to recent research, summary of the Surgeon General’s recent report, and a call for interest in Lunch and Learns to 559 email addresses.
- March 31, 2017: Distributed summaries and hyperlinks to recent reports and research and continued call for Lunch and Learns to 606 email addresses
- May 30, 2017: Distributed summaries and hyperlinks to recent research and a call for interest in Lunch and Learns to 607 email addresses

Additionally, the chapter was charged with providing technical assistance throughout the year to Rounds 1 through 4 to assist them with implementing strategies for treating tobacco use and dependence. In December, champion clinics were sent links to CEASE downloads, Mississippi Tobacco Quitline access, Richmond Center, and the Surgeon General’s e-cigarette report followed by another sent in February outlining a national tobacco training opportunity, information about a new CEASE website, and other online training opportunities. In June, emails were sent to all Lunch and Learn sites as well as the champion clinics providing contact information for CEASE, Richmond Center, as well as links on vaping.

Facilitation of a USPHS Guidelines Tobacco Cessation Training for UMMC pediatric residents took place on November 4, 2016 where Dr. Thomas Payne spoke about emerging products, e-cigarettes, and available cessation services in the state. Thirty-five individuals attended. Additionally, the chapter provided technical assistance to the Adolescent Medicine Clinic at UMMC in which brochures, tar jars, and lapel pins regarding tobacco cessation, and an overview of the Quitline services were all distributed. In April, 93 individuals attended the spring MSAAP meeting where posters about e-cigarettes were displayed and various brochures were distributed. Dr. Thomas Payne also presented “E-Cigarettes and the Surgeon General’s Report” to the 93 pediatricians, nurse practitioners, nurses, family and internal medicine physicians, and other health care providers in attendance.

Eight Lunch and Learn presentations were conducted during the year for staff at the following clinics:

- Clarksdale Children’s Clinic: September 22, 2016 with Bonnie Mangum, Outreach Coordinator for the Quitline as speaker
- Sunshine Children’s Clinic in Yazoo City: September 29, 2016, Bonnie Mangum speaker
- Lafayette Pediatric Clinic in Oxford: October 25, 2016 with book distribution



- Oxford Pediatric Group: January 19, 2017
- Family Medical Clinic in Meridian: March 28, 2017 with 20 pediatric staff in attendance. Distributed 250 books, 1171 brochures and posters, a tar jar, cups and other incentive items
- Canopy Children's Services in Jackson: May 3, 2017 with 23 staff in attendance. Distributed 901 brochures, a tar jar, cups, pens, and other incentive items along with 10 books and Quitline cards and informational materials
- Sunshine Pediatric Clinic in Carthage: May 4, 2017 with six staff in attendance. Distributed 715 brochures, posters, a tar jar, cups, pens, and 110 children's books, Quitline cards and informational material
- UMMC Pediatric Interest Group: May 8, 2017 with 53 first year medical students attending. Distributed Quitline cards and informational materials including vaping and e-cigarette materials

Technical assistance was provided at each of the Lunch and Learn presentations involving discussion of the CEASE implementation plan and smoke-free campus policies.

The chapter is also charged with continuing discussion with the Mississippi Division of Medicaid about potential policy changes related to covering tobacco cessation services and preventive counseling for parents, adolescents, and pregnant women. Gretchen Mahan reports that following email correspondence in the fall, a meeting was held in January with the division. Because of budget shortfalls and the upcoming legislative session, there was no promise of any additional Medicaid coverage.

Additional outreach included a conference call with representatives from the CEASE program about options for including CEASE in clinic trainings, initial email inquiry to Dr. Mehul Dixit at the UMMC Pediatric Endocrine Clinic about materials distribution at the clinic as well as the distribution of the following tobacco control books and educational materials to the following clinics:

- 295 books, multiple brochures, and Tar Jar to UMMC North Pediatric Clinic in Jackson
- 520 books and copies of brochures to UMMC Pediatrics Reach Out and Read program
- 280 books and 1300 brochures to Clarksdale Children's Clinic
- 140 books and 800 brochures to the Sunshine Pediatric Clinic
- 160 books and 900 brochures for the Lafayette Pediatric Clinic
- 220 books and activity posters and 1750 brochures to the Oxford Pediatric Group
- 200 books and activity posters and 1772 brochure, posters, and educational aids to Family Medical Clinic in Meridian



Policy and advocacy work for the chapter included outreach to Senator Thad Cochran soliciting his support to retain FDA regulations over all tobacco products in pending legislation, a letter to newspaper editors of daily papers across the state to increase public awareness and support for a tobacco excise tax, legislative advocacy for the introduction of smoke-free bills in the Mississippi legislature, and support of a letter to Congress from the American Cancer Society related to support for FDA maintaining regulation of e-cigarettes.

The AAP chapter has done an excellent job in meeting required objectives and documenting them in the TRAPS online reporting system. The only suggestion to be made is that monthly calendars remain in TRAPS throughout the year rather than deleting them at the end of each month.

#### The University of Southern Mississippi Institute for Disability Studies (IDS)

The Institute for Disability Studies is another grantee that has done a good job of reporting and documenting work in the online reporting system. Descriptions of activities were displayed in a concise manner with completion dates preceding each entry. As reported in TRAPS, 90 monthly education classrooms, leadership meetings and community expos impacted 4,763 Mississippians during the year. IDS is charged with encouraging tobacco cessation and prevention among Mississippians with disabilities and their families (mental and behavioral disorders as well as physical and developmental disabilities) and to promote cessation and policy change among the individuals and institutions that serve them.

For outreach and education activities, IDS successfully developed nine disability-focused monthly newsletters, as required, to address tobacco prevention and provide cessation tips to be disseminated in various ways (community-based and faith-based organizations, media outlets, consumer organizations, primary care agencies). Despite a delayed finalization of their contract in August, IDS was able to develop a September newsletter and electronically deliver it to a Tobacco Control Strategies News mailing list created from the Mississippi Tobacco Control Network group members (65) and Mississippi Leadership Academy members (6). It was later forwarded to the IDS Community Partners Action Council and STEP UP Council (42) and the Central Mississippi Tobacco Free Coalitions (7) as well as four additional add-ons to the original email contact list. The October newsletter was emailed to the TCS list and also was disseminated at the Statewide Tobacco Grantee meeting in Jackson.

Both the September and October newsletters were on the display table at the Mississippi Department of Rehabilitation Services (MSRS) and the city of Jackson (COJ) Disability Awareness Conference on October 24, 2016 and at the Mental Health/Intellectual and Developmental Disabilities (MH/IDD) Joint Annual Conference in Biloxi on October 26<sup>th</sup> and 27<sup>th</sup>. Additional email addresses were gathered during the three conferences. The November and December newsletters were disseminated to the group email list.



In January, the newsletter featured an interview with Pamela Luckett from the Quitline, and later a portion of the interview was disseminated to 663 members of the Mississippi Association of Family Physicians Foundation through their monthly newsletter. The February and March newsletters were disseminated to the group email list. Copies of the December and March newsletters were disseminated at the Behavioral Health Populations and Tobacco Use session sponsored by OTC at the National Council on Alcohol and Drug Dependence Office. Thirty seven newsletters were handed out at the Mississippi School for Addiction Professionals conference in Hattiesburg (February, March and April issues). The final issue (May/June) featured an interview with Suzanne Ellis from the Partnership for a Healthy Mississippi and was also disseminated at the Mississippi Disability Mega Conference in early June.

Artwork cards featuring two winning entries from the FY 2016 contest were created and provided at the IDS Gulf Park DD Awareness Day (March 23<sup>rd</sup>), the Behavioral Health Populations and Tobacco session sponsored by OTC at the National Council on Alcohol and Drug Dependence (March 30<sup>th</sup>), the Mississippi School for Addiction Professionals conference in Hattiesburg (April 25-28), and at the Mississippi disAbility Mega Conference (June 16<sup>th</sup>). Approximately 250 cards were printed for use by the IDS. The staff also successfully participated in four community health/wellness events for people with disabilities and disseminated tobacco/cessation materials at each:

- MDRS/COJ Disability Awareness Conference in Jackson (October 24, 2016) where cessation materials were distributed
- Disability Awareness Day at the Mississippi Capitol (February 14, 2017) where tobacco and cessation materials, newsletters, monthly flyers, artwork cards, and posters were displayed
- IDS Gulf Park DD Awareness Day (March 23, 2017)
- Mississippi disAbility Mega Conference in Jackson (June 16, 2017)

It is to be noted that three of the four events took place in Jackson although the SOW specifically calls for the project director to travel to each region of the state. A number of solicitations were sent from the IDS Project Director to various health professionals around the state seeking wellness venue opportunities.

Despite delays and limitations, IDS developed materials for use in workshops for individuals with disabilities who smoke or use tobacco products. The IDS project director reached out to the LIFE Executive Director to request a review of the quit kit design on at least three occasions, but was not successful in connecting. In order to write a one-page fact sheet, the project director and the Smoking Cessation Leadership Center requested state-specific data from SAMHSA, but was denied due to budget constraints. In June, the project director received OTC permission to use Mississippi BRFSS data instead.





A technology specialist updated the IDS website as needed through the year to ensure that consumer education materials were shared. A Facebook page was also created at the end of September ([www.facebook.com/mstobaccoceasing](http://www.facebook.com/mstobaccoceasing)) and monthly updates were posted for a total of 34 posts throughout the year. Four public service announcements were also created along with corresponding posters, and links were posted to the Facebook page. The posters were also on display at two events in the spring. The digital PSA's ran on Comcast from May 24, 2017 to June 20, 2017 and were also downloaded to the IDS You Tube channel. From June 1<sup>st</sup> to June 20<sup>th</sup>, the digital PSA's continued to air on Comcast in the central Mississippi area.

Table 4.

	IDS/TCS Page Views	IDS/TCS Unique	MS Leadership Page Views	MS Leadership Unique	FB Page Views	FB Unique
16-Jul	10	8	3,461	963	-	-
16-Aug	30	20	4,962	2,042	-	-
16-Sep	26	21	3,155	1,470	-	-
16-Oct	32	26	18,533	4,403	-	-
16-Nov	25	24	59	31	20	1
16-Dec	21	17	382	206	-	-
17-Jan	42	28	410	227	7	-
17-Feb	18	15	12,831	2,443	718	165
17-Mar	40	21	13,441	3,326	2,678	457
17-Apr	30	24	836	672	745	90
17-May	24	21	218	199	383	41
17-Jun	55	49	231	189	149	55
<b>Total</b>	<b>353</b>	<b>274</b>	<b>58,519</b>	<b>16,171</b>	<b>4,700</b>	<b>809</b>

A resource list of providers with special expertise in supporting smoking cessation in the MH/SA population was developed and entered in TRAPS in a timely manner. Additionally the tech specialist provided ongoing maintenance to the TCS website and MLS website. (<https://www.usm.edu/disability-studies/tobacco-control-strategies-mississippians-disabilities>) and accompanying pages, and MLA (<http://msleadership.org/>). There were a number of efforts by the technology specialist to protect the sites from security breaches.

The IDS project director continued the transitioning of the Mississippi Leadership Academy and action plan activities to a committee of the Mississippi Tobacco Control Network Disparities Workgroup and as such, participated in MTCN Disparities Workgroup meetings/conference calls (October, 19<sup>th</sup>, January 18<sup>th</sup>, January 19<sup>th</sup>, February 1<sup>st</sup>, February 14<sup>th</sup>, April 19<sup>th</sup>.)





Additionally, the project director also promoted the opportunities to receive CEU's through online Rx for Change AAR module and Tobacco Treatment Specialist training for social workers and counselors by displaying information at the MD/IDD Joint Conference in Biloxi, the Mississippi School for Addiction Professionals Conference, and through TCS newsletters. The three page information sheet has been uploaded to TRAPS. By attending the Mental Health/Intellectual and Developmental Disabilities Joint Conference in October and the Mississippi School for Addiction Professionals Conference in Hattiesburg, the SOW objective requiring the director to attend two professional conferences were met for the year.

The IDS project director submitted three articles for publications for mental health service providers (ADD). A contract with an external graphic designer was signed in September, and work was begun to design a series of flyers for individuals with disabilities to be aligned with holidays or health-related awareness events. Thirteen were produced and are available in TRAPS for review.

#### The Mississippi Primary Health Care Association (MPHCA)

SOW capacity building objectives include the coordination of up to two regional meetings with FQHC's during the fiscal year and up to four Lunch and Learn trainings. Three trainings were conducted for the year (Northeast Mississippi Healthcare in Byhalia on October 12<sup>th</sup>, North Mississippi Primary Health Care in Ashland on October 27<sup>th</sup>, and Delta Health Center on May 5<sup>th</sup> in Mound Bayou). Bonnie Mangum from the Quitline was the featured speaker for the three events and discussed the referral process for cessation services including prescription therapies. Agendas, sign-sheets, and evaluations were all uploaded in TRAPS. The sessions in Byhalia and Ashland were also designated as regional meetings (Capacity Building 1). Evaluators saw no notice of approval from OTC staff that the Lunch and Learn sessions could also be counted as regional meetings. The third capacity building objective is to coordinate and promote a Quitline electronic referral system training for all of Mississippi's federal qualified health centers' IT personnel.

On June 1, 2017, nine people participated in a Quitline referral system training with the Mississippi Health Network and the Mississippi Quitline staff during the MPHCA Annual Conference on the gulf coast. A SAMHSA webinar announcement ("Tobacco Use and Treatment for Smokers with Mental Health Diagnoses" was forwarded to all champions on November 11, 2016.

Maintenance requirements included communication with Rounds 1, 2, and 3 Community Health Centers (CHC). This was accomplished through the development and dissemination of newsletters and fact sheets:



- Fact Sheet on tobacco's negative economic impact (July 27, 2016)
- August Newsletter (August 12, 2016) Uploaded to TRAPS
- September Newsletter (October 5, 2016) Uploaded to TRAPS
- Tobacco News Update, via email (October 10, 2016) Uploaded to TRAPS
- Tobacco News Update, via email (November 14, 2016) Uploaded to TRAPS
- December MPHCA Tobacco Cessation Newsletter (December 27, 2016) Uploaded to TRAPS

Although there were monthly MPHCA newsletters produced in 2016, there were none developed for the second half of the fiscal year. An additional maintenance requirement was the updating of web-based trainings and the promotion of them on the MPHCA web site. The evaluators saw no evidence that this had been accomplished, but referral training and system update training were conducted at the MPHCA Annual Conference in June 2017. Bonnie Mangum covered issues related to quality referrals and Groves Powers (MS\_HIN) presented information related to connecting local EHR's to the new electronic referral system.

For the fiscal year, the MPHCA participated in a total of 60 Awareness and Communication activities and were in compliance with these SOW objectives. Cessation information, health education resources and a schedule of trainings were emailed and forwarded on a monthly basis to Champions and Co-Champions. Examples include: notice of the FDA's regulation of e-cigarettes, an update from the OTC regarding the decline in U.S. smoking rates, information from the Mississippi Behavioral Risk Factors Surveillance System Report, notification of an upcoming tobacco treatment specialist certification workshop, notice of the CDC Foundation's new business push to reduce smoking, and information about the Navy's recent action to ban e-cigarettes. A total of 54 submissions were reported in TRAPS. MPHCA distributed an article on the dangers of Secondhand Smoke from the U.S. Department of Health and Human Services to all champions and forwarded an OTC email and hyperlink related to ongoing secondhand smoke threat within the workplace to disparate populations with suggested strategies to reduce the dangers as part of their requirement to share secondhand smoke information to their constituents.

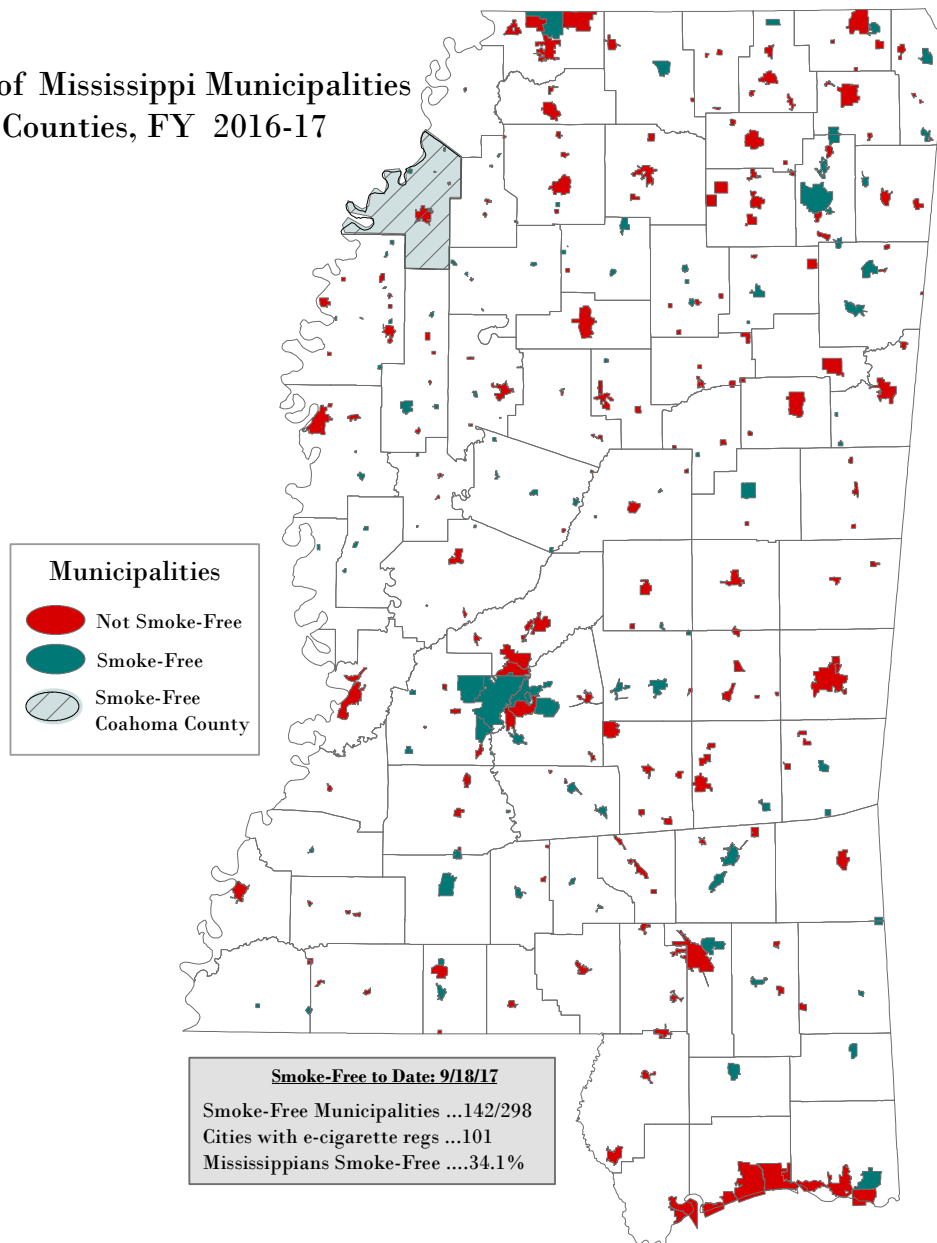
They promoted the OTC-sponsored Tobacco-Free Mississippi: Engaging Mississippi's Federally Qualified Health Centers project during the annual MPHCA legislative luncheon and board of directors meeting on January 1, 2017.

MPHCA recruited CHC's for participation in the Baby and Me Tobacco Free Program. Service agreements were signed on May 30, 2017 for six CHC's, and a modified contract was signed with OTC on June 16, 2017 to begin implementation. Certification training was held, and start-up supplies were distributed. Sign-in sheets were uploaded to TRAPS.



Map 16.

### Status of Mississippi Municipalities & Counties, FY 2016-17



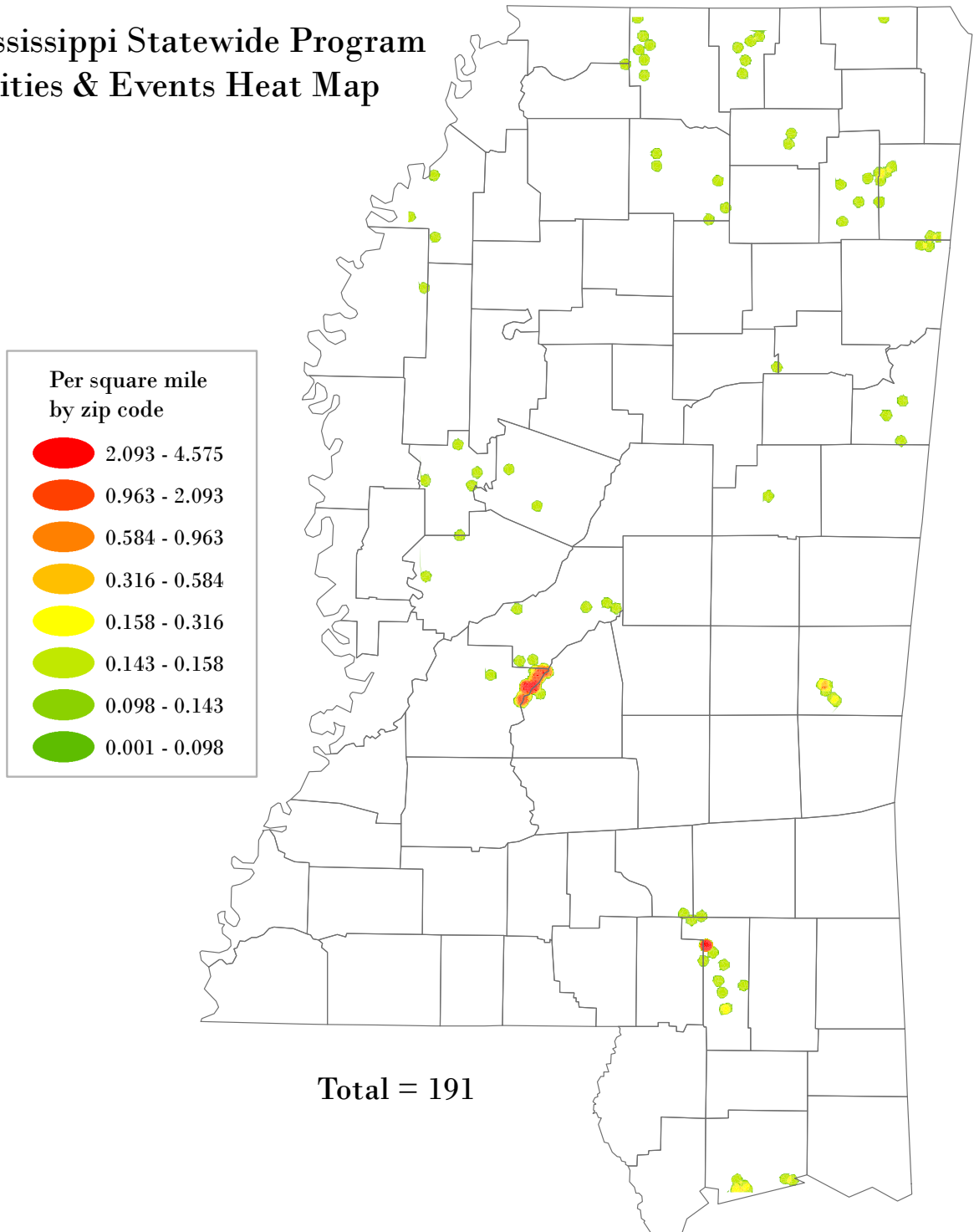
Source: Mississippi Tobacco Data, Mississippi State University; 2016 U.S. Census Population  
For more details: <http://traps.msussrc.com/smokefree/map>

Map 16 is a visual representation of the 298 municipalities in the state and the status of their ordinances. The Statewide grantees and their project officers could use this to study areas of focus for the future where there is a need for more tobacco-related education and awareness activities.



Map 17.

### 2017 Mississippi Statewide Program Activities & Events Heat Map





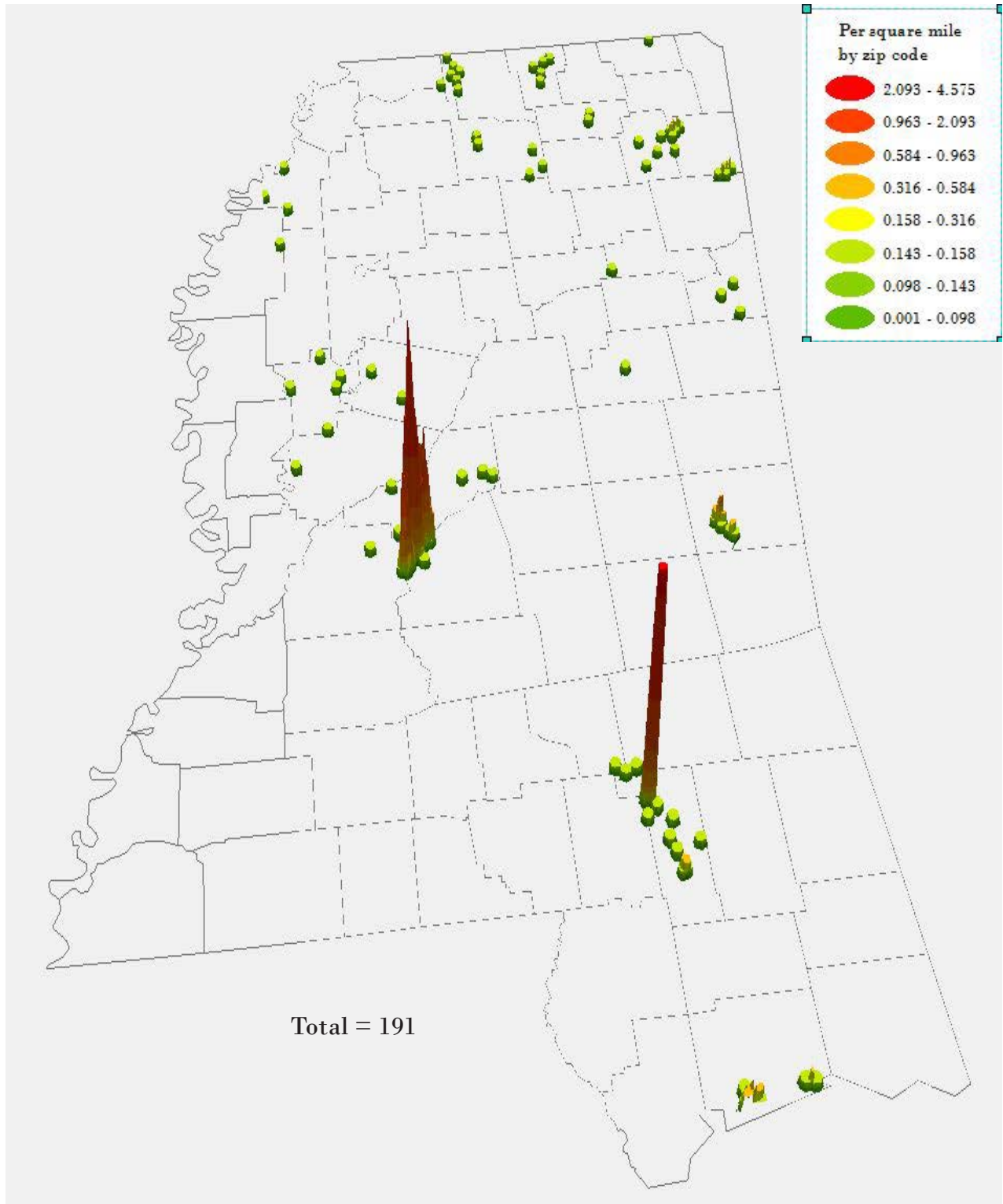
Maps 17 and 18 visualize the concentrated amounts of Statewide program activity and is determined by zip codes entered into TRAPS by the Statewide program directors. These total 191 and include conferences, trainings, presentations and collaborations. The 2D heat effect (map 17) is displayed using a diverging color ramp. The lightest color represents the fewest activities and events (0.001-0.098) per square mile, while the darkest color represents the most (2.093-4.575) per square mile.

Map 18 is a three-dimensional “heat map” that also displays all Statewide program directors activities and events. The map reveals a high level of visual convergence between the activities and the geographic areas around the state. The map reveals a high level of visual convergence between the activities and the geographic areas around the state.

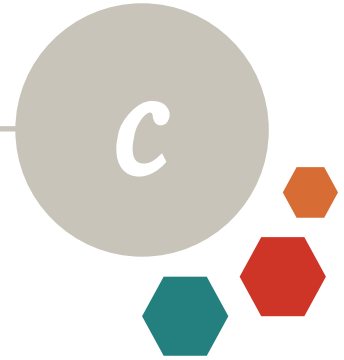


Map 18.

### 2017 Mississippi Statewide Program Activities & Events 3D Heat Map



# cessation



## The ACT Center for Tobacco Treatment, Education and Research

With an overall objective of improving the health of Mississippians by reducing tobacco use, the ACT Center provides state-of-the-art evidence-based treatment for individuals who are working to achieve long-term abstinence. Eleven tobacco treatment clinics offer counseling plus pharmacotherapy at no cost. Due to budget constraints, varenicline was available only at the Jackson site during the fiscal year, and nicotrol inhalers and nasal spray were no longer available at any of the sites. Nicotine gum, lozenge, patches, and generic bupropion SR 150mg were available for distribution to clients. The ACT Center reported that patient enrollments and total visits decreased especially in the second half of the fiscal year due to budget reductions; yet quit rates remained high.

The ACT Center Tobacco Treatment Sites include the main campus at University of Mississippi Medical Center (UMMC) in Jackson, Tri-Lakes Medical Center in Batesville, Delta Regional Medical Center in Greenville, King's Daughters Medical Center in Brookhaven, Southwest Mississippi Regional Medical Center in McComb, North Mississippi Medical Center in Iuka, North Mississippi Medical Center in Tupelo, and Memorial Hospital in Gulfport. Those sites managed by OTC include the Laurel Family Health Center, the Greater Meridian Health Center, and the Regional One Mental Health Center in Clarksdale.

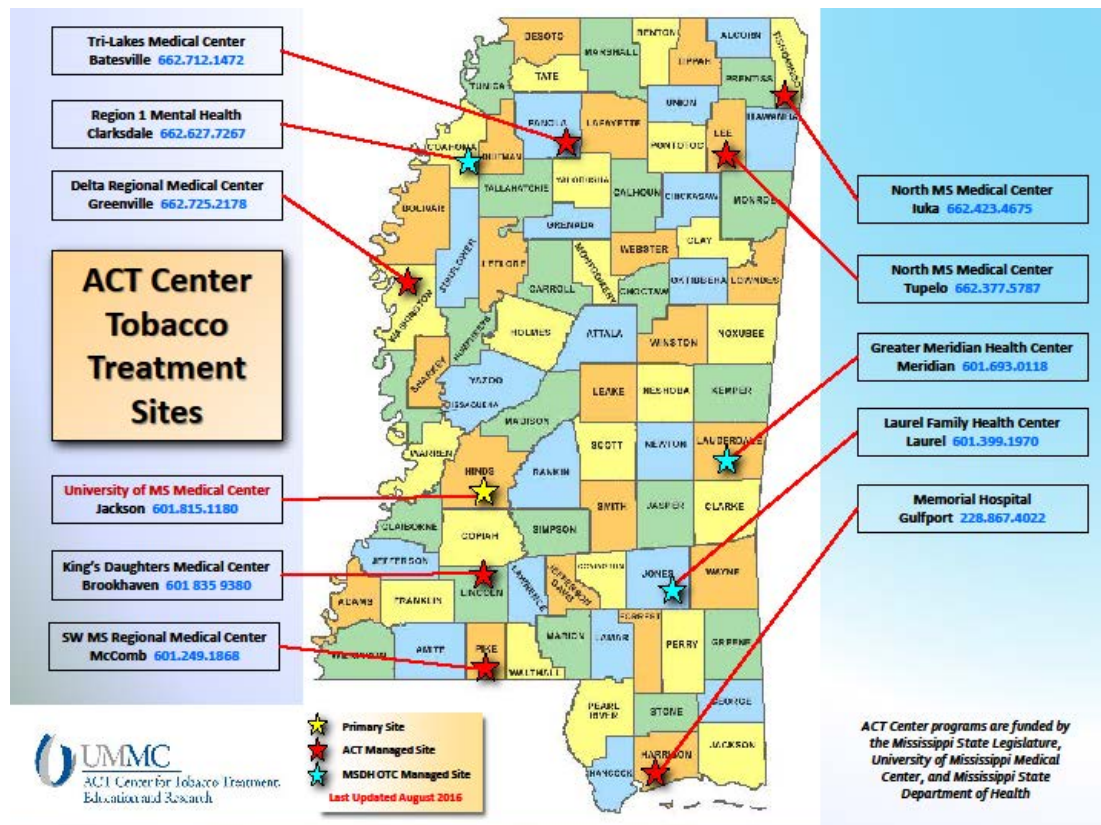






Table 5.

Quarterly Report - FY 2016-2017 - TTS Program				
Participants and Treatment Completers	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>End of Treatment (EOT)</b>				
<b>Treatment Participants</b>				
Number and Percent Quit (#quit / #contacted)	58/210 (27.6)	69/214 (32.2)	61/194 (31.4)	58/236 (24.6)
Contacted Rate (#contacted / #eligible for contact)	210/275 (76.4)	214/335 (63.9)	194/299 (64.9)	236/368 (64.1)
<b>Treatment Completers</b>				
Number and Percent Quit (#quit / #contacted)	33/96 (34.4)	41/108 (38.0)	39/111 (35.1)	35/125 (28.0)
Contacted Rate (#contacted/total)	63/96 (65.6)	67/108 (62.0)	72/111 (64.9)	90/125 (72.0)
<b>Follow-Up: 1-Month</b>				
<b>Treatment Participants</b>				
Number and Percent Quit (#quit / #contacted)	57/154 (37.0)	67/164 (40.9)	40/125 (32.0)	58/184 (31.5)
Contacted Rate (#contacted / #eligible for contact)	154/253 (60.9)	164/299 (54.8)	125/250 (50.0)	184/342 (53.8)
<b>Treatment Completers</b>				
Number and Percent Quit (#quit / #contacted)	31/64 (48.4)	41/82 (50.0)	24/65 (36.9)	33/88(37.5)
Contacted Rate (#contacted / #eligible for contact)	64/88 (72.7)	82/110 (74.5)	65/94 (69.1)	88/145 (60.7)
<b>Follow-Up: 3-Month</b>				
<b>Treatment Participants</b>				
Number and Percent Quit (#quit / #contacted)	89/219 (40.6)	60/153 (39.2)	70/204 (34.3)	53/199 (26.6)
Contacted Rate (#contacted / #eligible for contact)	219/364 (60.2)	153/265 (57.7)	204/292 (69.9)	199/319 (62.4)
<b>Treatment Completers</b>				
Number and Percent Quit (#quit / #contacted)	54/99 (54.5)	24/49 (49.0)	31/65 (47.7)	29/81 (35.8)
Contacted Rate (#contacted / #eligible for contact)	99/159 (62.3)	49/96 (51.0)	65/101 (64.4)	81/135 (60.0)
<b>Follow-Up: 6-Month</b>				
<b>Treatment Participants</b>				
Number and Percent Quit (#quit / #contacted)	75/231 (32.5)	79/224 (35.3)	64/184 (34.8)	80/236 (33.9)
Contacted Rate (#contacted / #eligible for contact)	231/302 (76.5)	224/339 (66.1)	184/261 (70.5)	236/320 (73.8)
<b>Treatment Completers</b>				
Number and Percent Quit (#quit / #contacted)	41/94 (43.6)	44/98 (44.9)	24/75 (32.0)	34/78 (43.6)
Contacted Rate (#contacted / #eligible for contact)	94/118 (79.7)	98/145 (67.6)	75/96 (78.1)	78/109 (71.6)
<b>Follow-Up: 12-Month</b>				
<b>Treatment Participants</b>				
Number and Percent Quit (#quit / #contacted)	80/203 (39.4)	69/184 (37.5)	71/203 (35.0)	88/254 (34.6)
Contacted Rate (#contacted / #eligible for contact)	203/321 (63.2)	184/338 (54.4)	203/307 (66.1)	254/377 (67.4)
<b>Treatment Completers</b>				
Number and Percent Quit (#quit / #contacted)	39/83 (47.0)	29/79 (36.7)	32/88 (36.4)	44/114 (38.6)
Contacted Rate (#contacted / #eligible for contact)	83/145 (57.2)	79/150 (52.7)	88/129 (68.2)	114/166 (68.7)

Dr. Thomas Payne, the ACT Center Director and Debra Hunter, Clinical/Business Operations Director were responsible for managing the ACT Center main site and the satellite tobacco dependence treatment clinics. A total of six ACT Center employees (Dr. Payne, two counselors, the medical director, administrative assistant and Ms. Hunter) were supported in part through the OTC partnership. Ms. Hunter was responsible for uploading documents to TRAPS and reporting activities throughout the year and handled all subcontracts, invoicing, travel, and training coordination.





The ACT Center was, for the most part, in compliance with administrative responsibilities as well as operational activities for the year including an updated satellite clinic staff list and clinic wait lists which were uploaded into TRAPS. It is to be noted however that there were no wait lists uploaded after March 2017. Wait lists for April, May and June were sent to the evaluation team via email after the fiscal year ended. Referrals from and to the Quitline were duly recorded in TRAPS. Four referrals to the Quitline were made during the year; three of which were sent from the ACT Center and one from the Southwest Mississippi Regional Medical Center in McComb. Ninety-seven referrals from the Quitline were received and sent to the following:

Figure 29.

<b>Referrals Received from Quitline</b>	
ACT CENTER - UMMC Jackson, MS 601-815-1180	<b>30</b>
Merit Health Batesville Batesville, MS 662-712-1472	<b>7</b>
King's Daughters Medical Center Brookhaven, MS 601-835-9406	<b>5</b>
Delta Regional Medical Center Greenville, MS 662-725-2178	<b>11</b>
Memorial Hospital - Gulfport Gulfport, MS 228-867-4022	<b>26</b>
North MS Medical Center Iuka, MS 662-423-4675	<b>4</b>
SW Mississippi Reg. Medical Ctr. McComb, MS 601-249-1868	<b>5</b>
North Mississippi Medical Center Tupelo, MS	<b>9</b>
<b>Total</b>	<b>97</b>

Resource materials were provided in October 2016 to the Laurel Family Health Center as part of the technical assistance objective. The ACT Center indicated there were no other materials requested through the year.



As part of their commitment to promote UMMC's tobacco-free status, 650 Quit Cards were placed in the UMMC Pavilion Clinics, and ACT Center information was included in all UMMC new-hire orientation packets. Additionally, UMMC has an ACT Center tobacco cessation webpage: <https://www.ummchealth.com/actcenter>

Sustainability efforts included the development of a billing for services plan. In August, Dr. Payne met with a representative from the Department of Otolaryngology to discuss a potential pilot project with UMMC Department of Family Medicine to offer low dose CT scans to patients 55-80 years of age and a 30 year pack-a-day history and also explored a partnership with the Department of Radiology.

Another meeting took place with the director of Ambulatory Operations for UMMC Physician Practice to inquire about sliding fee scales for the ACT Center. A draft of a sliding fee scale featuring annual income thresholds was developed after several meetings and conference calls took place to explore possibilities. Discussions with OTC regarding the progress of pharmacy-based distribution of cessation medications using third party database options were put on hold and will resume once full billing services are initiated.

The five year operational plan (July 2019-June 2024) was finalized and uploaded to TRAPS. Some of the goals include updating training programs to incorporate the latest empirical developments, identifying two to three new healthcare institutions annually to develop as statewide tobacco treatment resources, helping to establish billing procedures for tobacco dependence services by eligible providers, facilitate efforts to target disparate populations as resources exist, and continuing to support efforts by UMMC to remain a tobacco-free campus.

Additionally, the ACT Center outreach activities include a focus on education, including health fairs, presentations to business and community organizations, and training and lectures to healthcare providers. Various education (12) and training (4) activities, were reported in TRAPS. A total of 2,154 Mississippians were in attendance for these activities. Two tobacco treatment specialist certification trainings (CTTS) were held (October 3-7, 2016 in Flowood with 26 participants and February 27-March 3<sup>rd</sup> in Flowood with 26 participants). Sign in sheets and agendas were uploaded to TRAPS. All trainings and presentations included information about the Mississippi Quitline services. Health care provider workshop topics included: Pharmacotherapy for the Tobacco Dependent Patient, Emerging Tobacco Products, Tobacco Use in Mental Health Populations, and Vaping Updates. According to the ACT Center Final Report that was submitted to the OTC, 15 healthcare provider workshops were held with four of the workshops taking place out of state. For reporting purposes, out of state presentation numbers have not been added to the total for the year.



Per the SOW objectives, there was at least one presentation conducted in each of the Mississippi public health districts. A Vaping/Tobacco and Mental Health presentation was presented to the UMMC Family Medicine Residents as part of the SOW objective to continue the integration of the 5A's-based tobacco cessation intervention module into current courses for students and residents at the School of Medicine. There were no trainings for DO's and MD's who are registered as Tobacco-Free Network Physicians. There were also no survey results uploaded to TRAPS from individuals who had previously been trained in TTS.

According to the entries in TRAPS, the ACT Center conducted 11 promotional activities impacting 1,055 people. Eight workshop training sessions were conducted. Four (G2 & G4) were done in Mississippi, impacting 112 people, while four more were conducted outside of Mississippi impacting 2,129 people. There were 12 evaluation activities (H 1&2) conducted according to the TRAPS entries impacting 25 people and 16 presentations given to all nine health districts with 778 people in attendance. One continuing education activity was recorded with 331 in attendance. Over 2,000 educational materials were distributed throughout the year during the above events. The evaluation team plans to meet in the coming months with Ms. Hunter to again discuss TRAPS reporting and the use of the SOW reporting template, so that any confusion related to the number and types of workshops can be resolved before the next reporting period.

Overall, the ACT Center continues to provide services to Mississippians who are struggling with high nicotine dependence. Despite budget constraints, high contact rates were achieved, and very good quit rates were maintained both in the short and long-term.

Figure 30.

% Quit, All & Treatment Completers						
	FY 2016			FY 2017		
	Quit % ALL	Quit % TC	% TC	Quit % ALL	Quit % TC	% TC
End of Treatment (7 day)	33.6	37.3	42.9	29.1	33.8	52.6
1-Month (7day)	44.7	54.3	43.5	36.3	44.8	46.6
3-Month (30 day)	39	49.2	43.4	34.2	45.4	37.8
6-Month (30 day)	34.3	41.1	44.7	34.3	41.9	40.8
12-Month (30 day)	37.7	45.7	43.2	36	39.8	43.9

Intake evaluations for Fiscal Year 2016-2017 totaled 1,414 with the number of visits totaling 7,974. These numbers are down from last fiscal year when the intake evaluations totaled 1,613 and visits were 9,712.



Figure 31.

ACT Center TTS Program Counts		2016	2017
Treatment Program Enrollments		824	937
<b>Hospital Sites</b>			
<b>H1. Memorial Hospital Gulfport</b> Treatment Program Enrollments		287	249
<b>H2. North Mississippi Medical Center - Tupelo</b> Treatment Program Enrollments		190	150
<b>H3. Delta Regional Medical Center - Greenville</b> Treatment Program Enrollments		58	18
<b>H4. Southwest Mississippi Medical Center</b> Treatment Program Enrollments		68	51
<b>H6. North MS Medical Center - Iuka</b> Treatment Program Enrollments		87	66
<b>H7. Kings Daughters Hospital - Brookhaven</b> Treatment Program Enrollments		38	22
<b>H8. Tri-Lakes Medical Center</b> Treatment Program Enrollments		56	50
<b>Total</b>		<b>1,608</b>	<b>1,543</b>

Figure 32.

FY 2017 - TTS Program	Q 1	Q 2	Q 3	Q 4	Total
<b>Descriptive Characteristics</b>					
<b>Gender</b>					
Male	125	119	147	145	536
Female	222	159	286	204	871
<b>Race</b>					
Black	156	114	166	163	599
White	185	163	259	185	792
Other	6	1	2	1	10
Hispanic Ethnicity	0	2	0	7	9
<b>Average Totals</b>					
Age	52.3	51.4	52.4	52.9	52.2
Years Smoked	30.4	30.5	30.9	31.1	30.7
Yes Smokeless Tobacco	15.8	24.5	14.0	16.0	17.6
FTND Score	5.1	5.4	5.3	5.4	5.3
CESD Score	22.9	24.3	23.5	22.9	23.4
PSS Score	6.8	6.6	6.9	6.7	6.7



## The Mississippi Tobacco Quitline

The primary role of the Quitline is to provide telephone and web-based counseling services to Mississippi tobacco users at no cost. 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. The Quitline also provides assistance with up to eight weeks of nicotine replacement therapy (NRT) to eligible callers. Master's level counselors and certified tobacco treatment specialists are available for counseling services. Under the direction of Tobacco Quitline Director, Karen Atkinson, the majority of deliverables have been met with the exception of four (partially met) and have been succinctly reported in the TRAPS system for the year. Commendation is to be made to the Quitline staff for excellent reporting in TRAPS as well as the SOW reporting template that was implemented this fiscal year.

The following deliverables were not **fully** met for the year:

- Overall live call answer rate for the year was 84.3% rather than 85% as called for in the SOW. This can be attributed to the CDC Tips from Former Smokers Campaign being extended to 29 weeks in which there was an extremely high call volume. The Quitline received over 10,000 calls during the TIPS Campaign. Weekly call volume peaked during the week of April 17<sup>th</sup> when a tagline, “free medication” was added to the ads. It is to be noted that the total incoming calls for Fiscal Year 2016-2017 were 13,577 (not unique tobacco users). (B1)
- Collaboration with Coastal Family Health Center in implementing the eReferral project continued throughout the year. Outreach and promotion of the project with a minimum of two hospitals per month for six months (12 per year) was not accomplished. The Quitline was able to complete some activities. There was a presentation on quality referrals to healthcare providers at Coastal on March 17, and an additional training on quality referrals and the eReferral project took place in June at the Mississippi Primary Healthcare Association conference.
- The requirement to ensure follow-up with a minimum of 50% of callers was not met this year although all quarterly satisfaction survey and quit rate reports were maintained in TRAPS for the year. Although the response rate fell below 50% for most months, the Quitline staff made some adjustments to how surveys are managed which resulted in a 57% response rate in June 2017.
- A Quitline caller satisfaction survey was conducted on a quarterly basis and was uploaded to TRAPS. However, it fell below 50% of those starting treatment at seven months.



**Figure 33.**

Caller Demographics	7/1/2015 - 6/30/2016	7/1/2016 - 6/30/2017
Male	1,395	1,594
Female	3,032	3,315
Pregnant Participants	32	44
Unknown/Refused	1,065	1,041
12-17	6	4
18-24	196	188
25-34	759	714
35-44	908	1,057
45-54	1,377	1,490
55-64	1,425	1,692
65+	529	630
Unknown/Refused	292	178
Average Age	47	49
Black or African American	1,645	1,768
White	2,668	3,025
Asian	6	21
Native American or Alaskan Native	29	22
Other	45	61
Unknown/Refused	1,099	1,056

**Figure 34.**

Call Volume/Status 7/1/2016-6/30/2017	Q1	Q2	Q3	Q4	Total
Calls received	2,656	2,151	3,733	5,037	17,292
Calls accepted	2,363	1,921	3,430	4,714	12,751
Calls answered	1,958	1,635	2,935	3,539	11,242
Calls abandoned	40	55	204	895	3,838
Calls sent to voicemail	657	420	404	888	2,376
Calls handled by provider line	136	114	164	114	1,302
Calls handled by Spanish QL	7	2	3	15	126
Calls handled by TIP line	321	241	927	336	1,504
Total (calls received + TIP Line)	2,977	2,392	4,660	14,125	10,365
<b>Total</b>	<b>11,115</b>	<b>8,931</b>	<b>16,460</b>	<b>29,663</b>	<b>66,169</b>



Figure 35.

Mississippi	2015 - 2016	2016 - 2017
Live answer rate	85%	84.3%

Figure 36.

Referral Sources	2015-16	2016-17
Website	67	82
Newspaper	8	9
Billboard	19	25
Employer	35	25
Community Organization	45	21
Unknown TV Source	71	195
Radio	88	25
Flyers	142	108
Health Insurance	310	277
Hospital/clinic	363	202
Family/friends	493	436
Healthcare Professional	1,100	1,140
TV 1-800-QUITNOW	1,727	1,915
<b>Total</b>	<b>4,468</b>	<b>4,460</b>

Although four deliverables were not achieved, there was considerable progress in meeting them particularly with the live call answer rate coming within one percentage point of completion. In all other areas, the Quitline met or exceeded expectations for the year. Bonnie Mangum, Community Outreach Coordinator is to be commended for exceeding all but one objective including nearly doubling the amount of clinic visits required per year and more than tripling the number of online counseling promotional events. The Quitline staff participated in 348 activities in Fiscal Year 2016-2017. As noted in TRAPS, the Quitline website had 302,694 hits throughout FY 2017. TRAPS activities included: Online counseling (44), promotional and outreach activities (12), monthly clinical activities (163), networking with Healthcare Providers through 5A trainings (19), conferences (31) and collaboration with other OTC grantees (21).



Figure 37.

Community Outreach Coordinator Objectives & Activities		
Scope of Work Objectives	Minimum Activities Required	Completed Activities (annual)
B2a. Online Counseling (promotion)	2 per month/12 per year	44
B4. Promotion & Education	6 per year	9
B5a. eReferral Promotion	2 per month/12 per year	3
B5b. Clinic Visits	8 per month/96 per year	162
B5c. Collaboration w/ OTC grantees	7 per year	21
B5d. Promotion (colleges, etc.)	10 per year	18
B5e. Promotion (disparate populations)	No minimum	10
B5f. Network w/ Healthcare Providers (5As training)	5 per year	31
B5g. Attend Conference/Exhibits	3 per year	31
B6. Trainings, Presentations and Technical Assistance	No minimum	18

The Quitline maintained compliance with CDC’s Best Practices for Comprehensive Tobacco Control Program and the Clinical Practice Guideline—Treating Tobacco Use and Dependence, and four new staff participated in IQH training that included eight hours in-service on Tobacco 101 as well as research based on Public Health Service, Clinical Practice Guidelines.

With the exception of call volume management, all other programmatic tobacco cessation activities were completed for the fiscal year. Total number of visits to [www.quitlinems.com](http://www.quitlinems.com) was 302,694 in addition to 44 online counseling promotional activities. Per the SOW, the website was kept current, and new information was added at least once per month. Prior to receiving Nicotine Replacement Treatment, all participants are required to be in compliance with scheduled counseling. Total enrollment was 983 online and 5,016 via phone. A total of 4,922 quit guides were sent to participants to aid in their cessation efforts. The Quitline was in compliance with all requirements related to the delivery and distribution of NRT supplies. Nine (six required) unpaid media opportunities to promote cessation services were completed during the year. Additionally, 13 activities promoting Quitline services for students/staff at colleges, universities and technical schools (Delta State University, Meridian Community College, Hinds Community College—Utica and Raymond Campuses, Mississippi University for Women, University of Southern Mississippi—Latino student presentation and IDS presentation, Pearl River Community College, Holmes Community College, William Carey University, Tougaloo College, Southwest Mississippi Community College, Northwest Community College) were completed, and 21 collaborative efforts with other OTC grantees were presented.





Ten activities to promote the services of the Quitline among disparate populations were held that included presentations to the Latino communities at USM’s Mississippi Health Access Collaborative, the Choctaw Health Center, and to Hispanics at MTFC presentations.

Figure 38.

Tobacco Type	Q1	Q2	Q3	Q4	Total
Cigarettes	832	663	1,465	1,632	4,592
Smokeless tobacco	26	25	33	46	130
Cigars	15	22	29	35	101
Pipe	2	1	1	2	6
E-cigarette/vape	101	100	173	224	598
Other	1	0	5	11	17
<b>Total</b>	<b>977</b>	<b>811</b>	<b>1,706</b>	<b>1,950</b>	<b>5,444</b>

With a minimum of three conferences/exhibits required for the year, Quitline staff surpassed the objective and finished the year with 31. Some of the 31 include:

- MEMA Employees
- Delta State University Employees
- Patients of the Delta Collaborative Clinics
- Mississippi Public Health Professionals
- Mississippi Athletic Association
- Mississippi Chapter of the American Academy of Pediatrics
- Mississippi Primary Health Care Association
- Mississippi Department of Health: Cancer Control



Figure 39.

State-Wide Services 7/1/2016 -6/30/2017	
Phone Counseling	5,004
Online Counseling	499
Local	223
Calling for someone else	10
Information only	217
Health professional	1,140
<b>Total</b>	<b>7,093</b>

Figure 40.

Client Progress	Q1	Q2	Q3	Q4	Total
Assigned to counselor	512	496	810	1,175	2,993
Completed intake	964	795	1,593	1,750	5,102
Incomplete/declined intake	192	167	312	438	1,109
Counseling sessions completed	853	848	1,105	1,436	4,242
<b>Total</b>	<b>2,521</b>	<b>2,306</b>	<b>3,820</b>	<b>4,799</b>	<b>13,446</b>

Nineteen trainings, presentations and technical assistance were offered to healthcare providers including on behalf of the Mississippi Chapter of the American Academy of Pediatrics, the Mississippi Primary Health Care Association, and the Mississippi Family Physicians Foundation.

Quality improvement reports were submitted in October, January, April and July and were uploaded to TRAPS and included performance objectives, methods of surveillance, and surveillance outcomes and findings for each quarter. Specialized protocols and a success story were also uploaded to TRAPS. The Quitline continued to maintain the referring physician registration portal for the year with a total of 12 providers doing so. The MSDH Office of Communications was responsible for the administration of the social marketing on behalf of the Quitline.

Figure 41.

Website Statistics	Q1	Q2	Q3	Q4	Total
Website hits	71,203	67,668	82,896	80,927	302,694
Number of online enrollments	210	192	335	323	1,060
Number of online chat sessions	2,109	1,822	2,065	2,877	8,873
<b>Total</b>	<b>73,522</b>	<b>69,682</b>	<b>85,296</b>	<b>84,127</b>	<b>312,627</b>



With regard to referrals, the Quitline reported receiving three from the ACT Center and referring 102 to them. There is a small discrepancy between the ACT Center and the Quitline numbers since the ACT Center reported they received 97 referrals rather than 102 and referred four rather than three. Additionally, the eReferral Project yielded 1,068 referrals from Coastal Family Health Center with 1,032 progress notes sent from IQH to the providers for the year. Sustainability objectives were met. A sustainability plan for reimbursement for Medicaid, Medicare and private insurers was developed in collaboration with OTC and submitted in March with revisions made in April. A final copy of the plan has been uploaded into TRAPS. An additional plan for a fee payment system based on income levels for participants was discussed with OTC, and an assessment of other state quitlines was conducted by IQH. It was determined that there was no fee for service model found in the Quitline network.

Reporting requirements were met with reports submitted in a timely manner and recorded in TRAPS. Monthly itineraries were posted along with revisions to schedules that were uploaded into TRAPS at the end of the year. The Quitline staff does an outstanding job with documentation of their work and is to be commended for the succinct details in the SOW monthly reporting template.

Figure 42.

Mississippi Tobacco Quitline Key Measures		
	FY 2016	FY2017
Incoming Calls	13,211	13,577
# Referrals (fax + online + EHR)	4,098	4,794
# Enrolled (phone + web)	5,207	6,064
#Materials Provided	5,445	5,784
# NRT Provided	5,728	6,014
Quit Rate	46%	40%
Satisfaction Rate	98%	96%

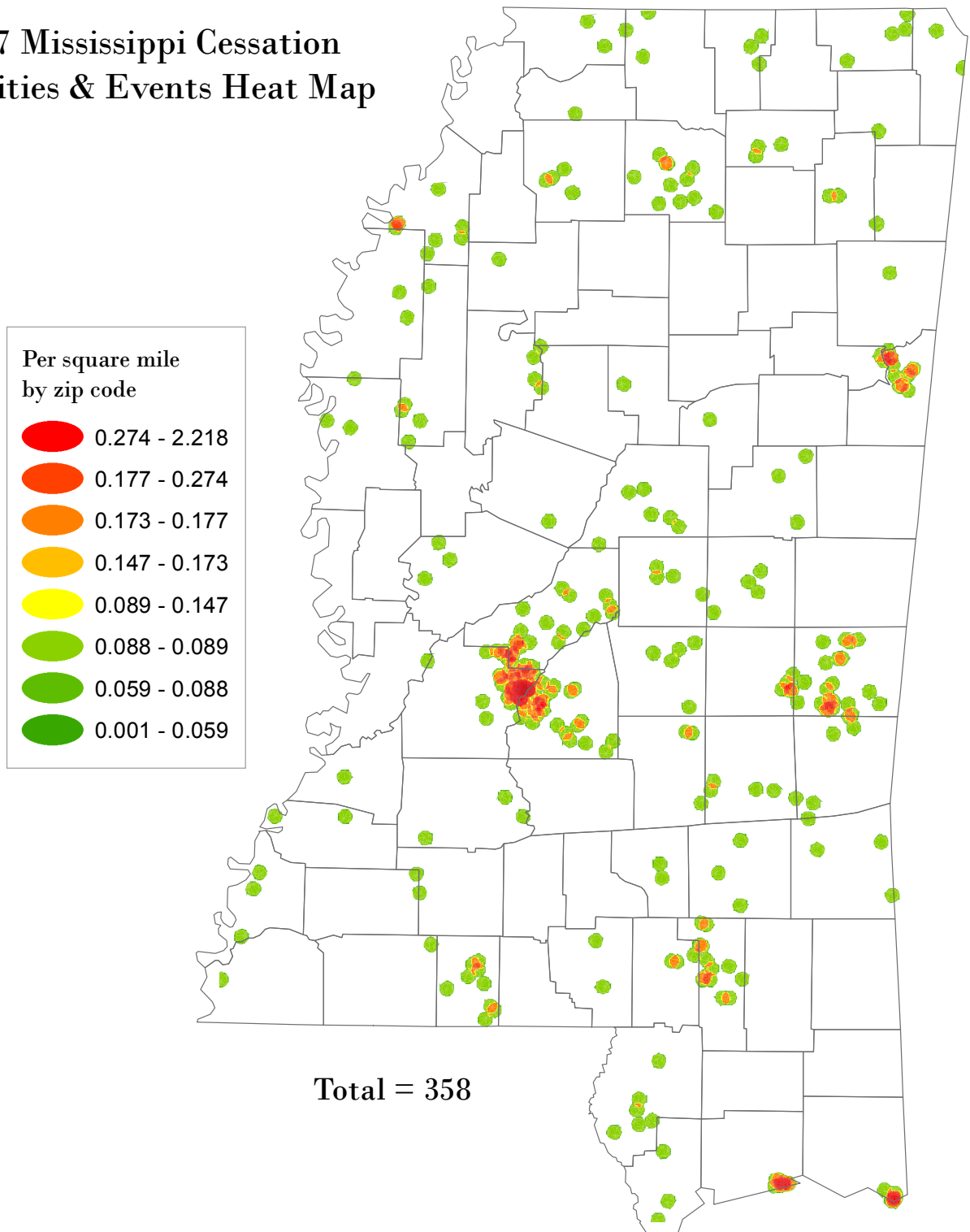
Maps 19 and 20 visualize the concentrated amount of Cessation activity and is determined by zip codes entered into TRAPS by the ACT Center and IQH program directors. These total 358 and include counseling, trainings, presentations and collaborations. The 2D heat effect (map 19) is displayed using a diverging color ramp. The lightest color represents the fewest activities and events (0.001 - 0.059) per square mile, while the darkest color represents the most (0.274 - 2.218) per square mile.

Map 20 is a three-dimensional “heat map” that also displays all Cessation program directors activities. The map reveals a high level of visual convergence between the activities and the geographic areas around the state. The map reveals a high level of visual convergence between the activities and the geographic areas around the state.



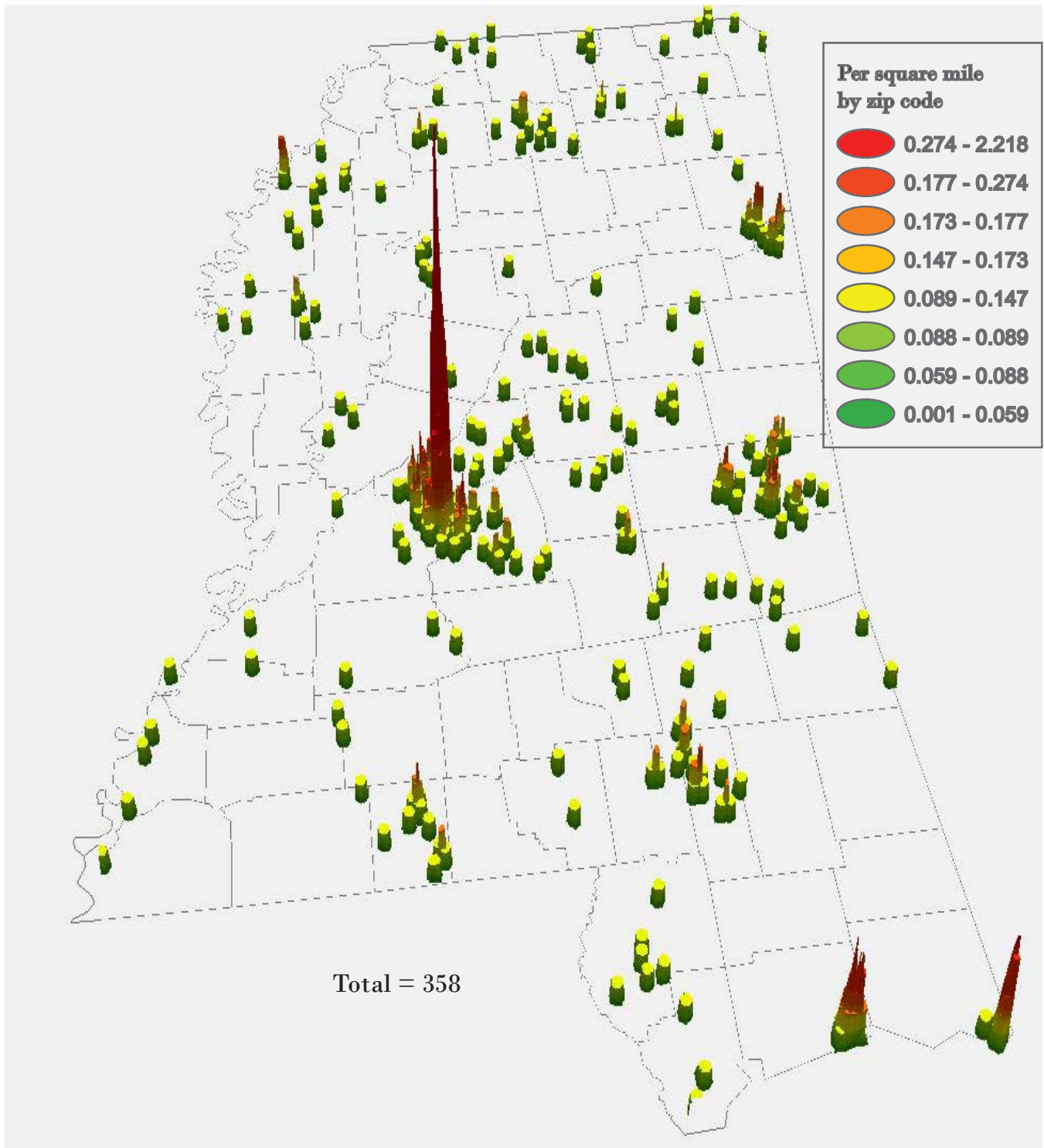
Map 19.

## 2017 Mississippi Cessation Activities & Events Heat Map





Map 20.





# qualitative

Fiscal year 2016-2017 included a new SOW objective in which grantees were asked to share at least one success story and upload it to the online reporting system. For the MTFC's, the stories varied with some directors choosing to share how an individual life was changed after giving up tobacco. Others focused on the collective impact of their coalition. In addition to the quantifiable data found in TRAPS, these success stories are another way to measure impact and are important because they are in the words of the grantees themselves. The following are just a few examples:

*“I have worked with a group of ladies in Amite County ever since I started this journey as a MTFC project director. We started out focusing on tobacco free topics that they felt would be beneficial to their group, but on Kick Butts Day, I spoke with them on ways we can save our children from the tobacco industry and educated them on the danger of tobacco usage and secondhand smoke. To them, this was a very different topic, but by the end of the presentation, they felt that the information was very much needed, and now they can education their children, grandchildren, and other family members and friends on the danger of tobacco usage and the importance of being tobacco free.”*

Tabitha Wilson  
MTFC Director  
Amite, Pike and Wilkinson

*“After reviewing the data presented, education received, and the support of the community during previous meetings, the Mayor and Council of Oakland, Mississippi voted unanimously in favor of a smoke-free ordinance. The impact and ultimate goal to the community will be to provide a healthier environment in which to shop or dine. The nearby fitness facility is accessible for physical activity, and tobacco-free education classes as well. These efforts will be an on-gong process for the residents of this area. Oakland is the first city in Yalobusha County to pass a comprehensive smoke-free ordinance. By taking the first step, the city has become a role model for other city governments to pass ordinances as well.”*

Sue Mashburne  
MTFC Director  
Calhoun, Grenada, and Yalobusha

*“After smoking cigarettes for more than 60 years, I’m sure Mr. Tyrone Peggen would have never thought that his worst days were approaching. July 27, 2016 is a day that Mr. Peggen will always remember. Not only is it his son’s birthday, but it is also the day that he was diagnosed with Stage 3 throat cancer. Although Mr. Peggen smoked for most of his life, his family never saw him down. He is described as being a helper. Whenever someone needed him, he was there. Mr. Peggen knows that tobacco was the cause, and that is why he hasn’t picked up a cigarette since his diagnosis. He gives a message to everyone, ‘If you don’t smoke, don’t start because it is hazardous to your health.’”*

Shatara Agnew  
MTFC Director  
Chickasaw and Lee



*“After eight years of working to educate the residents of Wayne, Clarke and Jasper Counties, it would seem that every avenue that could be taken and all the partnerships that could be made would be done and established. However, those established connections can sometimes lead to new opportunities to reach new audiences.*

*When a colleague and coalition member, Teresa Lynch took a new position with Multi County Community Service Agency’s Wayne County Neighborhood Services Office it opened up the opportunity for Mississippi Tobacco Free Coalition of Wayne Clarke and Jasper Counties to conduct secondhand smoke presentations with a new audience. In the past, MTFC and Neighborhood Services collaborations were limited to providing the caseworker with tobacco awareness materials to pass out to clients that come through the office for services. But now once a month during the orientation meetings, all new applicants have to attend to receive services; MTFC conducts a Secondhand Smoke Presentation to the new applicants.*

*Since the new collaboration, MTFC has conducted 4 secondhand smoke presentations to 47 attendees and distributed over 100 pieces of tobacco awareness materials regarding secondhand smoke and cessation services of the MS Tobacco QuitLine.”*

Pamela Lang-Prestage  
MTFC Director  
Clarke, Jasper and Wayne

*“It takes a coalition of people, groups, and agencies working together to achieve success. A young lady gives a success story without knowing it. She explained what she learned in a Tobacco Prevention program and how it helped her aunt quit smoking as a Christmas gift to her. The Mississippi Tobacco Free Coalition (MTFC) works to prevent the initiation of tobacco use among youth through tobacco prevention activities, reduce exposure to secondhand smoke through presentations, promote cessation services to help link resources to quit smoking, and eliminate tobacco-related disparities by being involved in the communities we serve. The Mississippi Tobacco Free Coalition of Oktibbeha, Clay, and Lowndes Counties has impacted the communities we serve around the “Golden Triangle” evidenced by this success story.*

*The Centers for Disease Control, “states the percentage of U.S. adults aged 18 years or older who were current cigarette smokers in 2015 equaled to 36.5 million people”. World Health Organization found that worldwide, tobacco use causes nearly 6 million deaths per year, and current trends show that tobacco use will cause more than 8 million deaths annually by 2030.*

*It has been shown that smoking leads to disease and disability and harms nearly every organ of the body. This is important because smoking is the leading preventable cause of death in the U.S. The young lady educated her aunt that preventable means that she has control over it and could quit by using the free resources available through the 1-800 Quit Line. She also educated her aunt on how smoking not only affects her lungs but all of the major body systems and how it’s killing her slowly.*





*Each time she smokes a cigarette, she's inhaling over 7,000 deadly chemicals such as: ammonia, nail polish remover, carbon monoxide, etc. She explained to her aunt, how smoking in the house also affects her, by exposing her to secondhand smoke. Secondhand smoke harms children and adults, and the only way to fully protect a non-smoker, like herself, was to eliminate smoking in the home.*

*She enlightened her aunt on how much money she could save if she were to quit smoking. The aunt told her that she would quit smoking as a Christmas gift not only to her, but to herself. Her aunt had been talking about quitting for a while. It took a close relative (her niece) to help her realize the harmful effects tobacco use cause.*

*She hasn't smoked a cigarette since Christmas. The Mississippi Tobacco Free Coalition reached out to the aunt by giving her a call. The coalition was interested in knowing how her "cold turkey" journey was going. Quitting cold turkey means giving up smoking all at once, without the aid of any nicotine replacement therapy (NRT) products or stop-smoking drugs. It was great to know that she hasn't picked up a cigarette and continues to make positive changes even though others still smoke in the home. The aunt is upholding her promise to her niece. She attends a youth prevention program that's taught during an afterschool program. So, if the Mississippi Tobacco Free Coalition can reach one person at all times that's enough to affect the quality of life in each county served."*

Yolanda Pruitt

MTFC Director

Clay, Lowndes and Oktibbeha

*"It was November 1<sup>st</sup> and I received a call from the Property Manager at Hill Manor Apartments in the town of Hernando which is a housing complex for low-income, elderly and disabled citizens. Like many calls I receive throughout the week, she was inquiring about me coming to her complex to conduct awareness presentations and inform residents about cessation and counseling services available in the area. She informed me that the property owners decided to make the property 100% smoke and tobacco free and felt that some of the residents would desperately need my help with the transition. This was exciting news to me, so of course I jumped at the opportunity to come and assist. While there, I had the opportunity to meet many of the residents. Some were tobacco users and others were not, but everyone seemed to appreciate the knowledge and resources brought that day. I left after the presentations like any other day, feeling that I had done my job effectively and hoping that I helped someone.*

*After a couple of weeks and no calls from the property manager or any of the residents, I decided to stop by to speak with the manager and a few residents to see how the transition was going. As I exited my vehicle, I noticed a lady staring in my direction. She walked up to me, gave me a hug and told me that she was so appreciative to me for presenting the content because it had changed her life for the better.*





*That lady was Annie Burns. Ms. Burns went on to tell me that she had prayed before I arrived to be helped with her addiction with cigarettes and that her health had been deteriorating because of it. She wanted to quit but the addiction had too strong of a hold on her. She said that the day that I came to present was like a beacon of hope for her, and she was unaware of the Quitline Program and many of the additional harmful poisons that she had subjected her body to all those years. According to her, it was over 25 years to be exact. She told me that she had called the Quitline to receive counseling and patches and also practiced some of the other tips I had given to possibly fight the cravings for cigarettes when idol. Ms. Burns began to weep as she thanked me again and expressed how hard it has been on her the last couple weeks since she last smoked. She said that she often lay awake at night crying because of her struggle.*

*Ms. Burns received her patches and counseling and has now been tobacco free for about three months. Although it is still a struggle for her, she says that she is taking it day by day and it's getting easier. I have continued to support her in any way possible on her journey to improved mind, body and spirit. That one day like any other when I was contacted to come to Hill Manor Apartments, turned into a day that changed Ms. Burns life and mine as well."*

Marcus Ross  
MTFC Director  
DeSoto and Tate

*"When your project activities involve communications, you know your outreach messages have been successful when they come back to you by way of a totally different channel of communications. On December 1, 2016, I sent out a monthly cessation flyer for the Tobacco Control Strategies project. The flyer proclaimed "Give your family the best gift ever. Stop using tobacco. Prevent cancer." It was sent to a mailing list of over 100 people. On December 5, my email and the TCS flyer were forwarded back to me in a group email through the Institutions of Higher Learning (IHL). Our office is headquartered in Jackson in the IHL building. Their health coordinator, who is not on our tobacco cessation/prevention email list, sent the email and flyer to everyone in the building. From that group email, I had another IHL staff member call for information. She recognized the building address and telephone in my email signature. Her 20-something son is a smoker, and she asked for information about the Mississippi Quitline and ACT Center. She also asked to be added to our email list."*

Alma Ellis  
IDS Project Director



*“Philip is a 55-year old male who came to the ACT Center seeking tobacco treatment services for a 40-year history of smoking. Smoking 20-30 cigarettes daily, he was highly addicted to nicotine, and reported using tobacco as a coping strategy to deal with emotional and psychological issues. His desire to quit stemmed primarily from his constant cough and shortness of breath.*

*Philip has multiple medical and psychological problems. He is diagnosed with hepatitis C, hypertension, cirrhosis of the liver, and migraines. Psychiatric diagnoses include schizophrenia, an anxiety disorder, and history of alcoholism.*

*After completing an intake evaluation, Philip was placed in group treatment. There were many possible barriers to successful treatment, such as dependence on others for transportation and assistance with legal and other paperwork, limited income, sedentary lifestyle, psychiatric symptoms and treatment, and a high concentration of friends and family who smoked.*

*Initially, a combination of nicotine replacement products was used with limited success. He reduced his smoking rate during the group process, but did not quit. After further evaluation by our Medical Director, based on a presentation of medical and psychological stability, a decision was made to add Chantix to the regimen. Two weeks after Chantix was initiated, abstinence was achieved, with no indication of new or worsening symptoms or side effects.*

*A setback occurred after two months of treatment, as the patient began having new medical concerns and was losing weight. During this period, he did experience some smoking slips. Ultimately, he was diagnosed with diabetes.*

*Despite these stressful circumstances, Philip’s commitment to remain smoke-free persisted. Over the course of tobacco treatment, the patient lost 30 pounds due to diabetes complications, medications to regulate his blood sugar and dietary changes. However, with the support provided by ACT Center counselors and ongoing assistance by his physician, Philip’s resolve was steadfast, and his desire to remain smoke-free. While this has been a struggle, he has been smoke-free for 4 weeks, and now has minimal cravings for cigarettes. We continue to work with him in the hope of achieving a long-term abstinence.”*

The ACT Center

*“Brenda McGee made her second attempt to quit tobacco by calling the Tobacco Quitline in December 2015. She developed her plan of treatment and set her quit date for 1/21/2016.*

*Brenda was concerned about the withdrawal cravings and was smoking about 20 cpd for the last 20 years. Counselor discussed the use of the patches. She had tried those before and did not like them.*

*Discussed the gum and she decided to use the 4mg to start her cessation plan. Brenda successfully quit on her quit date. She has been able to stay tobacco free since her quit date and is proud of herself and her accomplishment. She feels better, is not short of breath. She is happy to be a*

*positive influence with her family and feels her COPD is less of an issue since she is not smoking.*

*Brenda was contacted for her 6 month quit and thanked the quitline for their guidance and help in her success. She admits she did not know that smoking was both an addiction and a habit. She was glad to have help to quit and to continue the support.”*

The Mississippi Tobacco Quitline



For the second year, MTFC project directors have been asked to share best-practice methods with the evaluation team. These are highlighted monthly through a “Tips for Success” announcement 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. The Tips for Success format has been received well from directors, and there has been some evidence of replication among MTFC’s. The Tips for Success program provides brief descriptions of the services provided as well as contact information for the project director from which the idea came. A few examples include:

#### August 2016 TIP for Success

Are you trying to find a way to broaden your social media reach? Use the power of youth! Jackie Carter, Hinds County MTFC Director has developed a creative way to multiply her efforts to reach the youth in her county. Last year, Jackie recruited six students from area high schools who had expressed an interest in sharing the tobacco free message to their peers. The initial plan was to meet at the library to pick up butts around the library grounds. The library was chosen because of its high visibility in the community. The six youth then turned around and recruited their friends to join them that day at the library for the clean-up project. Not only did the property look much better, but Jackie was able to involve a large number of youth with minimal effort. All it took was getting six active and interested young people to ask their friends to join them that morning. What happened next made an even bigger impact. The youth who participated in the clean-up flooded their social media accounts with pictures and messages about the importance of being tobacco free. What a powerful message. Thanks Jackie for sharing with us. For more information, contact Jackie at [jackie5228@yahoo.com](mailto:jackie5228@yahoo.com).

#### July 2016 TIP for Success

What’s better than ice cream on a hot summer day? Take a tip from Beverly Johnson, MTFC Project Director for Bolivar and Sunflower Counties. When the temperatures are rising, Beverly contacts her local Walgreen’s store and schedules an afternoon to set up a booth (inside the store of course) to provide a summer treat to customers along with information about tobacco cessation and the work of her coalition. What a great awareness activity! Beverly provides hand dipped ice cream in a small cup with a cookie on top. Children are naturally drawn to the table. Consider giving them stickers that contain tobacco facts. This simple gesture may encourage an adult in their life to take a step toward cessation. For more information, contact Beverly at [bjohnson@deltahalliance.org](mailto:bjohnson@deltahalliance.org).



### June 2017 TIP for Success

Are you looking for some summer activity ideas? Take a tip from Casey Ward Hamilton, MTFC Director for Jefferson Davis, Lawrence and Walthall Counties. Casey has partnered with local libraries to provide programming on a weekly basis in the summer. Many libraries offer these enrichment opportunities for kids and would welcome some assistance. Contact Casey at [casey.ward@lawrence.k12.ms.us](mailto:casey.ward@lawrence.k12.ms.us) for more information.

### October 2016 TIP for Success

Are you looking for some ideas to share with young children about the dangers of tobacco use? Helen Boerner, MTFC Director for Itawamba and Monroe Counties has come up with some creative ways to grab their attention. Helen makes a three foot cigarette out of paper towel rolls. With a dragon suit borrowed from the MSU Extension Service in Fulton, Helen acts out the Dylan the Smokey Dragon story during library story hours and literacy events at elementary schools. Dylan literally comes to life for the children. They see him smoking the big cigarette, and see him throwing it into a trash can that has NO SMOKING signs on both sides. Helen also uses the big cigarette to help young children learn about all the toxic chemicals contained in tobacco. She brings a board to the event that has 12-15 pictures of items containing chemicals such as formaldehyde (illustrated by a lizard in a jar), carbon monoxide (a car), and ammonia (found in toilet bowl cleaner). She asks children if these are items they would consider putting in their body. After consideration, she puts each item into a large bowl, stirs all the “ingredients” and surprises the children with the end product, the large cigarette! If you are stumped for ideas, call Helen at 662-321-1896 or [hboerner@frcnms.org](mailto:hboerner@frcnms.org). She has many to share!

Periodically, evaluators reach out to the grantees to ask them to share experiences in providing services to Mississippians. The following are a few examples:

*“I choose public health because I realize it’s not about how many degrees you have or the amount of money you make; it’s about the people you help. As a beginner, I learned so much, not from the books, but from experience. I learned to listen to the needs of the people.”*

Shakezia Jones

MTFC Director

Hancock and Pearl River

*“My coalition is working together to make our communities healthy—both mentally and physically. We have built a community of collaboration with other organizations to focus on educating our citizens about the harmfulness of tobacco We are a fire that cannot be put out.”*

Pearl Watts

MTFC Director

Tallahatchie and Quitman



*“Students who have become empowered through their tobacco-free education increase their leadership skills, become role models to their peers and their community, and have a new confidence in achieving their full potential in the future. Working with students continues to be a very rewarding experience for my coalition and me.”*

Sue Mashburne

MTFC Director

Grenada, Yalobusha and Calhoun

*“I get the most joy from educating the community on the harmful effects of secondhand smoke. The most overwhelming emotion is when local officials put aside their personal and political preferences to consider the health of the community. When the coalition and I have assisted in that process, we have achieved one of the goals we are charged to accomplish. With each comprehensive ordinance, whether it is currently in place or updated to add ENDS (Electronic Nicotine Delivery System) or the passage of a county ordinance, I think to myself, ‘one more for public health, one less for the tobacco industry.’”*

Rochelle Culp

MTFC Director

Madison, Yazoo and Holmes

*“Nationally, people with disabilities, mental illness and substance abuse use disorder smoke and use tobacco products at a much higher rate than people without. Mississippi is no exception. The University of Southern Mississippi Institute for Disabilities Studies has worked for ten years to educate Mississippians with disabilities, mental illness and substance use disorder about tobacco cessation and prevention through research, training, and information dissemination. Information dissemination was the focus of IDS’s work in FY 2017. Our products provided state-specific information for the target audiences with detailed contact addresses for where and how to get cessation assistance in our state.”*

Alma Ellis

IDS Project Director



*“Mrs. Ethel Heard, a member of the Hinds County MTFC, has spent most of her days since her son was incarcerated for drug charges telling teens about the dangers of tobacco and drug use. She always states that if she can save one child, all the prevention is worth it. She was an educator in Edwards, Mississippi who taught students to live healthy lives and adopt healthy behaviors. Her son was not wanting to listen until he was arrested. She now volunteers with the MTFC of Hinds County to spread the news about being tobacco-free, telling teens who have risky behaviors the consequences of smoking cigarettes, and how it can lead to smoking drugs and other illegal substances.*

*She is a leader on the Mayor’s Health Council which has led to a smoke-free ordinance for the town of Edwards, and she now leads tobacco education events in other parts of Hinds County.”*

Jackie Carter  
MTFC Director  
Hinds County

# limitations



Having one evaluation process completed was the key in reducing the number of limitations presented during Fiscal Year 2016-2017. Since the 2015-2016 response rate for pre and post-testing of RAT and FREE student participants was extremely low (41% and 70.6%, respectively) and invalid due to administration practices, project officers and evaluators spent a considerable amount of time prior to the 2016-2017 academic year training MTFC's on the correct procedures to ensure validity. As a result, the response rate for both the pre and posttests (94.1% and 82.4%, respectively) rose significantly and the analyses proved to generate helpful information about the impact of the programs (see tables 1 & 2).

Since the current evaluation team came on board in September 2015, the major limitation for evaluation services has continued to be in assessing media services conducted on behalf of the OTC. Communication submissions were quantified in TRAPS by those grantees required to do so, and other grantees such as The Partnership for a Healthy Mississippi and the Mississippi Tobacco Quitline provided the number of social media posts/website posts throughout the year through the reporting system. However, the interaction with organizations contracted to provide media services is non-existent.

There is no point of contact (of which the evaluation team is aware) that is designated for interaction with the evaluators throughout the year. With other grantees, there are OTC project officers with whom the evaluators work closely to ensure that SOW objectives are met and are quantified. There are also no reporting requirements from those providing media services either through the online reporting system or through reports that are submitted to the evaluation team. Final reports are submitted to OTC by these organizations and are sometimes forwarded to the evaluation team at their request, but no true evaluation services of their work have been conducted.



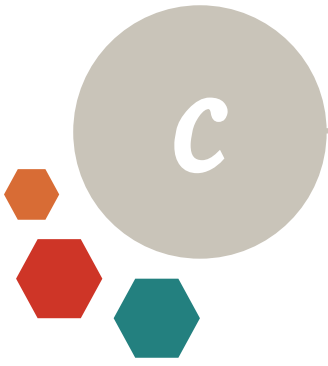
# recommendations

- Develop a Task Force to examine the current MTFC Youth Team model to be made up of one MTFC director from each of the regions along with PHM and OTC staff representatives. The MTFC directors would serve on a rotating basis. The task force would be charged with making recommendations to OTC.
- Consider an alternative to the school and non-school youth teams requirements recognizing that rural areas struggle with the availability of non-school opportunities.
- Remind officers and directors of the importance of sending final ordinance documents to their officers, SSRC and/or the evaluators.
- Provide TRAPS training and orientation to all new MTFC directors to discuss SOW objectives.
- Assign mentors (seasoned MTFC directors) to new MTFC directors who would be available to help them navigate the SOW objectives.
- Consider changing the administering of RAT and FREE pre and post testing to the MTFC project directors as was done in 2016-2017. This may help with budget constraints since the directors are often on-site rather than the PHM staff making special arrangements for testing. Pre and post testing is valuable to assess impact of the RAT and FREE programs. However, a random sample may be used rather than a universal sample. An effective number random sampling of students throughout the state for all grades (except for K-2) would be 350-500.
- Consider providing updated training on SWOT Analysis and Success Stories for MTFC directors since both are relatively new to the MTFC SOW Objectives.
- Encourage media submissions from the MSDH Department of Communications to be provided in a timely manner to those grantees who are working with weekly newspapers.
- Revisit the Marketer program as part of the PHM Youth SOW objectives to determine the impact of the program.
- Encourage Statewide and cessation grantees to use the SOW reporting template on a regular basis as a way to ensure completion of objectives and to document why some objectives may have not been fully met.
- Identify MTFC directors to share successes at quarterly meetings that could be replicated.





- Encourage MTFC directors to ask for help from their Project Officers when they encounter problems or have questions.
- Continue to incorporate the latest youth research in developing new youth tobacco prevention materials particularly as it relates to e-cigarettes.
- Continue to rethink ways of using social media to engage high school age youth.
- Conduct monthly conference calls with OTC project officers and evaluation team to ensure that the evaluation team is aware of any personnel changes, SOW modifications, or any stats needed for OTC presentations. Evaluators would be able to discuss reporting issues with the officers.
- Consider involving the evaluation team in developing/revamping annual SOW objectives.
- Develop a Qualtrics survey to gauge attitudes and suggestions of all MTFC project directors. The anonymous survey should be developed by OTC project officers in collaboration with the evaluation team and administered by the evaluation team.
- Hold trainings for the TRAPS 2.0 roll-out in February 2018 for all grantees.
- Notify evaluation team of grantee contract changes and/or personnel changes so that evaluation services can be more effective.



# contact information

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