



education

prevention

cessation



2015-2016



MISSISSIPPI STATE UNIVERSITY™  
SOCIAL SCIENCE RESEARCH CENTER



# acknowledgements

*prepared for*

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

*in partnership with*

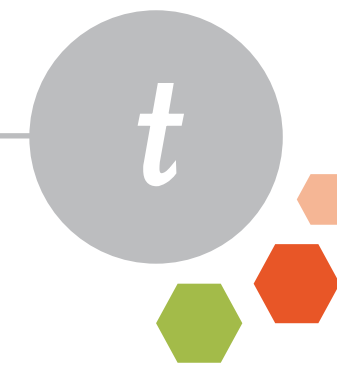
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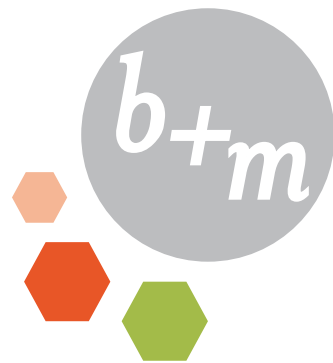
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# background + methodology

## background

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

## methodology

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



# key findings

ms tobacco free coalitions (mtfc's)

◆ 703,188 ◆  
*people impacted*

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

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

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

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

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

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

◆ 994 ◆  
*communication efforts*

**66 Kick Butts Day**  
events with 9,933  
in attendance

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

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

**727 MTFC Youth Teams**  
located in  
the community

**160 Youth Contests**  
12,600 youth  
participating

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

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

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

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

**2,101 RAT Teams**

**1,012 FREE Teams**

**633 Second Hand Smoke**  
presentations  
with 26,362  
in attendance

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

**261 Merchant Trainings**  
with 606 in  
attendance

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



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

**85,341 youth team members**

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



# key findings

the partnership for a healthy ms youth programs

**45,496 youth impacted**

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

JACQUELINE CARTER | MTFC DIRECTOR, HINDS COUNTY

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

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

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

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



**2,263 Generation FREE website hits**

**76.2% new visitors to the site**

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

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



# key findings

state-wide partners

**19,436 people impacted**

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

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

*Great platform for collaboration.*

- MTFC MEMBER SURVEY

## Mississippi Academy of Family Physicians Foundation

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

## The Mississippi Nurses Foundation

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

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

WAYNE MILEY | MISSISSIPPI PRIMARY HEALTHCARE ASSOCIATION

## The Mississippi Chapter of the American Academy of Pediatrics

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

## The Mississippi Primary Healthcare Association

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

## The Mississippi Rural Health Association

26 activities through October 2015/ 1,366 in attendance

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

TENNILLE HOWARD | MISSISSIPPI NURSES FOUNDATION

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

- MTFC MEMBER SURVEY





# key findings

cessation services

**22,755 people impacted**

## ACT Center

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

*“I will stop smoking because of you.”*

- STUDENT RESPONSE FOLLOWING LEAD CONFERENCE

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

DR. THOMAS PAYNE | DIRECTOR OF THE ACT CENTER

## Mississippi Tobacco Quitline

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

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

PAMELA LUCKETT | DIRECTOR OF THE MS TOBACCO QUITLINE





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