



THE PARTNERSHIP

FOR A HEALTHY MISSISSIPPI

ANNUAL REPORT • 2017



EXECUTIVE DIRECTOR

Letter

SANDRA SHELSON

“FOR EVERYTHING THERE IS A SEASON...”. WE ARE ALL VERY FAMILIAR WITH THOSE WORDS AND ALL THAT FOLLOW. THOSE WORDS HOLD TRUE FOR INDIVIDUALS AND ORGANIZATIONS ALIKE. HERE AT THE PARTNERSHIP FOR A HEALTHY MISSISSIPPI, 2017 PROVED TO BE ONE OF MANY SEASONS.

FIRST WE HAD THE SEASON OF CELEBRATION FOR ALL THE SUCCESSES WE HAVE ACHIEVED. THE SMOKING RATE AMONG STUDENTS IS AT A HISTORIC LOW. OUR PARTNERSHIP WITH THE MISSISSIPPI STATE DEPARTMENT OF HEALTH IS STRONG AND THE WORK WE DO IS SAVING LIVES AND CHANGING BEHAVIORS. THE THREE MISSISSIPPI TOBACCO FREE COALITIONS HOUSED HERE, SERVING NINE COUNTIES, ARE STRONGER THAN EVER. WE ALSO CELEBRATED MADISON COUNTY BECOMING COMPLETELY SMOKE-FREE.

ANOTHER AREA WHERE THE PARTNERSHIP CONTINUES TO FLOURISH IS IN THE INCREASED THE NUMBER OF SCHOOL HEALTH COUNCILS WE ARE WORKING WITH AND THE EVALUATION OF THE PROGRAM IS PROVING IT TO BE A VALUABLE TOOL TO OUR SCHOOLS. IN ADDITION TO THE SCHOOL HEALTH COUNCIL WORK FUNDED THROUGH OUR PARTNERS AT THE W.K.KELLOGG FOUNDATION, OUR HEALTH AND WELLNESS DIVISION WAS ALSO AWARDED A FARM TO SCHOOL GRANT FROM USDA. THIS WILL ENABLE US TO PROMOTE GOOD NUTRITION AND PROVIDE POSITIVE EXPERIENCES WITH FRESH, HEALTHY AND LOCAL FOOD. THE PARTNERSHIP WAS ALSO ABLE TO PROVIDE PLAYGROUND BALLS TO ELEMENTARY STUDENTS WITH OUR FUN-FILLED, EDUCATIONAL JUST HAVE A BALL PROGRAM.

AS WITH THE SEASON TO GROW AND CELEBRATE, THERE IS A SEASON FOR COMING TOGETHER THROUGH LOSS AND CHALLENGES. THE PARTNERSHIP FAMILY EXPERIENCED A SEASON OF EXTREME LOSS. OUR DEAR COLLEAGUE AND YOUTH PROGRAMS DIRECTOR, SUZANNE ELLIS, PASSED AWAY SUDDENLY. SUZANNE HAD BEEN WITH US FOR EIGHTEEN YEARS. HER KNOWLEDGE OF TOBACCO PREVENTION AND HER LOVE OF THE STUDENTS SHE SERVED WERE UNPARALLELED. WE MISS HER EVERY DAY AND TRY TO HONOR HER LEGACY BY CONTINUING TO PROVIDE TOP NOTCH TOBACCO PREVENTION EDUCATION TO ALL. AS WE APPROACH OUR TWENTIETH ANNIVERSARY OF SERVICE TO OUR STATE, WE ARE HUMBLLED BY THE POSITIVE CHANGES WE HAVE HELPED TO BRING ABOUT. WE ARE GRATEFUL TO THE MANY ORGANIZATIONS, AGENCIES AND INDIVIDUALS WHO HAVE MADE THESE POSITIVE CHANGES POSSIBLE. WE ARE EXCITED ABOUT THE FUTURE AND WE REDEDICATE OURSELVES TO THE MISSION TO CHANGE THE CULTURE OF HEALTH FOR ALL MISSISSIPPIANS.

*FOR EVERYTHING
THERE IS A SEASON.*

BOARD OF DIRECTORS

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NEW BOARD MEMBER

MICHAEL THOMAS

NEW BOARD MEMBER

RICHARD D. DESHAZO, MD, MACP

NEW BOARD MEMBER

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LEARN MORE ABOUT OUR
BOARD MEMBERS AT
HEALTHY-MISS.ORG/BOARD



The Partnership for a Healthy Mississippi implements its tobacco control programs

MS high school smoking rate: 32.5%
MS middle school smoking rate: 23%

1999



Metcalfe, Ms becomes the first community in the state to pass a smokefree ordinance

MS high school smoking rate: 23%
MS middle school smoking rate: 11.9%

2002

2000



Reject all tobacco!

RAT®, Reject All Tobacco is implemented as a tobacco control program

MS high school smoking rate: 29%
MS middle school smoking rate: 18%

2009



State legislature increase state tobacco tax by fifty cents

MS high school smoking rate: 18%
MS middle school smoking rate: 7%



The Partnership establishes
a health & wellness division

MS high school smoking rate: 19.7%
MS middle school smoking rate: 5.7%

2010



Tutwiler becomes 100th smoke-free ordinance
29% of POP protected

MS high school smoking rate: 7.7%
MS middle school smoking rate: 3.6%

2015

2014



20,000th ball given away at our
Just Have A Ball in school programs

MS high school smoking rate: 8%
MS middle school smoking rate: 4.5%

2017

GENERATION
FREE

Generation FREE™ youth advocates
began working with county officials to
adopt county wide smoke-free ordinances.

MS high school smoking rate: 9.4%
MS middle school smoking rate: 3.8%



“TO PROMOTE HEALTH AND





WELLNESS IN MISSISSIPPI”



YOUTH PROGRAMS

FOR ALMOST TWO DECADES THE PARTNERSHIP'S YOUTH PROGRAMS HAVE EDUCATED MILLIONS OF MISSISSIPPI'S STUDENTS ON THE DANGERS OF TOBACCO AND OTHER EMERGING TOBACCO AND NICOTINE PRODUCTS. BELOW ARE SOME OF THE YOUTH PROGRAMS HIGHLIGHTS FROM 2017.



GENERATION FREE™

GENERATION FREE IS MISSISSIPPI'S YOUTH-LED TOBACCO PREVENTION MOVEMENT ALLOWING 7TH – 12TH GRADERS TO GET PLUGGED INTO WAYS TO MAKE A DIFFERENCE IN THEIR SCHOOLS AND COMMUNITIES. THROUGH CONFERENCES, CONTESTS AND POPUP EVENTS ON CAMPUSES, THERE IS SOMETHING FOR EVERYONE! THESE EVENTS ARE TAILORED TO TEACH THIS AGE GROUP ON PRACTICES THAT WILL HELP THEM BECOME THE FIRST TOBACCO-FREE GENERATION IN THE STATE.

1,922

1,922 YOUNG PEOPLE WERE REACHED IN
2016 - 2017 THROUGH INTERACTIVE MIDDLE
SCHOOL AND HIGH SCHOOL REGIONAL
YOUTH CONFERENCES.

40,657

GENERATION FREE TEAMS IMPACTED 40,657
YOUTH OVER THE 2016 - 2017 YEAR .

15,377

GENERATION FREE IMPACTED 15,377 STUDENTS
AT FREE STYLE EVENTS AT MIDDLE SCHOOLS
AS WELL AS AT HIGH SCHOOL SPORTING EVENTS
DURING THE 2016-2017 SCHOOL YEAR.



RAT, REJECT ALL TOBACCO®

RAT – REJECT ALL TOBACCO IS THE ONLY TOBACCO-FREE CAMPAIGN IN THE COUNTRY CREATED ESPECIALLY FOR CHILDREN IN GRADES K – 6. TERRANCE THE RAT IS THE LOVEABLE MASCOT WHO ENCOURAGES KIDS TO “TELL SOMEBODY” ABOUT THE DANGERS OF TOBACCO. TERRANCE’S EFFORTS, ALONG WITH DANCE TROUPES AND RAT TEAMS ACROSS THE STATE, HAVE LED TO HISTORICALLY LOW SMOKING RATES.

1.6 MIL

SINCE 1999 THE PARTNERSHIP'S YOUTH
PROGRAMS HAVE REACHED OVER 1.6 MILLION
SCHOOL CHILDREN WITH TOBACCO PREVENTION.

26K

THE REJECT ALL TOBACCO (RAT) PROGRAM
REACHED OVER 26,000 STUDENTS WITH 75
INTERACTIVE RAT SHOWS DURING THE
2016 - 2017 YEAR.

1,527

THERE ARE OVER 1,527 RAT TEAMS
THROUGHOUT THE STATE THAT ARE INVOLVED IN
MONTHLY TOBACCO AWARENESS ACTIVITIES IN A
CLASSROOM SETTING, AFTER SCHOOL AND FAITH
BASED PROGRAMS.

TOBACCO-FREE COALITIONS

THE PARTNERSHIP HOUSES THREE MISSISSIPPI TOBACCO FREE COALITIONS WITHIN OUR ORGANIZATION. THESE COALITIONS ARE MADE UP OF MEMBERS ACROSS 9 COUNTIES IN THE STATE. FUNDED THROUGH THE MISSISSIPPI STATE DEPARTMENT OF HEALTH OFFICE OF TOBACCO CONTROL, THE COALITIONS PARTNER WITH SCHOOLS, FAITH-BASED AND COMMUNITY SERVICE ORGANIZATIONS, BUSINESSES AND CIVIC ORGANIZATIONS, AND A NUMBER OF HEALTH ADVOCACY ORGANIZATIONS TO PROVIDE EDUCATION AND RESOURCES TO THE COMMUNITIES THAT THEY SERVE.

200

COALITION
BOARD MEMBERS

288

RAT & FREE
TEAMS

5,670

STUDENTS
REACHED

783

EVENTS

MISSISSIPPI
tobacco
FREE

COALITION OF
MADISON, YAZOO
AND HOLMES
COUNTIES



MISSISSIPPI
tobacco
FREE

COALITION OF
LEFLORE, HUMPHREYS
AND CARROLL COUNTIES



MISSISSIPPI
tobacco
FREE

COALITION OF
PIKE, AMITE AND
WILKINSON COUNTIES



SMOKE FREE AIR MAP

WE HAVE COME A LONG WAY SINCE 2002 WHEN METCALFE, MISSISSIPPI, BECAME OUR FIRST, LOCAL, SMOKE-FREE ORDINANCE. IN FACT, WITH MANY OF OUR PARTNERS, WE'VE ADDED 141 MORE ORDINANCES WHICH COVERS ALMOST 34% OF THE STATE'S POPULATION.

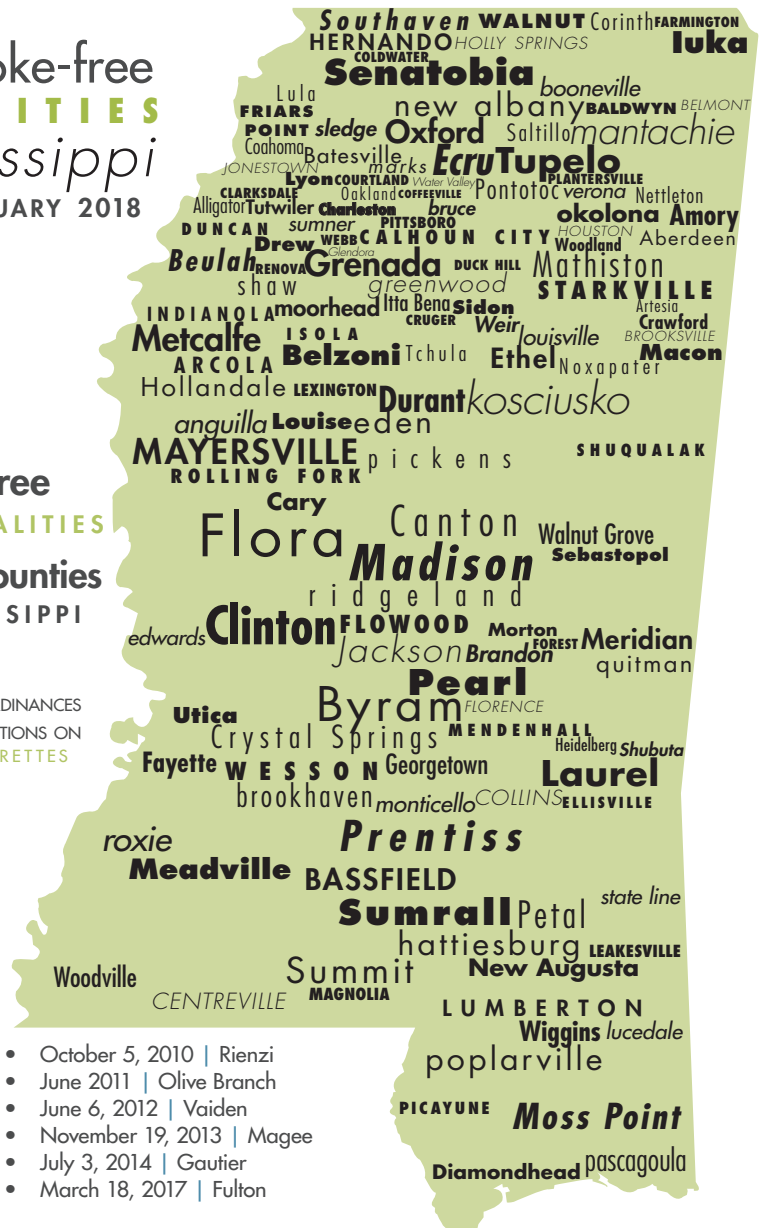
100% Smoke-free
COMMUNITIES
in Mississippi
UPDATED | JANUARY 2018

There Are **142** Smoke-Free
MUNICIPALITIES
and **(3)** Smoke-Free Counties
IN MISSISSIPPI

*102 OF WHICH HAVE ORDINANCES
THAT INCLUDE RESTRICTIONS ON
ELECTRONIC CIGARETTES

Partial Smoke-free
COMMUNITIES
in Mississippi

- August 6, 1996 | West
- October 2007 | Greenville
- November 15, 2007 | McComb
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- January 6, 2010 | Columbus
- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi
- June 2011 | Olive Branch
- June 6, 2012 | Vaiden
- November 19, 2013 | Magee
- July 3, 2014 | Gautier
- March 18, 2017 | Fulton



2018 • mississippi tobacco data

GOVERNMENT RELATIONS

THE PARTNERSHIP HAS HAD A STELLAR TRACK RECORD FOR BEING ON THE FRONT LINES OF HEALTH AND WELLNESS POLICIES IN THE STATE. OUR WORK ON THE STATE AND LOCAL LEVELS OVER THE YEARS HAS LED TO POSITIVE CHANGES WITH TOBACCO CONTROL, FOOD ACCESS, FARM TO SCHOOL AND INFANT CARE. WE LOOK FORWARD TO CONTINUING THIS WORK FOR YEARS TO COME.

OVER THE YEARS, LEADING UP TO THE TWENTIETH ANNIVERSARY OF THE PARTNERSHIP, WE HAVE ADVOCATED FOR COUNTLESS TOBACCO CONTROL POLICIES TO PROTECT MISSISSIPPIANS FROM THE RAVAGES OF TOBACCO USE; MANY OF WHICH ARE LAWS THAT HAVE LED TO IMMENSE HEALTH CARE COST SAVINGS FOR THE STATE.

FROM LEADING THE WAY TO THE FIRST COMPREHENSIVE SMOKE-FREE COMMUNITY IN METCALFE IN 2002 TO THE FIRST SMOKE-FREE VEHICLES POLICY IN McCOMB IN 2016, THESE PIONEERING POLICIES ARE SETTING THE TONE FOR OTHER MUNICIPALITIES TO ADOPT SIMILAR ORDINANCES. TO DATE THERE ARE 142 LOCAL, SMOKE-FREE ORDINANCES ACROSS THE STATE. THESE ARE DIRECT REFLECTIONS OF OUR WORK AND OUR PARTNERS LIKE THE MISSISSIPPI STATE DEPARTMENT OF HEALTH OFFICE OF TOBACCO CONTROL AND ALL OF THE MISSISSIPPI TOBACCO

FREE COALITIONS ACROSS THE STATE. IN ADDITION TO TOBACCO-RELATED POLICIES, THE PARTNERSHIP CONTINUES TO SEEK ADEQUATE FUNDING FOR THE HEALTHY FOOD FINANCING INITIATIVE, MADE POSSIBLE BY HOUSE BILL 1328 WHICH WAS ADOPTED IN 2013.

OVER THE PAST YEAR, THE PARTNERSHIP IS HELPING TO FILL THE VOID OF LACK OF ACCESS TO HEALTHY AND AFFORDABLE FOODS IN SEVERAL COMMUNITIES ACROSS THE STATE. WE HELPED ESTABLISH AND ENHANCE FARMER'S MARKETS ACROSS THE STATE THROUGH A GRANT FROM THE MISSISSIPPI STATE DEPARTMENT OF HEALTH. THE COMMUNITIES WE SERVED WERE COLDWATER, CHARLESTON, MOORHEAD AND UTICA AND WE WILL EXTEND TO OTHER COMMUNITIES IN 2018.

FARMERS MARKETS

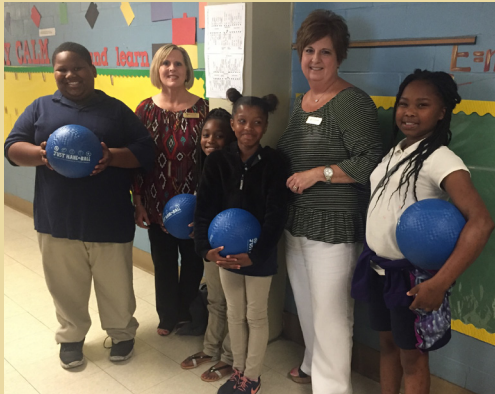


THE PARTNERSHIP WORKED IN FOUR COMMUNITIES WITH MUNICIPAL LEADERS AND RESIDENTS IN 2017 TO ESTABLISH AND ENHANCE FARMERS MARKETS OPERATIONS THROUGH MARKETING, ADVERTISING AND TECHNICAL ASSISTANCE WITH THE GOAL OF INCREASING ACCESS TO HEALTHY, AFFORDABLE, AND NUTRITIOUS FOODS.

THE TOWNS ARE GEOGRAPHICALLY SITUATED IN FOOD DESERTS FROM SOUTHWEST HINDS COUNTY TO THE HEART OF THE MISSISSIPPI DELTA, NAMELY, UTICA, COLDWATER, CHARLESTON AND MOORHEAD. SINCE THE INCEPTION OF THE FARMERS MARKET PROMOTIONAL ASSISTANCE PROGRAM, COMMUNITIES HAVE BEEN ENRICHED AND EXCITED ABOUT THE RESOURCES BEING PROVIDED THROUGH THIS INITIATIVE.

HEALTH & WELLNESS

THE PARTNERSHIP BELIEVES IT TAKES ENTIRE COMMUNITIES TO CREATE AND PROMOTE HEALTH IN MISSISSIPPI. OUR HEALTH AND WELLNESS DIVISION HAD MANY HIGHLIGHTS IN 2017 AND BELOW ARE A FEW WE WOULD LIKE TO SHARE.



JUST HAVE A BALL

DURING THE 2016 – 2017 SCHOOL YEAR, WITH THE HELP OF GENEROUS SPONSORS LIKE TRUSTMARK BANK, JUST HAVE A BALL PRESENTED TO 897 STUDENTS ACROSS THE STATE AND PRESENTED EACH STUDENT WITH A PLAYGROUND BALL. TO DATE, JUST HAVE A BALL HAS PRESENTED TO:

88 SCHOOLS IN 32 COUNTIES AND A TOTAL OF 31,489 PIECES OF SPORTS EQUIPMENT GIVEN OUT TO DESERVING YOUTH.



FARM TO SCHOOL

SINCE 2013, THE HEALTH AND WELLNESS DIVISION HAS BEEN ADDRESSING FARM TO SCHOOL ISSUES WITH GRANTS FROM USDA. THROUGH PRODUCE TASTINGS, COOKING DEMONSTRATIONS, RECIPE CONTESTS, HEALTHY INFORMATION SESSIONS AND FARM TO SCHOOL REGIONAL MEETINGS, WE HAVE REACHED OVER 10,000 STUDENTS.



SCHOOL HEALTH COUNCILS

THROUGH THE W.K. KELLOGG FOUNDATION, THE HEALTH AND WELLNESS DIVISION HAS BEEN ASSISTING WITH ACTIVATING SCHOOL AND EARLY CHILDHOOD CENTERS HEALTH COUNCILS IN TARGETED AREAS IN MISSISSIPPI. THE PROJECT HAS AFFECTED OVER 18,000 STUDENTS AND 1,500 TEACHERS, COUNCIL MEMBERS, BOARD MEMBERS AND ADMINISTRATORS. THE PROGRAM HAS HELPED CREATE HEALTHIER ENVIRONMENTS THAT ENCOURAGE THE CONSUMPTION OF HEALTHY FOODS AND BEVERAGES; PROVIDE APPROPRIATE HEALTHY EDUCATION STRATEGIES; ENCOURAGED REGULAR PHYSICAL ACTIVITY; STRENGTHEN COMMUNITY AND FAMILY ENGAGEMENT AND EMPOWER STAFF TO BECOME HEALTHY ROLE MODELS FOR YOUTH.



Farewell

SUZANNE ELLIS

IT WAS WITH HEAVY HEARTS THAT WE SAID FAREWELL TO OUR BELOVED, SUZANNE ELLIS, THIS PAST YEAR. SUE, AS KNOWN TO MANY, WAS A MEMBER OF OUR PARTNERSHIP FAMILY FOR THE LAST 18 YEARS. SHE WAS THE MOST LOVING, CARING, KIND AND DEDICATED PERSON. SHE TRULY HAD A SERVANT'S HEART. TOBACCO PREVENTION WAS A PASSION OF HERS AND SHE LED MANY CHILDREN IN THIS STATE TO BE TOBACCO-FREE AND TO BE ACTIVISTS TO CHANGE CULTURES, LAWS AND BEHAVIORS. SHE LOVED TEACHING AND GIVING TO OTHERS. HER SERVICE TO OTHERS EXTENDED FAR BEYOND THE WALLS OF THE PARTNERSHIP INCLUDING HELPING HER NEIGHBORS; VOLUNTEERING IN HER CHURCH; SERVING AS A SUSTAINING MEMBER OF THE JUNIOR LEAGUE OF JACKSON AND EXTENDING A HAND TO MANY OTHER ORGANIZATIONS. SUE HAD A TRUE PASSION AND APPRECIATION FOR EVERYONE. SHE NEVER ASKED FOR ANYTHING BUT WAS

COMFORTABLE ASKING PEOPLE SHE HAD MET RECENTLY TO LIFELONG FRIENDS WHAT SHE COULD DO FOR THEM. SHE LOVED THE NEW ORLEANS SAINTS AND EVEN NAMED HER FUR BABIES, NOLA AND BREESY.

HER INFECTIOUS SMILE AND LAUGH WILL BE MISSED. WE KNOW MANY HEARTS ARE ACHING AND GRIEVING OVER THE LOSS OF SUZANNE. WE ACHE AND GRIEVE WITH YOU AND OUR HEARTS ARE OVERWHELMED WITH THE OUTPOURING OF LOVE FROM ALL OF OUR FAMILY, FRIENDS, PAST CO-WORKERS AND VENDORS. WE WILL CONTINUE TO CELEBRATE SUE'S LIFE AND OUR FRIENDSHIP WITH HER FOREVER. GALATIANS 5:6(2): "THE ONLY THING THAT COUNTS IS FAITH EXPRESSING ITSELF THROUGH LOVE." SUE WAS A SHINING EXAMPLE OF THIS FOR ALL WHOSE PATHS SHE CROSSED.

The background is a solid purple color. It is covered with a repeating pattern of handprints in a slightly darker shade of purple. The handprints are of various sizes and orientations, creating a textured effect. In the bottom-left corner, there is a white graphic element consisting of several sharp, triangular rays or spikes radiating from a central point, resembling a stylized starburst or a flower.

HEALTHY-MISS.ORG