

FY2020 Annual Executive Summary

Prepared for the

Office of Tobacco Control
Mississippi State Department of Health

2019-2020

Report By

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MISSISSIPPI
TOBACCO DATA


MISSISSIPPI STATE
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SOCIAL SCIENCE
RESEARCH CENTER



Acknowledgements

prepared for

OFFICE OF TOBACCO CONTROL
MISSISSIPPI STATE DEPARTMENT OF HEALTH

in partnership with

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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 2019-2020 OTC continued to fund 34 Mississippi Tobacco Free Coalitions, three statewide partners, two cessation service programs, and two youth 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)

◆ **63,807** ◆ — ◆ **108,435** ◆
coalition programs reach tobacco-free distribution

1,672 General Awareness

presentations/activities with 39,326 people reached

1,466 Advocacy & Policy

activities with 15,151 people reached

— **658** —
CESSATION

CLASSES, TRAININGS
AND ACTIVITIES WITH
4,629 REACHED

136 days of summer programs/camps reaching 3,665 children

63 Great American Smoke-Out events with 2,897 people reached

376 Second-Hand Smoke presentations with 774 people reached

180 Merchant Training presentations with 249 retailers taught the law

318 Multi-Unit Housing presentations with 3,993 residents reached

48 School Spirit Night events with 7,862 people reached

14 Ordinance Passages
28,028 Residents Impacted
12 comprehensive ordinances and 2 amendments

“Did I make a difference? I say, yes because at the end of the presentation a group of four girls came up and said they were going to stop vaping. They were going to use a peer approach to quit. Each of the girls had been vaping four pods a day, which is equal to at least 4 packs of cigarettes.”

JENNIFER PALMER | MTFC DIRECTOR OF PRETISS AND TISHOMINGO

“Mayors, Supervisors, aldermen’s, and other stakeholders are still standing by their promises to provide the community a healthy environment, so we’re working diligently to keep that mission alive.”

CONCETTA THOMPSON | MTFC DIRECTOR OF COAHOMA AND TUNICA

◆ **207** ◆
*communications
published/
viewed/aired*

WITH AN UNDUPLICATED AUDIENCE OF

◆ **551,830** ◆

“... community partnership collaborations over the past year have been so very important to spreading the correct tobacco-free message to large groups within the community and schools.”

PAMELA LANG-PRESTAGE | MTFc DIRECTOR
OF CLARK, JASPER AND WAYNE

“The Social Media Power Wall took place on Kick Butts Day which was March 18, 2020. Even with the unforeseen circumstances (Covid-19), we were still able to impact over 300 people via our social media campaign.”

YOLANDA PRUITT | MTFc DIRECTOR
OF CLAY, LOWNDES AND OKTIBBEHA

988 High-Level Presentations
with 1,976
adults reached

187 High-Level Presentations to Disparate Populations
with 4,828
adults reached



Key Findings

YOUTH PROGRAMMING

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

— 17,191 —
Youth Programs
◆ **Reach** ◆

2,664 **Peer to Peer**
Reach 416 **Awareness**
Reach

— 6,497 —
TRAINING
AND TECHNICAL
ASSISTANCE REACH

17 YouTube videos
with 74 views

581 Generation FREE
social media posts with
27,676 likes, views & shares

Coffee & Coffee Youth
Tobacco Prevention Program

• 8,851 •
people reached by
Youth Programs

“Our goals are to help educate youth concerning tobacco use, train tobacco retailers not to sell tobacco to minors, and cultivate a new group of youth to be advocates against tobacco.”

LATASHA RICE | DIRECTOR
OF C & C YOUTH PROGRAM



2,650
Awareness
Reach

3,432
Youth
Leader
Reach

— 2,191 —
PROGRAM
REACH

— 578 —
TRAINING
AND FOCUS GROUP
REACH

47 Social Media Posts
with 3,628 likes, views & shares

Key Findings | Youth Programming

Key Findings

STATEWIDE PARTNERS

— **1,821** —

◆ *Statewide* ◆
Programs Reach

**Social Media Posts
and Videos** with 30,636
likes, views & shares

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

**16 events reaching
151 people** with
distribution of 1,043 items
of educational literature

— **658,803** —
*** IMPRESSIONS**

* IMPRESSIONS ARE NEWS FEED
APPEARANCES OF OUR ADS;
658,803 IMPRESSIONS APPEARED
TO 221,353 VIEWERS

47 Social Media Posts and Videos
with 223,892 likes, views & shares

Mississippi Academy of Family Physicians Foundation

“Being that I am a rural scholar I want to still be connected in my community so I wouldn’t mind still being connected with either family medicine or some sort of group who has a presentation like Tar Wars, that way I can have a medium that I could go into the local schools wherever I choose to practice and live one day.”

MEDICAL RESIDENT | UMMC

53 events reaching 611 people and distribution of 13,914 items of educational literature

19 Social Media Posts with 3,412 likes, views & shares

The Community Health Center Association of Mississippi

85 events reaching 1,059 people and dissemination of 8,788 Baby n Me materials and educational information

14 Social Media Posts with 3,332 likes, views & shares

“I explained to her that quitting smoking was the most important thing that she could do for her health and the health of her unborn child. They must agree to stop smoking and come in once per month to be tested using the Smokerlyzer. If they are smoke-free, two \$25.00 vouchers are given to purchase diapers and baby wipes at Kroger or Walmart.”

WAYNE MILEY & MARIA MORRIS | COMMUNITY HEALTH CENTER (BABY N ME PROGRAM)

Key Findings

CESSATION INTERVENTION

[ACT Center]

— **20 events** —
◆ **reaching** ◆
1,159 people

and distribution of 461 items
of educational literature

4 radio interviews
with the potential audience
of 59,000 people

1 interview published
in the *Popular Science*
magazine – circulation
1,321,075

- Intake number - **747 people**
- Average age - **50** | Average years smoked - **31**
- Smoke - **31.5%** | Smokeless tobacco - **15.5%**
- Treatment completion quit rate - **28.2%**
 - 12 month quit rate - **31.2%**
 - 6 month quit rate - **36.4%**

204 events

◆ **reaching** ◆
331 people

and distribution of 15,005
items of educational
literature/items

**42 submitted
communications**
with the potential
viewing audience of
350,491 people

**94% Live
call rate**

**36%
Quit rate**

**Chronic & Acute
Medical Conditions**

- Children exposed to secondhand smoke – **50.2%**
- High blood pressure – **29.9%**
- Mental health conditions – **24.2%**
- COPD/Asthma – **18.3%**
- Emotional challenges – **12.8%**
- Heart conditions – **10.1%**
- Diabetes – **11.1%**
- Cancer – **2.8%**

**—12,802—
INCOMING
CALLS**

**—13,775—
ONLINE CHAT
SESSIONS**

**Nicotine Replacement
Therapy provided - 7,710**



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