

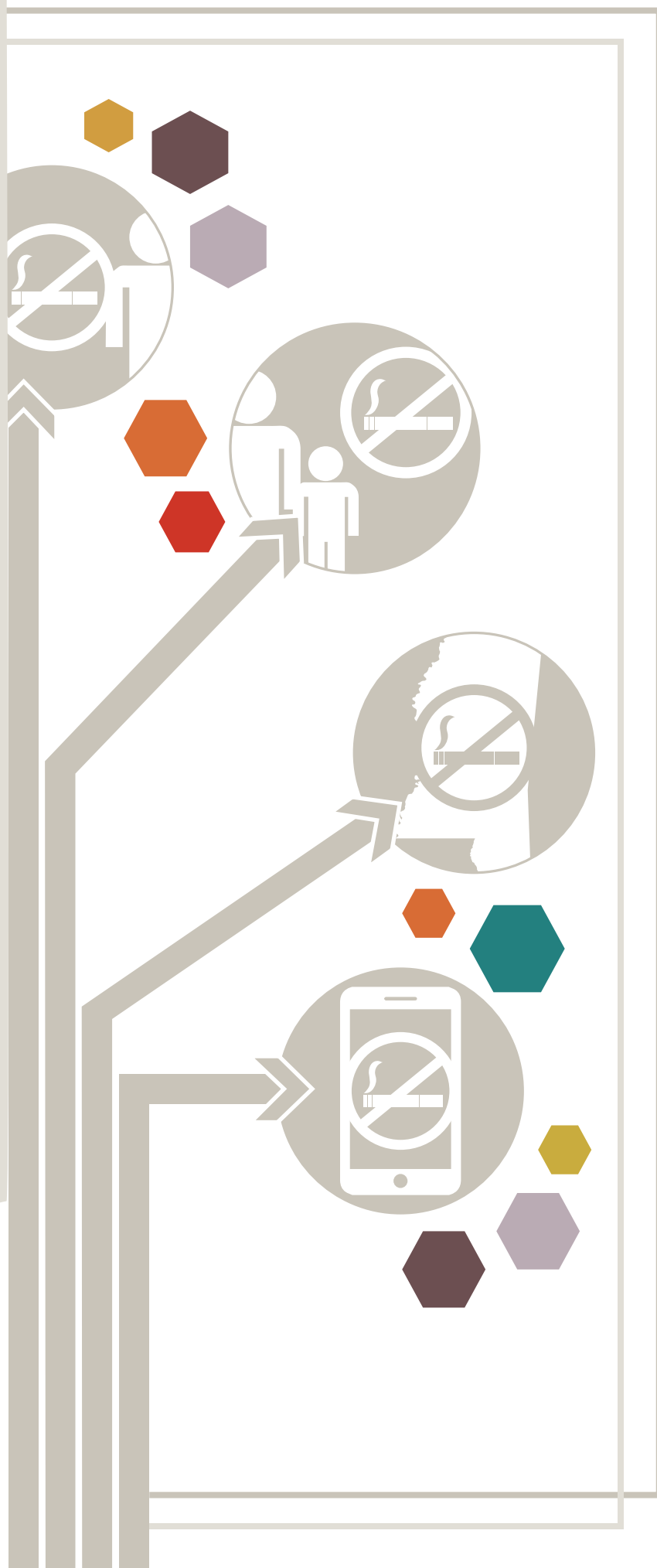
education

prevention

cessation



2016-2017



MISSISSIPPI STATE UNIVERSITY™
SOCIAL SCIENCE RESEARCH CENTER



acknowledgements

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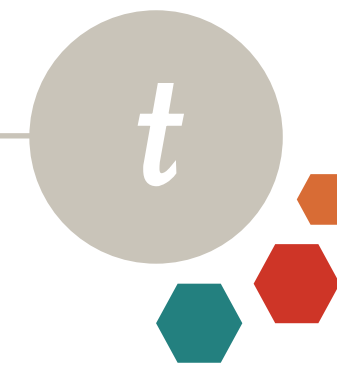






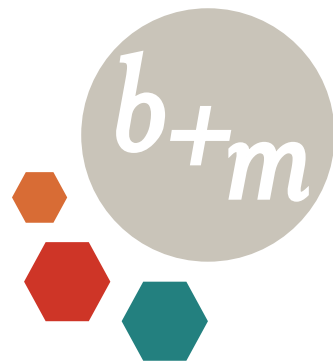
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background + methodology

background

The Mississippi State Department of Health Office of Tobacco Control (OTC) was established in 2007 by the state legislature. With the overarching goal of decreasing the use of tobacco products among youth and adults, OTC has worked since that time to develop and implement evidence-based tobacco education, prevention and cessation programs. In FY 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

ms 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

**2,606 MTFC
Youth Teams**

549 located in
the community
2,057 located
in schools

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

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

☞ *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*

*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. ☞*

**1,755
RAT
Teams**

**851
FREE
Teams**

**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

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



**72,969
youth team
members**

**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

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

**20,588
Tobacco-Free
educational
activities**



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

“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

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

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

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

The Mississippi Nurses Foundation

133 awareness and programmatic activities and trainings - 642 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

“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





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

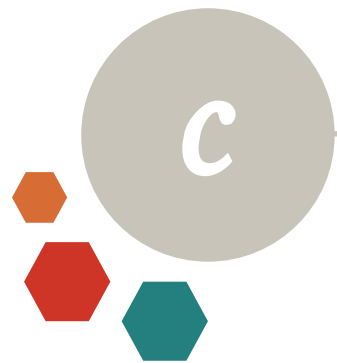
Mississippi Tobacco Quitline

- **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





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