

## ***Executive Summary: The Partnership for a Healthy Mississippi's History of Success***

### ***History***

The Partnership for a Healthy Mississippi was formed following Mississippi's historic settlement with the tobacco industry. In 1997, Jackson County Chancery Judge William Myers approved an order placing \$62 million in escrow for the state to develop a tobacco prevention pilot program unique to Mississippi. As directed by the court, Attorney General Mike Moore began assembling public and private organizations to discuss the best features for such a program.

Following eight (8) months of collaboration among health organizations, American Cancer Society, American Heart Association, American Lung Association of Mississippi, the Mississippi State Department of Health, law enforcement organizations, the Mississippi Department of Education and others, the plan was presented to the court and approved on June 5, 1998. What emerged is today The Partnership for a Healthy Mississippi.

A seven-member board of directors was elected by these many member organizations. Board members and their positions at the time were Mike Moore, Attorney General, Chairman; Dr. F.E. Thompson, Jr., State Health Officer, Vice Chairman; Dr. Hursie Davis-Sullivan, Secretary; John McCullough, General Counsel of BellSouth Mississippi Operations, Treasurer; Dr. Wallace Conerly, Vice Chancellor of the University of Mississippi Medical Center; Dr. George Abraham; and Harrison County Sheriff George Payne. These board members still serve today. The board has expanded membership to include Dr. Jayne Sargent. A member-at-large is still elected each year by the core membership. Currently, Mayor V.O. Smith of Collins serves in this capacity. All board members serve on an uncompensated, voluntary basis.

### ***Programs Based on Science and Research***

In order to reduce tobacco use, a cultural shift had to occur in the way Mississippians feel about and engage in tobacco use. In-depth research and science-based practices were utilized to formulate a comprehensive tobacco prevention and control program. Among the key resources utilized to form the various programs of The Partnership were:

- The PRECEDE/PROCEED model, developed by Lawrence Green and Marshall Kreuter during the 1970s, is a step-by-step approach to assist in creating appropriate health promotion projects. The model is grounded in multi-

disciplinary theories that view health issues as phenomena that are embedded in relatively consistent and enduring behavioral patterns. Further, its perspective of health education targets individuals, their social network, organizational and social contexts, and related policies.

- Centers for Disease Control and Prevention Best Practices, a model guideline that includes programmatic and funding recommendations for each state. The Best Practices recommend that Mississippi spend at least \$18.8 million and up to \$46 million annually on tobacco prevention programs. Programmatic areas include: community and school-based programs, enforcement of tobacco policies, statewide programs, counter-marketing, cessation, surveillance and evaluation and administration and management. The Partnership incorporates all of these program areas, with a few enhancements that make our comprehensive outreach truly unique to Mississippi. These enhancements include a school tobacco nurse program, and a faith-based initiative designed to engage the faith community in this total prevention program.
- Research conducted by Archetype Discoveries and Yankelovich Partners provided a basic framework for messaging to youth based the ways they learn at different ages. Based on the findings of their research, two distinct groups were identified: the Age of Reason (ages 6-11) and Age of Rebellion (ages 12-18). This information was used to develop two counter-marketing campaigns, as well as four age-appropriate youth programs for school and community-based programs.

Research and program development continued throughout 1998, with all programs becoming fully-operational during 1999. Because Mississippi was the first state to reach a settlement agreement with the industry, and one of the first to implement a comprehensive tobacco prevention program, all eyes were on our state to see if indeed this approach could make a dent in the 50-year head start held by the tobacco industry.

### ***Results Prove Success***

When the results of the 2000 Youth Tobacco Survey were compiled by the Mississippi State Department of Health and the Centers for Disease Control and Prevention, we had in-hand definitive proof positive. From 1999-2000, the first year that comprehensive prevention programs were in place throughout Mississippi, we realized a:

- 10% decrease in the number of high school students using cigarettes
- 21% decrease in the number of public middle school students currently using cigarettes

- 19% decrease in the number of African American high school students currently using cigarettes; and
- 31% decrease in the number of African American middle school students currently using cigarettes.

After discussion with Legislative leadership on the best way to proceed, the Attorney General of Mississippi presented these findings to the Chancery Court of Jackson County in December 2000 and requested that the program be extended in perpetuity through funds from the state's tobacco settlement. The court reviewed The Partnership's program set-up, processes, budget, audit and impact, and agreed to extend in funding for these prevention programs. There was no opposition filed from the tobacco companies.

Since that time, The Partnership has continued to refine, develop and implement effective, comprehensive tobacco prevention programs statewide. The CDC Best Practices model, PRECEDE/PROCEED framework, and archetypal research remain the building blocks for program component. The Youth Tobacco Survey and Youth Risk Behavioral Survey, conducted in alternate years by the Mississippi State Department of Health, remain the gold-standard of surveillance and evaluation.

From 1999-2004<sup>1</sup>, significant decreases were measured among youth tobacco use in Mississippi:

- Smoking among public high school students is down 32 percent
- Smoking among public middle school students is down 48 percent
- Smoking among private high school students is down 42 percent
- Since 2000, smoking among private middle school students is down 42 percent.

While current smoking is defined as having smoked even one cigarette in the last 30 days, other measures indicate progress as well. Frequent smoking is defined as having smoked on 20 of the past 30 days. The YTS shows that:

- Less than 10 percent of public high school students report being frequent smokers, down 43 percent since 1999
- 3 percent of public middle school students report being frequent smokers, down 38 percent since 1999
- Less than 10% of private high school students report being frequent smokers, down 48% since 1999
- Less than 2% of private middle school students report being frequent smokers, down 48% since 2000.

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<sup>1</sup> Due to the damage caused to schools statewide by Hurricane Katrina, a 2005 Survey was not conducted by the Mississippi Health Department.

## ***Current Program Status***

Even with this success, the work of The Partnership and the need for comprehensive, fully-funded tobacco prevention is far from over. The lives of too many children hang in the balance as Big Tobacco continues to target them for future profits. Sadly, the comprehensive outreach of The Partnership for a Healthy Mississippi has been greatly compromised due to funding challenges brought about because of the lawsuit filed by the Governor and State Treasurer. Beginning June 1, 2006, the following programs were eliminated:

- Year-long contracts for Cessation services were cut to six months, impacting the Tobacco Quitline, the ACT Center and the regional hospital treatment programs.
- Year-long contracts for Statewide and Targeted Programs were eliminated or cut to six months.
- Year-long contract for Law Enforcement were cut to six months.
- Counter-Marketing campaign lost television placement and production of new messages to counter current industry tactics.
- On Campus College program.
- Grant to the University of Southern Mississippi to manage the Teacher Training program.
- Grant to the University of Southern Mississippi to manage independent program evaluation.

The impact of these cuts is anticipated to be devastating to the progress made in tobacco prevention during recent years. As seen in other states, when funding for tobacco prevention programs is cut, the rates of usage among youth first stall, then begin to increase. According to testimony presented by Matt Myers, president of the Campaign for Tobacco-Free Kids, to a joint Mississippi Legislative committee during August 2005:

*“Other states have had successful tobacco prevention programs that have been cut. In every case program cuts such as those that occurred in Florida, Minnesota, Massachusetts and California resulted in a slow down and often a reversal of the positive gains that have been achieved. Florida, for example, saw an increase in middle school youth very quickly. Massachusetts saw an increase in illegal sales to youth. Minnesota experienced an increase in youth susceptibility to smoking within a year. When funding for the California program, particularly its public education component, was cut in ½ in the early 1990’s, the progress it was making came to jarring halt. Thus, it is critical that Mississippi not back away from its commitment to its young people.”*

The progress made by The Partnership in reducing youth tobacco use is particularly impressive when viewed in the context of other social and policy changes that have been made in other states, but not in Mississippi. While 20 states currently have comprehensive clean indoor air laws that ban smoking in offices, restaurants and bars, Mississippi lacks such protection for its citizens. Additionally, Mississippi's tobacco tax is the third lowest in the nation, at only \$.18 per pack, and has not been increased since 1985. Without policies that protect the public from tobacco's harm and without comprehensive tobacco prevention programs, Mississippi's children are open prey for the tobacco companies and their deadly products.

Now is the time when Mississippi can least afford to cut tobacco prevention. To date, nearly \$1 billion of Mississippi's annual tobacco settlement payments have been appropriated for Medicaid expenditures from the Health Care Trust Fund. Without meaningful tobacco prevention programs in place, youth smoking rates will increase, and generate a future increase in Medicaid expenditures to treat tobacco-related illnesses.

In spite of marketing restrictions placed on the big tobacco companies by the state's settlement and the multi-state agreement, they have developed new tactics for targeting kids. The big tobacco companies now spend more than \$15 billion annually -- \$200 million of which is allocated in Mississippi alone -- marketing their deadly products. Tobacco use remains the leading cause of preventable death and disease in Mississippi.

## **TOBACCO USE IS DEADLY AND EXPENSIVE FOR MISSISSIPPIANS**

The Centers for Disease Control and Prevention and the Campaign for Tobacco-Free Kids calculate the human and economic burden caused by tobacco use in each state. The impact on Mississippi is astounding.

- **4,700 deaths** each year from tobacco-related diseases.
- **4,400** kids under the age of 18 become new, daily smokers each year.
- **69,000** kids alive in Mississippi today will die prematurely from tobacco use.
- **\$264 million** spent annually by Medicaid to treat tobacco-related illnesses.
- **\$719 million** annual healthcare costs to treat smoking-related illnesses.
- Tobacco use linked to **\$1.41 billion in lost worker productivity** annually.
- Annually, **each Mississippi household pays \$534 in taxes** specifically to treat tobacco-related diseases.

## TOBACCO COMPANIES CONTINUE TO TARGET KIDS

Despite landmark marketing restrictions set forth in the settlement agreements between all states and Big Tobacco, the industry continues to engage in bad acts meant to addict kids. Meanwhile, the evidence continues to mount that tobacco use and exposure to secondhand smoke are dangerous, and that there is no safe level of exposure to secondhand smoke.

- The ruling of U.S. District Judge Gladys Kessler in the U.S. government's lawsuit against major tobacco companies found that the companies have violated civil racketeering laws and defrauded the American people by lying for decades about the health risks of smoking and their marketing to children. Judge Kessler found their wrongdoing continues today: "The evidence in this case clearly establishes that Defendants have not ceased engaging in unlawful activity... Their continuing conduct misleads consumers in order to maximize Defendants revenues by recruiting new smokers (the majority of whom are under the age of 18), preventing current smokers from quitting, and thereby sustaining the industry".
- A study conducted by the Massachusetts Department of Health reveals that between 1998 and 2004, tobacco companies actually increased the levels of nicotine in their products. The study found that regardless of brand, the level of nicotine in the product had increased during those first six years following the landmark settlement between the states and the major tobacco manufacturers.
- In the words of the Surgeon General of the United States Richard Carmona, "The debate is over. The science is clear. Secondhand smoke is not a mere annoyance but a serious health hazard." The Surgeon General shared these words during the release of *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*, the first report to address secondhand smoke in 20 years. Specific conclusions of the report are:
  - The scientific evidence is indisputable that secondhand smoke causes premature death and serious diseases in both adults and children who do not smoke.
  - Secondhand smoke is a proven cause of lung cancer and heart disease in nonsmoking adults and of sudden infant death syndrome (SIDS), low birth weight, acute respiratory infections, ear infections and asthma attacks in infants and children. It is responsible for tens of thousands of deaths in the U.S. each year.
  - There is no risk-free level of exposure to secondhand smoke.

- Exposure to secondhand smoke has substantial and immediate adverse effects on the cardiovascular system.
  - The only way to protect nonsmokers from secondhand smoke is to require smoke-free workplaces and public places. Other approaches, such as air ventilation systems and smoking and non-smoking sections, do not eliminate exposure to secondhand smoke.
  - Smoke-free policies do not have an adverse economic impact on the hospitality industry.
- A study published online in October by the American Journal of Public Health (AJPH) finds that the tobacco industry's television ads purporting to discourage youth smoking are ineffective at best and that the industry's ads targeted at parents actually encourage kids to smoke. This rigorous and carefully controlled study finds that the industry's "prevention" ads targeted at youth are ineffective and do not change smoking outcomes, while industry ads targeted at parents increase the likelihood that kids will smoke. Among 10th and 12th graders, higher exposure to the parent-targeted ads was associated with lower perceived harm of smoking, stronger approval of smoking, stronger intentions to smoke in the future, and a greater likelihood of having smoked in the past 30 days.
- Led by R.J. Reynolds and Philip Morris, tobacco companies spent at least \$84 million to oppose state ballot initiatives that would increase cigarette taxes, fund tobacco prevention programs and require smoke-free workplaces and public places, according to state campaign contribution reports. The tobacco industry spent most heavily to oppose ballot initiatives in California and Missouri that would increase cigarette taxes and fund tobacco prevention and other health care programs and ballot initiatives in Arizona and Ohio to require smoke-free workplaces. In all four states, the opposition campaigns were funded almost completely by tobacco interests. The bulk of the industry money was spent on television ads and other tactics designed to deceive voters.

## ***FRAMEWORK FOR SUCCESS***

In its *Best Practices for Comprehensive Tobacco Control Programs*, the Centers for Disease Control and Prevention (CDC) outlines program components and funding recommendations for states to use in building model tobacco prevention programs. *Best Practices* is an evidence-based guide to help States plan and establish effective tobacco control programs to prevent and reduce tobacco use. The Partnership uses *Best Practices* as the framework for its own tobacco prevention programs in Mississippi. In this document, CDC recommends that states establish tobacco control programs that are comprehensive, sustainable and accountable.

*Best Practices* addresses nine components of comprehensive tobacco control programs:

- Community Programs to Reduce Tobacco Use
- Chronic Disease Programs to Reduce the Burden of Tobacco-Related Diseases
- School Programs
- Enforcement
- Statewide Programs
- Counter-Marketing
- Cessation Programs
- Surveillance and Evaluation
- Administration and Management

The following pages provide more information about The Partnership's funding and program development based on these recommended areas.

## ***Community Programs to Reduce Tobacco Use***

At the local level, The Partnership organizes 33 Community/Youth Partnerships (C/YPs) across the state that implement a wide range of prevention activities, including engaging youth in developing and promoting tobacco prevention activities; forging partnerships with local organizations, conducting educational programs for adults, and promoting voluntary and governmental regulation of clean indoor air. Through this highly-trained network of grassroots leaders, The Partnership's programs are made available to businesses, schools, churches, healthcare providers and others.

In addition to tobacco prevention, C/YPs serve as a local resource when communities need assistance, such as they did during the aftermath of Hurricane Katrina. Many C/YPs from the northern part of the state organized supply drives and volunteered their time to recovery efforts to help their neighbors in south Mississippi. Even those directly affected took part. The Partnership for a Healthy Harrison County led a school supply drive, while the coalition in Jackson County partnered with the City of Pascagoula to organize daytime activities for children whose parents needed to conduct business with FEMA. Their efforts truly reflected their role in the fabric of the communities they serve and their commitment to helping Mississippi become a stronger state in every way.

Each Community/Youth Partnership is led by a paid project director, who works under the guidance of standard programs from The Partnership, but tailors these programs based on the direction of a volunteer advisory board comprised of members from all sectors within the local community. In Coahoma, the C/YP organized a mentor day to unite high school youth with fourth graders who needed extra guidance from a role model. And in the Delta, several C/YPs brought together members from the school and faith-based communities to host a Step Show/Health Fair that featured local teens' talents through step shows with a healthy message.

Project directors are recognized for their expertise on tobacco policy and health issues. They are called upon to participate in activities as varied as health fairs and local clean indoor air ordinance campaigns. Their efforts to educate the public and elected officials about the dangers of exposure to secondhand smoke resulted in the successful passage of clean indoor air ordinances in Starkville, Tupelo, Mantachie, Meyersville and Oxford, Mississippi. They ensure that each community has access to the youth tobacco prevention and adult cessation programs that are offered by The Partnership.

<i>C/YP Area Served</i>	<i>Grant Recipient</i>	<i>Grant Award</i>
Adams, Jefferson	Adams County Coalition for Children and Youth	\$74,628.00
Alcorn, Tishomingo, Prentiss, Tippah	Magnolia Regional Hospital	89,887.00
Attala, Montgomery, Choctaw, Winston, Leake	City of Kosciusko	99,333.60
Bolivar, Sunflower	Bolivar County Community Action Agency	86,267.00
Coahoma, Tunica	Coahoma County Chamber of Commerce	98,357.00
Copiah, Lincoln	The Partnership for a Healthy Copiah County, Inc.	87,410.00
Covington, Smith	Ms. Staci Cothran, CPA	65,483.00
Washington, Sharkey, Issaquena	Washington County Board of Supervisors	82,199.00
George, Greene, Perry, Stone	Mr. Cary Williams, CPA	84,077.00
Oktibbeha, Clay, Webster, Lowndes	MS University for Women	101,585.00
Grenada, Yalobusha, Calhoun	City of Grenada	72,603.00
Hancock, Pearl River	Hancock County Human Resources Agency	85,233.00
Harrison	Board of Supervisors, Harrison County	109,502.00
Hinds	West Jackson CDC	129,016.00
Holmes, Carroll	Mallory Community Health Center	77,988.00
Jackson	Jackson County Children's Service Coalition	90,605.00
Lafayette, Pontotoc, Panola	Bellsouth Pioneers of Lafayette County	87,021.00
Lauderdale, Newton	Greater Meridian Health Clinic	99,854.00
Lawrence, Jefferson Davis	City of Monticello	60,825.00
Leflore, Humphreys	Three Rivers Community and Economic Dev.	76,535.00
Madison, Yazoo	DREAM, Inc.	86,173.00
Lee, Monroe, Chickasaw, Itawamba	North Mississippi Medical Center, Inc.	104,469.00
Noxubee, Kemper, Neshoba	Greater Meridian Health Clinic	81,514.00
Desoto, Tate	City of Olive Branch	101,343.00
<i>Changed fiscal agent during contract year</i>	Community Foundation of NW Mississippi	65,000.00
Tallahatchie, Quitman	Youth Opportunities Unlimited	67,505.00
Rankin, Scott, Simpson	Friends of Children of MS, Inc.	108,949.28
Forrest, Jones	Parents for Drug Free Youth, Inc.	102,619.00
Pike, Walthall, Amite, Wilkerson, Franklin	St. Luke Foundation	96,926.00
Union, Benton, Marshall	Hickory Flat Clinic Association, Inc.	73,220.00
Warren, Claiborne	Traveler's Rest Ministries, Inc.	80,264.00
Wayne, Clark, Jasper	City of Waynesboro	76,655.17
Lamar, Marion	Serviced by local project director managed in-house by The Partnership	N/A

***Faith-Based Programs***

Faith-based programs are a recommended element of the community outreach efforts. Faith-based materials, including youth programs manuals, sermon notes and parent education curriculum, were developed in conjunction with ministers from a cross-section of denominations. Materials are available to any entity that requests them, regardless of whether or not they are a grant recipient.

Faith-based grant recipients represent churches and other organizations of faith that agree to incorporate tobacco prevention activities and lessons into their church and community settings. Grantees are selected by a committee that includes Partnership employees and members of the clergy. Grantees are trained to use our youth program materials during summer camps, Vacation Bible Schools and throughout the year. Grant awards for the 2005-2006 year are \$1,500 each. Full payment is made only with fulfillment of contract requirements.

2005-2006 Faith-Based Grant Recipients	
Abundant Life Ministry	Mount Carmel Ministries
Aldersgate Mission	Mt. Moriah MB Church
Antioch MB Church, Hazlehurst	Mt. Olive Youth, Bolton
Antioch MB Church, Yazoo City	Mt. Peiler MB Church
Big Creek Youth Ministry	Mt. Pilgrim's Community Outreach
Bruised But Not Broken, Inc.	Mu Xi Omega Youth Ministries
China Grove Baptist Church, Natchez	NALA Day Care
China Grove Outreach & Development Center, Inc.	New Calvary MB Church
Community of Christians Helping Youth	New Hope Church
Connected Branches	New Lillie Mae MB Church
CROSS, Inc.	New Mount Carmel MB Church
Daniels Temple Church of God	New Mount Zion UMC Youth
East Sand Creek Church	New Wine Fellowship School
Ebenezer AME Church	New Zion UMC
Fairview MB Church	Oak Leaf MB Church
God Cares Ministries	Outreach of Faith and Fellowship
Greater Deliverance COGIC	Palmetto CME Church
Greater Dry Ridge MB Church	Peter's Rock Temple COGIC
Greater New Jericho MB Church	Pine Grove MB Church
Greater Poplar Springs Community Outreach Center	Pope Chapel AME Church
Greensbrough MB Church	Project Southside, Inc.
House of Yahweh	Rockhill Youth Dept
Immaculate Heart Community Outreach	Saint Mary's MB Church

Jones Chapel UMC Youth Outreach	Simply Divine Ministries
Kids In Action	Southside Church of Christ
Kilmichael Improvement Club	Springhill Christian Center
Latter Rain Christian Fellowship	St. John COGIC
Macedonia Baptist Church	St. Peter MB Church
Midtown Urban Ministry Center (Christ UMC)	Temple Church of Christ (Holiness)
Mississippi Rural Center	Travelers Rest Baptist Church
Morgan Chapel CME Church	Union Baptist Church
Youth Challenge	Union Grove MB Church
West Mt. Moriah MB Church	Victory Temple Outreach Ministry
Village Ministries	

***St. Paul United Methodist Church, Ocean Springs***

Grant Award: \$20,000.00

Grant for a pilot program to study impact of a regional faith-based outreach throughout the Gulf Coast area. Due to the damage caused by Hurricane Katrina, this pilot took on a community service role in addition to its intended outreach to the faith-based community.

***Targeted Programs***

Community-level programs are enhanced by a network of “Targeted Programs”. Targeted Programs represent grants to existing organizations that have an established network of programs for youth with focus in the summer and after-school settings. They typically serve populations that are especially vulnerable to tobacco industry tactics and suffer a disparate health impact related to tobacco use. Programs are evaluated each year, and changes in grant amounts and disbursement methods are implemented.

***Alcorn State University Extension Service***

Grant Award: \$60,000.00

Grant to conduct tobacco prevention activities with youth ages K – High School that are a part of the Alcorn State University Cooperative Extension/4H-Clubs.

***The Foundation for Education and Economic Development (FEED)***

Grant Award: \$650,000.00

Grant to implement tobacco prevention activities in the Motivating Parents and Children Program (MPAC). The MPAC program is in a 36 county service area with over 12, 000 youth being served. The MPAC program is an After School Tutorial Program in which anti-tobacco activities are conducted with youth in Kindergarten – High School. The MPAC program addresses the low educational attainment, high incidence of social ills and the effects of poverty on the state’s youths. Through the MPAC program, the anti-tobacco lessons are being implemented to youth to reduce the prevalence of risky health

behaviors. The program is conducted during the summer and school year to increase the knowledge and change the behaviors of these youth in these areas.

***Jackson State University – National Youth Sports Program***

Grant Award: \$70,000.00

Grant to fund programs and activities conducted during the summer to Kindergarten – High School students in the Metro Jackson area.

***100 Black Men of Jackson***

Grant Award: \$60,000.00

Grant to conduct tobacco prevention activities during an annual summer camp for Hinds County. During the school year (at Jackson Public Schools) prevention and awareness activities are facilitated to their mentees on a monthly basis.

***South Panola School District – Risqué Business***

Grant Award: \$103,897.00

Grant for training and performances by Risqué Business and Peer Puppets throughout the state each year. These performances are conducted throughout the state at schools, community programs or other special events to raise the awareness and increase the knowledge and reinforce the lessons being taught by C/YPs, targeted programs, school nurses, and cessation programs.

***Hollandale School District – Teens Against Tobacco***

Grant Award: \$20,000.00

Grant for the Teens Against Tobacco team from the Mississippi Delta to perform tobacco prevention presentations in schools, churches and community organizations statewide.

***Operation Shoestring***

Grant Award: \$ 42,583.45

Grant to implement tobacco prevention activities to kindergarten, elementary and middle-school aged youth that are a part of Operation Shoestring's reading and educational programs.

## ***Chronic Disease Programs to Reduce the Burden of Tobacco-Related Illnesses***

The burden of tobacco-related chronic diseases affects everyone in Mississippi. Taxpayers are responsible for the more than \$264 million annual tab to treat tobacco-related illnesses through the Medicaid program alone. But, because tobacco use is preventable, so are the devastating effects it has on the public.

Though funded through Cessation and Statewide Programs, two entities provide chronic illness programs for Mississippians. Through alliances with the University of Mississippi's School of Dentistry, the American Lung Association and others, The Partnership addresses tobacco-related diseases through both prevention and early detection programs.

Dr. Karen Crews, a dentist with UMC, leads a team of healthcare professionals who, among other programs, offer dental screenings as part of a tobacco cessation program. Screenings are just one way to address the oral diseases that are caused by tobacco use, namely spit tobacco.

Coaches Care is a signature project of the American Lung Association of Mississippi. The program teaches high school and junior high school coaches how to recognize and treat asthma among athletes. Because tobacco use and exposure to secondhand smoke are triggers for asthma attacks, each session reminds coaches about the importance of being tobacco free and making sure that their athletes are as well. A grant from The Partnership allows employees of the American Lung Association to implement this program statewide.

## ***School Programs***

The Partnership provides evidence-based curricula and teacher training through four age-appropriate school-based programs for K-12. All four programs are linked to community activities and encourage parental involvement through take-home materials for grades K-6. All materials, training and technical support is provided free of charge to educators across the state. Since the program began in 1999, more than 14,000 teachers have taken advantage of interactive classroom lessons that incorporate tobacco education into existing subject matter. All lessons meet state competencies as defined by the Mississippi Department of Education.

During the 2005-2006 school year, 2338 new teachers were trained, reaching approximately 58,000 students in more than 200 schools statewide. School curriculum

includes innovative programs to engage students and teachers in the fight against tobacco use. Some examples of these classroom enhancements include:

### ***RAT (Reject All Tobacco) for grades K-3***



Dylan the Smoky Dragon is a children's book written especially for this age. The book covers topics including using peer pressure to help a friend quit smoking, and the dangers of exposure to secondhand smoke. The book is provided to classrooms across the state and is accompanied by a workbook that includes lessons to improve vocabulary and math skills.

A traveling troupe of teenagers form the RAT Pack and canvas the state with an animated version of Terrance the RAT to further spread the word about the dangers of tobacco use and exposure to secondhand smoke to children in grades K-3. These teens earn scholarships for their efforts.

### ***SWAT (Students Working Against Tobacco) for grades 4-6***

Classroom lessons are enhanced by the use of animated vignettes that encourage classroom discussions about the dangers of tobacco use and ways to reject peer pressure. The vignettes are provided with a discussion guide to aid teachers' classroom activities. Students are encouraged to communicate with others about these serious situations without being subjected to judgmental statements from adults. A traveling SWAT on the Road show visits school assemblies and community events to reinforce the lessons learned through other program components.



### ***FREE for grades 7-8***

Being healthy includes engaging in healthy competitions. The FREE Witz Blitz quiz bowl provided students in grades 7-8 a chance to earn prizes while putting their knowledge about the health hazards of tobacco and the tactics of the tobacco industry to use. The competition challenged students to use the knowledge they gained through classroom lessons, internet-based research and community activities to rack up points and win at the regional and state level.

### ***Frontline for grades 9-12***



**FRONTLINE**

Teens are especially vulnerable to the tactics of the tobacco industry. They have a natural sense of exploration, but find the need to rebel is often too strong to resist. Frontline is an advocacy program designed to put those natural instincts to good use. Classroom materials and community-based activities are used to provide information about tobacco industry tactics, health hazards of tobacco use

and the role of policy change in the efforts to reduce youth tobacco use and the alleviate the overall burden of tobacco use on society.

Frontline members across the state participated in statewide efforts to increase Mississippi’s historically low tobacco tax of \$.18 per pack of cigarettes. Locally, they participated in advocacy efforts to educate the public about the dangers of exposure to secondhand smoke. Their participation resulted in the successful passage of clean indoor air ordinances in Mantachie, Meyersville, Starkville, Tupelo and Oxford, Mississippi.

Teens who want more advanced advocacy training compete for positions on the Frontline State Board, which in turn provides valuable feedback to The Partnership regarding teen life throughout Mississippi. Board members are selected based on their participation in Frontline activities during previous years, recommendations from adults in their communities and their desire to strengthen their advocacy skills for use on local and statewide tobacco prevention issues. The 16 members selected from this intense competition receive scholarships for their efforts.

2005-2006 Frontline State Board		
Hana Ali	Oak Grove High School	Hattiesburg
Chelsea Caveny	Oak Grove High School	Hattiesburg
Sheetal Patel	Clarksdale High School	Clarksdale
Rodgrick Hickman	Noxubee County High School	Shuqualak
Jakerria Bryant	Starkville High School	Starkville
Suzanna Ellzey	Oak Grove High School	Hattiesburg
Aislinn Kopp	Houlka Attendance Center	Houlka
Hanh Pham	Clarksdale High School	Clarksdale
Harrison Ford	East Union Attendance Center	Blue Springs
Natalie Stephens	Simpson County Academy	Magee
Jennie Thomas	Copiah Academy	Crystal Springs
Taylor Stuart	Senatobia High School	Senatobia
Kendra Lewis	Jefferson County High School	Lorman
Joseph Johnson	Salem Attendance Center	Tylertown
Valerie Greer	Olive Branch High School	Olive Branch
Kasey Smith	A.P. Fatherree Vo-Tech	Ellisville

The school curriculum is supported by activities that students perform as teams. All four programs incorporate hands-on tobacco prevention with activities that help strengthen refusal skills, enhance communication skills and build advocacy skills. During the 2005-

2006, nearly 68,000 youth across Mississippi participated in these monthly activities. The materials are also adapted for use in the faith-based community, making it possible for churches and other faith-oriented organizations to incorporate tobacco prevention into their existing programs.

In addition to training teachers, The Partnership funds school nurses in 52 school districts. While these nurses serve as a much-needed health resource for the students and faculties in these schools, they also provide a dedicated, expert presence for tobacco prevention activities and lessons. They often extend the reach of their educational programs to parents, providing valuable information about the dangers of exposing their own children to secondhand smoke and tobacco use in general.

The school and community program concepts were combined to offer a unique presence on college campuses across the state. College students led organized campus activities through The Partnership's On Campus program. These activities heightened awareness about the immediate benefits of quitting smoking, the free help available to students who wanted to quit and the need for tobacco prevention for this vulnerable age group. Going forward, however, the college-based program has been cut due to the funding shortages caused by the Governor's lawsuit and the court's decision.

During 2005-2006, grants were awarded to the following organizations to implement school-based tobacco prevention activities.

***Mississippi State Department of Health***

Grant Award: \$2,550,000.00

Contract to implement and manage grants to 51 schools and school districts for the School Health Nurse for a Tobacco-Free Mississippi program. School nurses provide basic healthcare and screening to students, as well as conduct tobacco prevention activities.

***Picayune School District***

Grant Award: \$71,360.00

Grant to continue a pilot program utilizing a staff of LPNs (working under the supervision of an RN) to provide district-wide health services and conduct tobacco prevention programs.

***The University of Southern Mississippi***

Grant Award: \$551,474.32

Grant to develop and implement age-appropriate lessons that incorporate tobacco prevention into existing classroom curriculum. Program provides free training and

classroom materials to educators statewide. The grant also includes funds to manage The Partnership's On Campus tobacco prevention programs for the college age market.

Each of the following schools received a grant in the amount of \$11,500 to implement The Partnership's On Campus tobacco prevention and cessation program. The grant employed one student on a part-time basis to organize campus activities and promote cessation services.

2005-2006 On Campus Programs	
Alcorn State University	Northeast Mississippi Community College
Coahoma Community College	Northwest Mississippi Community College
Copiah-Lincoln Community College	Pearl River Community College
Delta State University	Rust College
East Central Community College	Southwest Mississippi Community College
East Mississippi Community College	Tougaloo College
Hinds Community College	University of Mississippi
Itawamba Community College	University of Mississippi Medical Center
Jackson State University	University of Southern Mississippi
Jones County Junior College	William Carey College
Meridian Community College	Mississippi Valley State University
Mississippi College	Mississippi Delta Community College
Mississippi Gulf Coast Community College	Mississippi State University
Millsaps College	Mississippi University for Women

### ***Enforcement***

Because keeping tobacco away from minors is an important element in any prevention program, The Partnership works with statewide law enforcement agencies to train retailers about the laws governing the sales of tobacco and beer to minors. Enforcement efforts also include undercover compliance checks to ensure that children aren't purchasing these products. A grant to the Mississippi Attorney General's office ensures that nine (9) officers are dedicated to this effort.

Restrictions on minor's access to tobacco means fewer children purchase these products, and fewer children start an addictive, deadly habit. A federal law called SYNAR requires states to maintain a youth tobacco buy rate of less than 20 percent in order to garner federal dollars for mental health programs. The Partnership's program has helped bring Mississippi's youth tobacco buy rate from 32 percent in 1999 to just 3.2 percent in 2006. Not only is this protecting kids, it is also helping Mississippi retrieve millions in federal dollars for the Department of Mental Health.

## ***Statewide Programs***

Grants to statewide and regional organizations that represent cities and businesses help engage them in tobacco control issues at the local level. This initiative provides outreach to disparate populations and provides a unique way of encouraging civic groups to participate in tobacco prevention efforts. During 2005-2006, The Partnership provided grants to organizations with long-standing relationships with youth and a focus on health, including tobacco prevention.

### ***American Lung Association of Mississippi***

Grant Award: \$85,000.00

Grant to implement the Coaches Care program statewide to educate coaches, athletic directors and athletes about managing asthma and the effects of tobacco on asthmatic patients.

### ***BellSouth Pioneers – WATCH***

Grant Award: \$156,000.00

Grant to implement the Working Against Tobacco by Choosing Health (WATCH) program in schools statewide for grades 1-4.

### ***Big Brothers Big Sisters of Mississippi***

Grant Award: \$400,000.00

Grant to implement tobacco prevention activities into a one-on-one mentoring setting statewide.

### ***Jackson County Drug Courts of Mississippi***

Grant Award: \$33,333.00

Grant to operate tobacco cessation programs for drug court participants and their families.

### ***Adams County Youth Drug Court***

Grant Award: \$9,975.00

Grant to pilot a cessation program and prevention activities for youth in the drug court system.

### ***National Council on Alcoholism and Drug Dependency of Central Mississippi***

Grant Award: \$125,000.00

Grant to implement Project Northland in a pilot setting in Madison County Schools; organize tobacco and alcohol educational forums for adults and educators.

## ***Counter-Marketing***

Simply stated, counter-marketing attempts to counter the years of pro-tobacco influences published by tobacco companies. It also increases pro-health messages to support tobacco prevention programs. Counter-marketing includes a wide range of efforts, such as paid TV ads, media advocacy, interactive web sites, contests in schools to raise awareness of industry tactics and more. Nationally, counter-marketing has been recognized as one of the most effective ways to reach teens and children.

The Partnership utilizes two counter-marketing campaigns designed to reinforce health messages and expose the tactics used by the tobacco industry to target children as customers.

Reject All Tobacco (RAT) is designed to present pro-health messages and build refusal skills among 6 – 11 year old children. Messages in the counter-marketing campaign build a foundation and support messages through both the RAT and SWAT school-based program, ensuring comprehensive messaging at every phase of a child's day.

FREE is designed for the teenage crowd, and challenges the industry by presenting the truth about the dangers of tobacco use and how it can destroy a young person's dreams. FREE exposes the truth behind the deadly chemicals contained in tobacco products, as well as the tactics used by Big Tobacco to market their products to youth. FREE never preaches, but always encourages teens to use their natural sense of exploration and rebellion to make positive decisions about their lives.

During 2005-2006, The Partnership conducted quarterly ad tracking of the FREE campaign. Of the more than 2,800 total respondents (Mississippi teens ages 11 – 16):

87.4 % said that the ads were believable

88.4 % said that the ads gave them good reasons not to use tobacco

## ***Cessation Programs***

More than 70 percent of current smokers say they want to quit. However, because nicotine is so addictive, most people must try more than once to be successful in breaking this deadly habit. Strategies to help people quit smoking can yield significant health and economic benefits to a state's healthcare system.

The Partnership provides grants to three organizations that manage a variety of cessation interventions. All cessation services are offered free of charge to all Mississippians.

Effective cessation services are offered through a toll-free Tobacco Quitline managed by IQH, Information & Quality Healthcare, and through group therapies, called the ACT program, managed by the University of Mississippi's School of Dentistry. The Mississippi Academy of Family Physicians Foundation managed a clearinghouse of educational information. All contractors engage healthcare providers through training and materials designed to help them better assess patients' tobacco use and encourage participation in cessation programs.

***Information and Quality Healthcare***

Grant Award: \$538,888.35

Trained counselors receive calls, develop custom quit plans and provide on-going follow-up for cessation treatment. More than 4,000 new inquiries were made to the Tobacco Quitline during the 2005-2006 grant period.

Cessation services were also offered to the college population throughout Mississippi. On the campuses of public and private universities, as well as community colleges, free cessation services were offered to students of all ages who were enrolled for at least one course. More than 2,500 students took advantage of counseling sessions offered through the Quitline. Counselors provided both telephone and on-line counseling to college students. Nicotine replacement therapy was also offered to the following schools as part of the program:

Alcorn State University
Coahoma Community College
Copiah-Lincoln Community College
Delta State University
East Central Community College
Hinds Community College
Pearl River Community College
University of Southern Mississippi
Jones County Junior College
Mississippi State University
Millsaps College
Mississippi College
Mississippi University for Women
William Carey College

***Mississippi Academy of Family Physicians Foundation***

Grant Award: \$210,411.26

Being a resource for educators and healthcare providers is a service provided by the Family Health Resource Center, which is managed by the Mississippi Academy of Family Physicians Foundation through a grant from The Partnership. The clearinghouse, called the Family Health Resource Center, distributes healthcare provider kits, as well as educational materials to schools, hospitals and other entities statewide. During the last fiscal year, the resource center filled more than 1,800 individual orders that included more than 206,000 pieces of educational literature, 3,600 QuitPacks and 18,500 informational packets to healthcare providers.

***The University of Mississippi Medical Center School of Dentistry***

Grant Award: \$1,895,734.00

Between June 1, 2005 and May 31, 2006, more than 1,000 new patients took advantage of clinical services provided by the ACT Center at the Jackson Medical Mall. Across the state, nearly 3,000 patients participated in group counseling sessions organized by the ACT program at 12 regional hospitals. The grant also provides for healthcare provider training to help ensure that doctors, dentists, nurses and other healthcare providers receive the materials and training needed to properly assess tobacco use and make referrals to treatment programs.

Because of their affiliation with the University of Mississippi, the ACT program also managed the college cessation program offered at that university. During this grant year, 254 students at the University of Mississippi participated in treatment sessions to address their tobacco addictions.

ACT Tobacco Treatment Program locations were:

Jackson Medical Mall
Baptist Memorial Hospital – Booneville
Delta Regional Medical Center – Greenville
Memorial Hospital – Gulfport
Forrest General Hospital – Hattiesburg
Southwest Mississippi Regional Medical Center – McComb
Riley Memorial Hospital – Meridian
Natchez Regional Medical Center
Baptist Memorial Hospital – North Mississippi – Oxford
Singing River Hospital System – Pascagoula
Baptist Memorial Hospital – DeSoto
Oktibbeha County Hospital – Starkville
North Mississippi Medical Center – Tupelo

## ***Surveillance and Evaluation***

With such a significant investment being made in tobacco prevention on behalf of Mississippians, The Partnership constantly monitors programs to ensure that we are delivering a return on investment through effective programs. Surveillance and evaluation is the monitoring of tobacco-related behaviors, attitudes and health outcomes.

Two surveys, used in alternate years, monitor youth tobacco use throughout Mississippi. The Youth Tobacco Survey and the Youth Risk Behavioral Survey are self-reported questionnaires that measure current tobacco usage rates, as well as frequency of usage, among students in grades 6 – 12. The Mississippi Department of Health receives funds from CDC and contracts with the Social Science Research Center at Mississippi State University to conduct the survey and analyze the data. A survey was planned for fielding during September 2005, but was cancelled due to school destruction and student displacement caused by Hurricane Katrina.

When The Partnership talks with youth about what we need to be doing to keep them from using tobacco, one issue always stands out: Make adults understand that tobacco use is one of the worst things a child can do.

Tobacco use is a gateway to alcohol and drug use among youth. As one juvenile drug court counselor said, “Adults make the mistake of thinking that marijuana is the gateway drug. They are wrong. It all starts with tobacco.”

While The Partnership is dedicated to youth tobacco prevention, the organization also engages in a number of educational efforts for adults. And they seem to be working. Adult attitudes about several key indicators showed continuing improvement in 2005, as measured by the 2005 Social Climate of Tobacco Control. Some of the most substantive improvements from 2000 to 2005 include:

- Smoking is never allowed in the home when children are present: 77.5% to 90.0%
- Smoking is never allowed in indoor places at work: 65.7% to 74.9%
- Believe that smoking should not be allowed in indoor work areas: 57.8% to 70.6%
- Believe that smoking should not be allowed in fast food places: 52.1% to 72.1%
- Believe that smoking should not be allowed in restaurants: 61.0% to 71.0%

Separately, The Partnership contracted with the University of Southern Mississippi to conduct independent program evaluations for our teacher training, college and school tobacco nurse programs, Community/Youth Partnerships, Targeted Programs, and youth programs. This evaluation ensures that grant recipients are fulfilling the requirements of their contracts and conducting activities that are known to impact the behavior of tobacco use among youth in Mississippi.

## ***Administration and Management***

An effective tobacco control program requires a strong management structure to facilitate coordination of program components, involvement of multiple state agencies (e.g., health, education, and law enforcement) and levels of local government, and partnership with statewide voluntary health organizations and community groups. In addition, administration and management systems are required to prepare and implement contracts and provide fiscal and program monitoring. CDC recommends that at least 5 percent of an organization's budget be allocated toward administration and management. During 2005-2006, The Partnership's total administrative costs were less than 5 percent.

The Partnership fully implements these strategies from its state office to its local Community/Youth Partnership operations. The Partnership's Executive Director reports to a Board of Directors comprised of an attorney, three physicians, one educator, a sheriff, a Mayor, a healthcare administrator, and a business CEO. This team reviews, questions, directs and oversees the program components, contracts and expenditures of each Partnership program area. The Partnership collaborates with a number of health organizations, including the Mississippi Department of Health, American Cancer Society, American Lung Association, American Heart Association, AARP and others.

Administrative and management functions of The Partnership help ensure accountability of tobacco settlement dollars. In addition to internal fiscal and program monitors, The Partnership engages the services of a Certified Public Accountant to conduct monthly fiscal reconciliations and an annual audit of The Partnership's expenditures. Additionally, the CPA also conducts Agreed Upon Procedures for a randomly-selected group of grantees each year.

## ***Looking Ahead***

An uncertain future faces The Partnership for a Healthy Mississippi. The funding cuts to the organization jeopardize the only comprehensive, research-based tobacco prevention programs that Mississippi's children have access to where they live, play, worship and go to school. Before The Partnership developed and implemented its comprehensive, science-based programs in 1999, youth tobacco rates in Mississippi were on the rise.

Even without the support of policies such as increased tobacco taxes and pervasive clean indoor air laws – both of which are proven to have a positive impact on the smoking rates of both youth and adults – Mississippi experienced declines in youth smoking rates that outpaced the rest of the nation. Only time will tell if the next generation of Mississippi's children will be able to receive what has been called the a vaccination against the greatest public health threat of our time.

## 2005-2006 Summarized Expenditures

Contract Dates: June 1, 2005- May 31, 2006

CDC Best Practice Program Areas	The Partnership 2005-06 Expenditures***	CDC Recommended Funding**	
		Lower Estimate	Upper Estimate
<b>Community Programs</b>	<b>3,489,975.83</b>	<b>2,762,000.00</b>	<b>6,662,000.00</b>
Community/Youth Partnerships			
Faith-Based Grants			
American Lung Association			
BellSouth Pioneers WATCH Program			
<b>School Programs</b>	<b>4,018,687.83</b>	<b>2,706,000.00</b>	<b>4,058,000.00</b>
Reject All Tobacco			
Students Working Against Tobacco			
FREE			
Frontline			
Mississippi State Department of Health			
Picayune School District			
University of Southern Mississippi			
On Campus College Prevention Program			
Teacher Training Program			
<b>Statewide/Targeted Programs</b>	<b>2,043,790.35</b>	<b>1,093,000.00</b>	<b>2,731,000.00</b>
<b>Chronic Illness*</b>	<b>0.00</b>	<b>2,824,000.00</b>	<b>4,199,000.00</b>
<b>Counter-Marketing</b>	<b>4,218,157.67</b>	<b>2,731,000.00</b>	<b>8,192,000.00</b>
Counter-Marketing Campaigns			
Sponsorships			
Public Relations			
<b>Cessation</b>	<b>2,553,598.09</b>	<b>2,896,000.00</b>	<b>12,358,000.00</b>
Mississippi Academy of Family Physicians Foundation			
Information and Quality Healthcare			
Tobacco Quitline Mississippi			
On Campus Cessation Program			
University of Mississippi Medical Center			
<b>Surveillance &amp; Evaluation*</b>	<b>517,738.24</b>	<b>1,634,000.00</b>	<b>4,070,000.00</b>
Mississippi State University - Social Science Research Center			
Southern Research Group			
University of Southern Mississippi			
<b>Law Enforcement</b>	<b>842,098.33</b>	<b>1,325,000.00</b>	<b>2,499,000.00</b>
<b>Advocacy/Governmental Relations</b>	<b>121,245.46</b>		
<b>Administration &amp; Management</b>	<b>753,503.74</b>	<b>817,000.00</b>	<b>2,035,000.00</b>
<b>Total</b>	<b>18,558,795.54</b>	<b>18,788,000.00</b>	<b>46,804,000.00</b>

\*Mississippi State Department of Health also spends money in these areas

\*\*CDC recommended funding levels for Mississippi, August, 1999.

as of 11/9/06