

**FY2022 Annual
Evaluation Report**
Executive Summary

PREPARED FOR THE

Office of Tobacco Control
Mississippi State Department of Health

REPORT BY

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Acknowledgements

prepared for

OFFICE OF TOBACCO CONTROL
MISSISSIPPI STATE DEPARTMENT OF HEALTH

in partnership with

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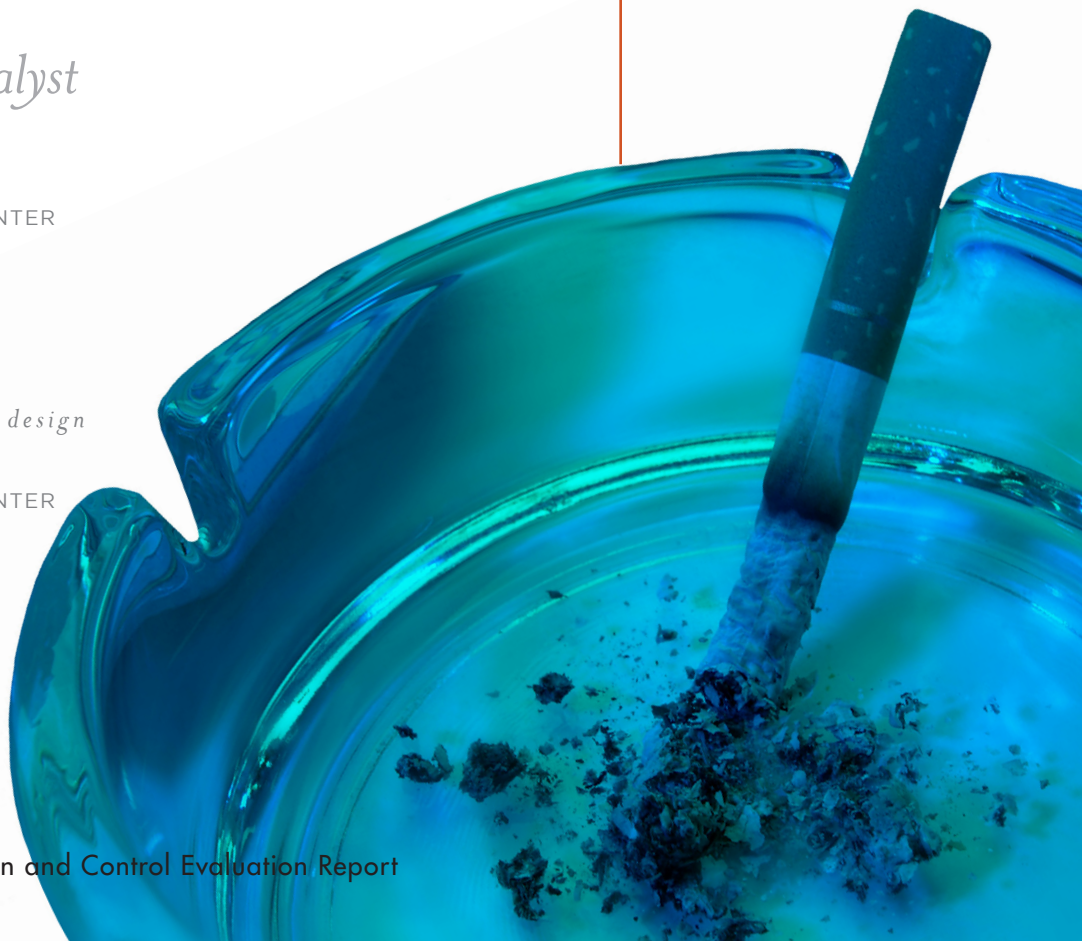
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Overview + Methodology

◆ 608,952 ◆
people reached by all OTC programs

overview

The Mississippi State Department of Health (MSDH) Office of Tobacco Control (OTC) is responsible for promoting and protecting the health of Mississippians through tobacco control programs. One such program focuses on educating and garnering community support and involvement to influence policies that discourage tobacco use and encourage individual behavior change. OTC contracts with and oversees the work of thirty-four Mississippi Tobacco-Free Coalitions (MTFCs), four statewide partners, two cessation intervention programs, and two statewide youth programs. Grantees are required to follow the scope of work (SOW) requirements. The contractual obligations outlined in each grantee's SOW are developed annually and approved before the start of each fiscal year. While grantees are regularly monitored by fiscal agents and OTC branch directors, they are also evaluated semi-annually by researchers located at Mississippi State University's Social Science Research Center (SSRC). The fiscal year (FY) 2022 marks the seventh year that evaluation services have been provided.

methodology

Data used to evaluate grantees' progress towards completing SOW requirements were pulled from the Tobacco Reporting and Progress System (TRAPS), the web-based platform designed to capture program activities, on July 1, 2022. The data pulled from TRAPS is used to populate a weighted measurement tool. The weighted measurement tool provides a nuanced view of grantee activity to measure the progress grantees have made towards completing SOW requirements. Instead of categorizing SOW items as either "met" or "not met," this tool takes into consideration the varying levels of complexity present across the activities (e.g., the number of events that must be held, locations, the type of people/organizations that should be reached, etc.). Using an all-or-nothing approach, a grantee holding 6 of the 8 required events would receive a "not met" for that activity. The weighted measurement tool, on the other hand, rates the activity as being 75% complete.

Evaluations of the youth, statewide, and cessation programs were completed exclusively by the MSU evaluation team. After conducting an initial evaluation, phone interviews were scheduled with grantees to discuss SOW deliverables before finalizing the data populated into the weighted measurement tool. OTC Regional Branch Directors are responsible for conducting the initial review of the MTFCs using a pre-existing reporting template provided by the MSU evaluation team. Once their initial evaluation was completed, the MSU evaluation team reviewed and revised a small number of reports and used the data to populate the weighted measurement tool and reporting matrix.

Mississippi Tobacco-Free Coalitions

Key Findings

— 4,752 —
ACTIVITIES

◆ **77,761** ◆ — ◆ **579,969** ◆
coalition *cessation/incentives*
programs reach *distribution*

3 Smoke-Free Ordinances Passed
AND 2 AMENDMENTS

2,555 Advocacy/Policy, Youth Policy and Community Outreach Activities

— 326 —
FREEDOM FROM SMOKING SESSIONS
TO MULTI-UNIT HOUSING MANAGERS AND OCCUPANTS WITH **2,921 REACHED**



Mississippi Tobacco-Free Coalitions

Key Findings

371 Catch My Breath sessions
reaching 17,730 students

37 Great American Smoke-Out
events with 1,556
people reached

39 Take Down Tobacco Day
events with
3,132 *in attendance*

628 Merchant Trainings and Follow-up Visits
with 875 *in attendance*

2,446 TIPS Posters Distributed
with 446,876
potential viewers

326 Multi-Unit Housing
events
with 2,921
in attendance

112 No Menthol Sunday events
with 5,391 *in attendance*

• **194** •
Freedom from Smoking Classes (8 weeks)

229 Communication Publications with 284,822
potential viewers

• **1,548** •
IN ATTENDANCE

**Does not reflect all activities and events.*

Youth Programming

Key Findings

— 135 —
ACTIVITIES

◆ **10,140** ◆ — ◆ **8,385** ◆
youth programs reach *cessation/incentives distribution*

The Partnership for a Healthy Mississippi Youth Tobacco Prevention Program

- 6 school presentations
- 6 advocacy outreach
- 11 digital ads with 3,804 potential views
- 625 social media posts with 16,209 potential views

Coffee & Coffee Youth Tobacco Prevention Program

- 41 school board/policy/chapter meetings with 896 in attendance
- 51 advocacy workshops/trainings with 666 in attendance
- 38 youth leader led events with 6,290 in attendance
- 56 social media posts with 14,105 potential views

Enrich MS

- 1 Virtual Vaping Summit Event with 332 in attendance
- 52 schools represented
- 6 universities represented
- 6 breakout session with 306 in attendance
- 12 on demand videos reaching 435
- 82,894 social media potential views
- 789 WLBT digital blitz with the potential viewing audience of 607,891

**Does not reflect all activities and events.*

Cessation Intervention

Key Findings

“ The people I talked to on the phone were very courteous and helpful. At one point I was transferred from TN quitline to MS quitline (because my cell phone has a TN PREFIX) and the call never went through. I thought oh well, I’ll try to call again some other time. A few moments later someone called me and was very apologetic and said for some reason the call had transferred wrong. The Coach then transferred me correctly and made sure I was able to talk to someone that day. ”

PARTICIPANT TO THE MISSISSIPPI TOBACCO QUITLINE FROM Q4 2021

[ACT Center]

- 13 Events with 382 in attendance

[Optum Quitline]

- Total number of enrollments = 4,281
- Website views = 28,880
- Average number of participants per month = 371.3



*Does not reflect all activities and events.

Statewide Partners

Key Findings

— 198 —
ACTIVITIES

◆ **3,156** ◆ ——— ◆ **20,580** ◆
statewide *cessation/incentives*
programs reach *distribution*

“ The Coach I talked to was so kind and cheerful. Exactly what I needed in that moment. She answered my questions and was very supportive. If everyone in the world could treat others the way she treated me, I believe our world would be a lot better off right now. ”

PARTICIPANT TO THE MISSISSIPPI
TOBACCO QUITLINE FROM Q4 2021

Statewide Partners

- Mississippi Academy of Family Physicians Foundation – **62 events with 990 in attendance**
- The Community Health Center Association of Mississippi – **57 events with 1,700 in attendance**
- USM Institute for Disability Studies (IDS) – **10 events with 31 in attendance**
- MS Rural Health Association – **18 events with 20 in attendance**
- MS Public Health Institute – **69 events with 435 in attendance**

**Does not reflect all activities and events.*

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