



THE PARTNERSHIP

FOR A HEALTHY MISSISSIPPI

The Quarterly

"Bringing you the latest news and updates for PHM"

June 2021 | Issue 4

A Letter from the Director



Summer is here! While the temperatures have been increasing, our options for staying cool have also increased from this time last year and our COVID numbers are becoming more manageable (fingers crossed!) Movie theatres,

Now that we are, hopefully, on the other side of the worst of the COVID crisis, it is time to turn our attention back to all the public health issues we had been addressing, as well as a few that will surely be exacerbated post-COVID. Smoking, vaping, addiction, and mental health concerns are a few of the challenges we will be focused on going forward. I am fond of pointing out that in public health, most of it is interconnected. From pre-natal through the quality of the lives of our elderly, the public health community has a role to play. Oftentimes, these roles have been played out in silos resulting in less than stellar outcomes.

The Partnership is committed to building bridges to each silo and working in tandem to achieve the best results. We have over 20 years of experience with tobacco prevention. It is the perfect example of inter-connectivity: pre-natal exposure to tobacco, either directly or secondhand, may cause distress to the fetus and/or low birthrate infants. Long term exposure may cause chronic illnesses and/or exacerbate pre-

pools, shopping, concerts, beach-going are all available to us again but with these re-opened opportunities comes responsibility. Here in Mississippi, we have reached a 30% vaccination rate – which is good news; however, we are far below the national average and are in fact in last place among states in some reports.

The Partnership for a Healthy Mississippi will be working on an initiative to raise awareness of the importance of being vaccinated, especially our youth. This effort be led by our terrific Youth Programs staff: Keimyra, Karissa and Olivia. They are tremendously talented, hard-working and energetic. Be on the lookout for the creative output of our Youth Board as they utilize all forms of communication tools to encourage their peers to get protected from COVID and to live healthier lives.

existing conditions of the smoker or a loved one. Chronic diseases can impact our cognitive abilities as we age. This is a very simple example of the interconnectivity between public health issues. Let's all work smarter by working together and bring about positive changes to the health and wellness of all our citizens.

But..., in the meantime, enjoy the easier pace of the summer. Enjoy the comradery of friends and family by the lake or at reunions, at weddings and barbeques and at sporting events and concerts! Be safe; be healthy; be happy!

Sandra

Employee Spotlight

Introducing our new employees!



Keimyra King

Youth Programs / Social Media Coordinator

Keimyra is a native of Fayette, MS. She attended Mississippi State University where she obtained her Bachelor's Degree in Broadcast Journalism. She



Karissa Logan

Youth Programs / Social Media Coordinator

Karissa was born and raised in Memphis, TN. She attended Mississippi State University where she gained her Bachelors in Fashion Merchandising and Design, and her second bachelors in Marketing. She is currently completing her Master of Science in Fashion



Doris "Olivia" Hines

Youth Programs Liaison

Doris is a native of Jackson, MS, and a recent graduate of Jackson State University with a Master of Social Work. She is passionate about holistically healing oppressed communities through

also attended Liberty University where she obtained a Master's Degree in Strategic Communication. She has coined herself as a "jack of all trades", possessing skills in scriptwriting, photography, videography, editing, graphic design, communication, marketing, and many other avenues. In her spare time, she enjoys crafting (t-shirts and bracelets), writing, reading, filming and editing videos and designing.

"I am looking forward to making a difference in people's lives."

Merchandising and Design. Before joining the PHM team, Karissa worked as an Extension Program Assistant for Mississippi University. She enjoys cooking, reading, movie marathons, and of course, shopping in her free time!

"I am looking forward to my new start in Jackson, as well as with the PHM family."

education, therapy, and advocacy for social equity and personal enrichment. She has experience in mental health, therapeutic interventions, community outreach, and resource brokerage. In her free time, she enjoys playing with her toddler son, Dominic, and catching up on her reality tv favorites.

"I am grateful for becoming a member of The Partnership and excited about working with you all."

In the Know

Where you can find news updates regarding vaping, nutrition, and more...

FDA's Vaping Regulations Survive as Supreme Court Rejects Appeal
[Read More](#)

Deserted:
Access to healthy, fresh and affordable foods is elusive for millions who live in rural America
[Read More](#)

Bridging the Great Health Divide: Food Insecurity
[Read More](#)

USDA Approves Mississippi to Receive a Second Round of Pandemic-EBT benefits



Pictured L to R:
Detective Max Adams, Sergeant Kyle Huhn, Coalition Representative Shanna Barrett, Sergeant Chris Cox, and Detective Lieutenant Javonda Shanks

Thank You So Much
Shanna Barrett and the
Mississippi Tobacco Free Coalition of
Pike, Amite, and Wilkinson Counties

Featured Story: Secondhand Smoke Presentation

Shanna Barrett, MTFC Project Director for the Amite, Pike, and Wilkinson counties, presented a Secondhand Smoke Presentation to the Pike County Sheriff Department. Thirty-six employees participated in the presentation. The participants were very engaged and were interested in all information offered.

The participants discussed the high-stress levels that come with working in law

[Read More](#)

enforcement, where most identified stress as the reason that most of them use some form of tobacco. Some of the participants have tried to quit numerous times, prompting Barrett to provide each participant with resources and information they can use to stop using tobacco products.

Quarter at a Glance



Sharon Nettles, MTFC Project Director for the Madison, Yazoo, and Holmes counties held a tobacco awareness program for employees at Walmart in Yazoo City. Nettles discussed the dangers of tobacco products, vaping, and secondhand smoke. The employees were very engaged with the session.

After the session, several employees approached the Project Director requesting a copy of the brochure. The Wal-Mart manager also stated that Wal-Mart has a cessation program in place for those individuals that are desiring to quit smoking. The manager was very grateful for the session. Nettles hopes that in the future, they will be able to assist Wal-Mart further with their cessation efforts.

Desiree Norwood, Project Director of the Mississippi Tobacco Free Coalition of Leflore, Humphreys and Carroll Counties, hosted and sponsored a three day summer sports camp with the “Queen Bees” - a team in the Delta Girls Kickball League.

Delta Girls of Greenwood, MS, a newly founded Organization by Sisters Deborah Harris and co-founder Tanisha Baxter, is designed for girls ages 5-18. Harris, formerly a Girl Scout Troop Leader of 23 years decided it was time to bring



The organization is broken into different levels and each level has an age appropriate agenda and activity., with a large focus on community service and group work.

In an effort to recruit members, Mrs. Harris has formed a Summer Kickball League. Over 70% are already Delta Girls, 15% Community Girl Scouts and 15% are non-Delta Girls.

The kickball teams play each Saturday morning from 10am-12pm.

something to her local area to keep girls from traveling for activities. Thus, the Delta Girls were born.

Health and Wellness



PHM partnered with New Jerusalem Church to implement the JHAB fitness program with K-8th grade students.



PHM presented the JHAB awareness video to students at Salvation Army After-School Program.

PHM received \$6,000.00 grant from Continental Tire to implement the JHAB program at elementary schools in the Hinds County School District. 750 playground balls will be donated to youth in grades 3rd-5th.



Social Media



Check Out our Social Media Account!

Within the last three months, @GenFREEMS has been updated a total of **54** times. The **Generation Free Facebook** page reached **3,880** people, our posts were shared **6** times and there were **144** engagements (comments, likes, and shares). Engagement has increased by **21%**. On the @GenFREEMS Instagram account, our page has reached **806** accounts this quarter which is a **15%** increase from last quarter. The @GenFREEMS Twitter made **1324** impressions this quarter. PHM will continue to post and engage with our followers in order to spread anti-tobacco, marijuana, and vaping information.

GENERATION FREE Youth Programs

Youth Leaders

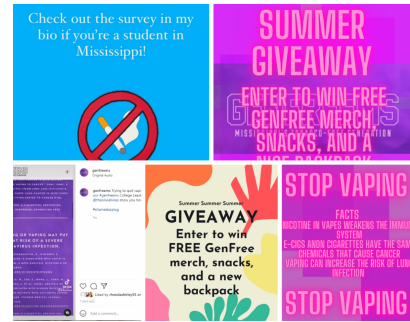
As we near the end of our fiscal year, we would like to show our tremendous appreciation for our youth leaders. They have truly forged a path forward despite the disadvantages of COVID-19. From creating petitions garnering over 200 signatures, to hosting informational tables and creating TikToks, our youth leaders have really shown that they can stand against any unforeseen circumstances. For that, we say THANK YOU!

We would also like to congratulate our graduating seniors!
Alisa Hill, Olivia Johnson, Casey Young



College Leaders

As we close out the year with our college leaders, we would like to thank them for all their efforts this past year. As we near the end of our fiscal year, our college leaders wrapped up by engaging their peers before the start of summer. Grace and Jesse from the University of Mississippi conducted a survey and giveaway to absorb knowledge on what their peers understand about vaping and tobacco. Jesse and Grace concluded their time with a video on how rewarding the Generation Free MS program has been for them.



Olivia from Jackson State University created a quiz and survey. After reviewing the results of both the quiz and survey, Olivia created an awesome video illustrating how to find tips for quitting on the [GenFreeMS](#) website.

Jaidyn from Jackson State University created a sharable quiz and hosted a Q & A session to engage with her peers regarding the dangers of vaping and tobacco products! We are so proud of Grace, Jesse, Olivia and Jaidyn and wish them nothing but the best in their future endeavors.

We would also like to congratulate Olivia for her graduation from Jackson State University!



Mississippi | www.healthy-miss.org



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