

education

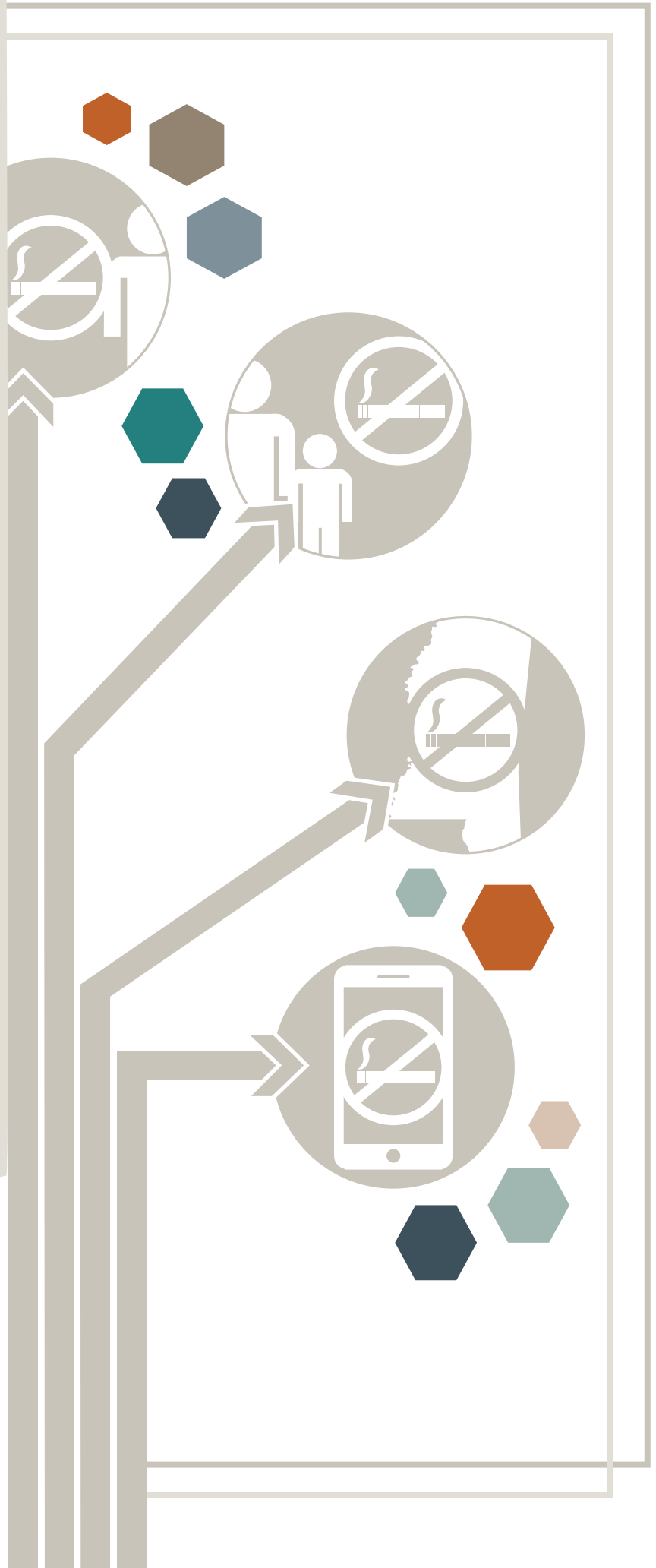
prevention

cessation

2017-2018



MISSISSIPPI STATE UNIVERSITY™
SOCIAL SCIENCE RESEARCH CENTER





acknowledgements

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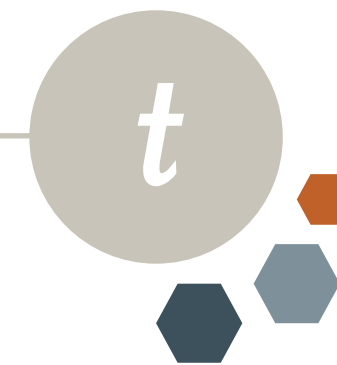



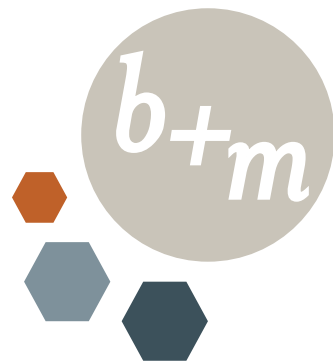
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background + methodology

• **375,629** •
*people impacted by
all OTC programs*

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 2017-2018 OTC continued to fund 34 Mississippi Tobacco Free Coalitions, four state-wide partners, two cessation service programs and youth outreach opportunities within all of the established programs.

methodology

Evaluators at Mississippi State University's Social Science Research Center use a mixed-method approach to assess the impact of the OTC programs. Quantitative data collection and analyses are obtained through the online reporting system (TRAPS), and verification is conducted through site visits, telephone conversations and emails to OTC grantees through the fiscal year.



key findings

ms tobacco free coalitions (mtfc's)

• **306,267** •
people impacted

30/34
MTFC'S
OPERATIONAL
IN FY18

☞ *Town by town we are working to protect the public from the dangers of secondhand smoke. Last month the small town of Hatley (population 467) voted to go smoke-free. It may be small, but every little bit helps. The school in Hatley (K-12) which participates in the RAT Program knows that the leaders of the community agree enough with what they've been learning in school to vote to protect them from the dangers of secondhand smoke. It's WIN WIN!* ☞

HELEN BOERNER | MTFC OF ITAWAMBA AND MONROE COUNTIES

1,966 General Awareness
Activities with 93,108 in attendance

1,195 Advocacy & Policy
Activities with 152,571 people impacted

— **406** —
CESSATION
ACTIVITIES WITH 22,549
EDUCATIONAL LITERATURE
DISTRIBUTED

• **210** •
*communications
published/aired*
WITH AN UNDUPLICATED AUDIENCE OF
• **870,629** •

1,054 High-Level presentations with **35,483 in attendance**

46 Great American Smoke Out events with **1,491 people impacted**

1,496 MTFC Youth Teams

362 located in the community
1,137 located in schools

☝☝ *I choose to be a part of because it fulfills me to work It also gives me experience in and advocating for my community by providing a opportunities, as well as on others —*

the youth advocacy group for something I believe in. researching, communicating, beliefs. The group impacts the resource for information and serving as a positive influence – especially youth. ☝☝

KAEKOA SIANGCO | OCEAN SPRINGS HIGH SCHOOL



161 Merchant Trainings with **279 in attendance**



102 Multi-Unit Housing presentations with **1,543 in attendance**

987 RAT Teams

509 FREE Teams

50,401 youth team members

7,766 Tobacco-Free educational activities

51 Kick Butts Day events with **7,032 in attendance**

67 Youth Contests with **453 youth participating**

110 Care for Their Air presentations to **2,386 pre-school parents, guardians, and teachers**

420 Second-hand Smoke presentations with **8,825 in attendance**

115 RAT on the Road presentations with **10,275 in attendance**

137,192 Residents Impacted by the 18 Ordinances Passed (10 comprehensive ordinances, 4 smoke-free counties, 3 e-cigarette amendments, and 1 partial smoke-free ordinance)

63 No Menthol Sunday Presentations with **4,378 people in attendance**



key findings

the partnership for a healthy ms youth programs

{ 40,209 youth impacted }

“ I enjoyed the interaction between the presenters and the students. They allowed students to ask educational questions related to tobacco. ”

TEACHER SURVEY RESPONSE

“ The program is fantastic! I have been involved in tobacco education as a school nurse since the late 90’s and the RAT program for years! ”

RAT TROUPE TEAM SPONSOR

38 RAT Troupe Performances
Impacting 11,020
K-6th Graders

27 RAT Educational Activities
reaching
564 students

76 GENFREE Activities
reaching
4,272 students

67,256 Team Incentive Distributions
to participating youth teams



“ The Partnership for a Healthy Mississippi has been on the tobacco battleground for over twenty years with many partners protecting our children from the dangers of tobacco. Because of all our efforts, we have lowered youth tobacco rates to historic lows. ”

SANDRA SHELSON | EXECUTIVE DIRECTOR

4 LEAD Summits
139 students in
9th-12th grades

2 FREE Fest Summits
225 students in
7th-8th grades

542 Generation FREE Social Media Posts

10 Communications
published/viewed/aired
with unduplicated
audience of 216,828



key findings

state-wide partners

3,157 people impacted

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

Educational outreach activities: quarterly newsletters posted on the IDS webpage and IDS Facebook page (749 followers) and aired PSA - **37,074 impacted**

Mississippi Academy of Family Physicians Foundation

- 111 education, awareness activities, and cessation trainings
- 21,542 educational materials distributed
- 173 UMMC medical students participated in the Tar Wars program and then presented Tar Wars message to 2,325 fourth graders and 1,691 fifth graders in 118 schools and community organizations.

“I will now be able to converse with patients about the effect of various forms of nicotine delivery. Very informative!”

UMMC FAMILY MEDICINE RESIDENT FOLLOWING TRAINING

“The Baby and Me Tobacco Free Program is an excellent opportunity for Mississippi to improve the outcomes for pregnant women and their babies and save the state millions of dollars in health care costs for pre-term deliveries. The program seeks to identify and support smoking, pregnant women and a co-habiting smoker to stop smoking. During the first year of the program, six of 38 women who were enrolled in the program delivered at or greater than 36 weeks gestation. Five of the six infants (83%) weighed 5.5 pounds or greater. This is GREAT SUCCESS for the first year!”

MARIA MORRIS | PROGRAM COORDINATOR

The Mississippi Chapter of the American Academy of Pediatrics

97 continuing education presentations, trainings, and Lunch and Learns
- **269 impacted**

The Mississippi Primary Healthcare Association

146 awareness activities, Lunch and Learns, and communication efforts
- **1,747 impacted**
38 Baby and Me participants
- **6 delivered at or greater than 36 weeks**





key findings

cessation services

ACT Center

- **26 activities** including Tobacco Treatment Specialist Trainings, tobacco cessation intervention presentations, health fairs, and educational outreach events

“It gives you the will to help you stop smoking.”

ACT CENTER TREATMENT PROGRAM PATIENT

“Helped me find out my triggers and how to deal with them. Helped me understand I need to change my lifestyle.”

ACT CENTER TREATMENT PROGRAM PATIENT

- **3 television and radio presentations** potentially reached 63,500

- **755 intake evaluations** completed with **3,439 total visits**

- **36.1%** 12 month quit rate

Mississippi Tobacco Quitline

- **93%** live call answer rate
- **40%** quit rate
- **304,306** website hits
- **1,054** online enrollments
- **9,838** online chat sessions
- **482** educational events impacting 25,454

“The counseling was really helpful. I’m not having any issues, and I’m just happy to be smoke-free.”

CALLER FROM MCKENRY, MS

“I am really appreciative of the Quitline. Even though I haven’t quit for good, they were really there for me during a dark time. I’ll definitely call again when I’m ready.”

CALLER FROM DUNDEE, MS





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