

**FY2021 Annual  
Evaluation Report**  
*Executive Summary*

**PREPARED FOR THE**

Office of Tobacco Control  
Mississippi State Department of Health

**REPORT BY**

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SOCIAL SCIENCE  
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# Acknowledgements

*prepared for*

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

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*in partnership with*

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# Mississippi Tobacco-Free Coalitions

## *Key Findings*

— 5,179 —  
ACTIVITIES

◆ **72,433** ◆ — ◆ **272,003** ◆  
*coalition*      *cessation/incentives*  
*programs reach*      *distribution*

**5 Smoke-Free  
Ordinances  
Passed**

**3,003 Advocacy,  
Policy &  
Awareness**  
activities with 65,235  
in attendance

— 1,292 —  
**CESSATION**  
CLASSES, TRAININGS  
AND ACTIVITIES WITH  
2,241 REACHED



# Mississippi Tobacco-Free Coalitions

## Key Findings

**106 Summer Youth Program Events**  
*reaching 657 children*

**33 Great American Smoke-Out**  
events with 1,059  
*people reached*

**766 High Level**  
presentations  
with 19,328 *in attendance*

**122 Merchant Training**  
presentations  
with 167 *in attendance*

**772 TIPS Posters Distributed**  
with 149,975  
*potential viewers*

**97 Multi-Unit Housing**  
events  
with 1,480  
*in attendance*

**60 School Spirit Night**  
events  
with 3,722  
*in attendance*

• **226** •  
**Freedom from Smoking Classes**  
**(8 weeks)**

**596 Communication Publications** with 315,103  
*potential viewers*

• **1,001** •  
IN ATTENDANCE

*\*Does not reflect all activities and events.*

# Youth Programming

## Key Findings

— 450 —  
ACTIVITIES

• **31,694** • — • **32,631** •  
*youth* *cessation/incentives*  
*programs reach* *distribution*

### *The Partnership for a Healthy Mississippi Youth Tobacco Prevention Program*

- 43 Youth Leader Activities with 4,142 in attendance
- 538 Social Media Posts with 4,142 views
- 272 Website Posts with 1,021 views

### *Coffee & Coffee Youth Tobacco Prevention Program*

- 45 Youth Engagement Events with 901 in attendance
- 71 Community Education Events with 6,355 in attendance
- 321 Social Media Posts with 9,968 views

### *Enrich MS*

- 1 Virtual Vaping Summit Event with 424 in attendance
- 19 Youth Engagement Events with 620 in attendance
- 2 Newsletters Produced with 116 Reached
- 246 Social Media Posts with 123,431 views

### *CATCH My Breath*

- 2 Virtual Field Trips with 19,736 in attendance
- 1 Video Series with 58 Views
- 4 Newsletters Produced with 1,752 Reached
- 26 Social Media Posts with 39,535 views

*\*Does not reflect all activities and events.*

# Cessation Intervention

## Key Findings

— 233 —  
ACTIVITIES

◆ **2,640** ◆ ——— ◆ **2,234** ◆  
*cessation programs reach*      *cessation/incentives distribution*

### [ ACT Center ]

- 9 Events with 292 in attendance

### [ Optum Quitline ]

- 224 Events with 2,348 in attendance
- 26,031 Website Views
- Client Engagement:  
Phone (92.5%); Web (7.6%)
- 5,609 Online Clients Engaged
- 156 Clients Completed Treatment



*\*Does not reflect all activities and events.*

# Statewide Partners

## Key Findings

— 185 —  
ACTIVITIES

◆ **2,246** ◆ — ◆ **46,554** ◆  
*statewide programs reach*      *cessation/incentives distribution*

☞☞ *I think that the addition recently of the issues with, from what I remember, there are new additions that include info about marijuana, which I think is very useful cause that's also kind of an issue alongside the vaping issue where, um people kind of assume that, because it's not tobacco that it's not dangerous to smoke it. ☹☹*

MEDICAL RESIDENT ON TAR WARS

### Statewide Partners

- Mississippi Academy of Family Physicians Foundation – **39 events with 337 in attendance**
- The Community Health Center Association of Mississippi – **104 events with 1,752 in attendance**
- USM Institute for Disability Studies (IDS) – **21 events with 68 in attendance**
- MS Rural Health Association – **21 events with 89 in attendance**

*\*Does not reflect all activities and events.*

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