

2015 ANNUAL REPORT

MISSISSIPPI STATE DEPARTMENT OF HEALTH OFFICE OF TOBACCO CONTROL



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INTRODUCTION

The publication of the Mississippi State Department of Health's Office of Tobacco Control 2013 Annual Report coincided with the release of two landmark documents essential to any comprehensive, evidence-based tobacco control program: *The Health Consequences of Smoking - 50 Years of Progress, A Report from the Surgeon General*, and CDC's *Best Practices for Comprehensive Tobacco Control Programs - 2014*. Since the publication of the Surgeon General's first report on smoking and health in 1964, smoking rates have significantly dropped in the United States (43 percent to 18 percent), and the general public has a much greater understanding of the dangers of tobacco use. Smoking is no longer seen as an accepted pastime but a deadly habit. Despite this progress, tobacco use continues to be the single most preventable cause of death, disability, and disease in this country. This year alone, nearly 500,000 adults will die prematurely because of smoking, and 46,000 non-smokers will die from heart attacks due to secondhand smoke exposure. More than 40 million Americans are tobacco dependent. Each day, more than 3,200 youth smoke their first cigarette. The annual economic costs due to tobacco exceed \$289 billion.

The CDC's *Best Practices for Comprehensive Tobacco Control Programs - 2014* provides the framework for developing an evidence-based, comprehensive tobacco control program. The war against tobacco is a winnable battle, meaning that when fully funded and implemented, coordinated, sustained efforts can decrease smoking rates and reduce tobacco-related diseases and deaths. This comprehensive approach combines educational, clinical, regulatory, economic, and social strategies to establish smoke-free policies and norms, promote and assist tobacco users to quit, and prevent the initiation of tobacco use. When used together, these efforts produce a synergistic effect, thereby increasing the individual effectiveness of each strategy and the return on investment.

OVERVIEW

In 2007, the Mississippi State Legislature responded to the growing health and financial crisis associated with tobacco use with definitive action by mandating a comprehensive statewide tobacco education, prevention, and cessation program in §41-113-1 of the Mississippi Code of 1972. Additionally, the Legislature established a 13-member Tobacco Control Advisory Council (Appendix I).

The Mississippi Legislature recognizes the devastating impact that tobacco use has on the citizens of our state. Tobacco use is the single most preventable cause of death and disease in this country and this state. Each year, thousands of Mississippians lose their lives to diseases caused by tobacco use, and the cost to the state is hundreds of millions of dollars. Tobacco use is also a large burden on the families and businesses of Mississippi. It is therefore the intent of the Legislature that there be developed, implemented and fully funded a comprehensive and statewide tobacco education, prevention and cessation program that is consistent with the Best Practices for Comprehensive Tobacco Control Programs of the federal Centers for Disease Control and Prevention, as periodically amended. (Mississippi Code of 1972).

The Office of Tobacco Control has worked to maintain and further develop an evidence-based tobacco education, prevention, and cessation program as directed by the Mississippi State Legislature. This Annual Report includes information on Mississippi's current tobacco data, MS tobacco appropriations, enforcement, and each of the components of the Centers for Disease Control and Prevention's evidence-based *Best Practices for Comprehensive Tobacco Control Programs, 2014*: The components are Infrastructure, Administration, and Management; State and Community Interventions; Cessation Interventions; Mass-Reach Health Communications; and Surveillance and Evaluation.

MISSION

The mission of the Office of Tobacco Control (OTC) is to promote and protect the health of all Mississippians by reducing tobacco-related disease and death. The Office of Tobacco Control accomplishes this mission by utilizing a systemic approach to tobacco prevention and control that focuses on evidence-based practices outlined in the Centers for Disease Control and Prevention's *Best Practices for Comprehensive Tobacco Control Programs 2014*, (CDC's *Best Practices*). Program components include:

- Infrastructure, Administration, and Management
- State and Community Interventions
- Cessation Interventions
- Mass-Reach Health Communication
- Surveillance and Evaluation

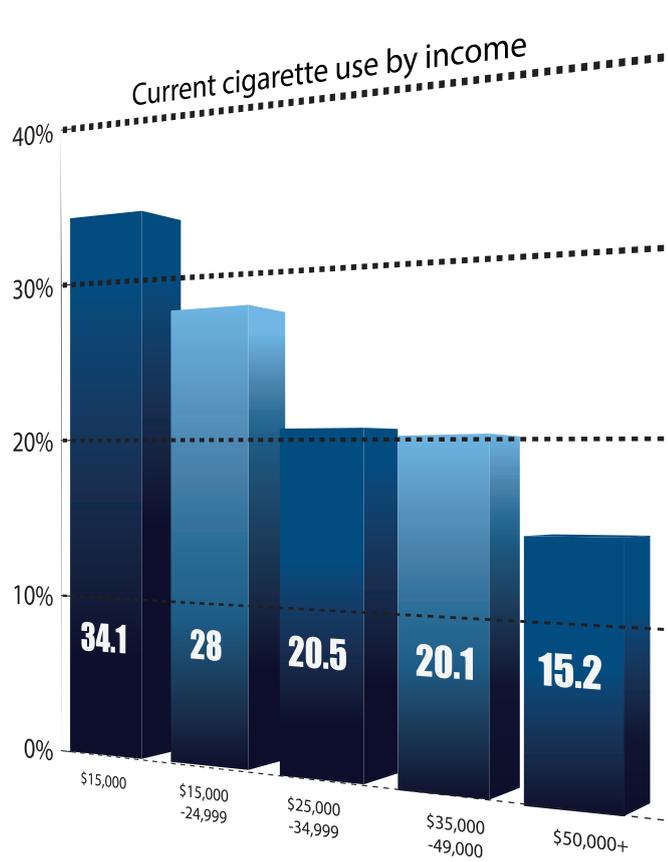
VALUES

- Smoke-free air is essential for all Mississippians.
- We respect the effort it takes to quit smoking and stay quit.
- We are committed to providing innovative leadership.
- We cultivate cooperative relationships with traditional and nontraditional partners.
- We do not accept funding from, or partner with, the tobacco industry.



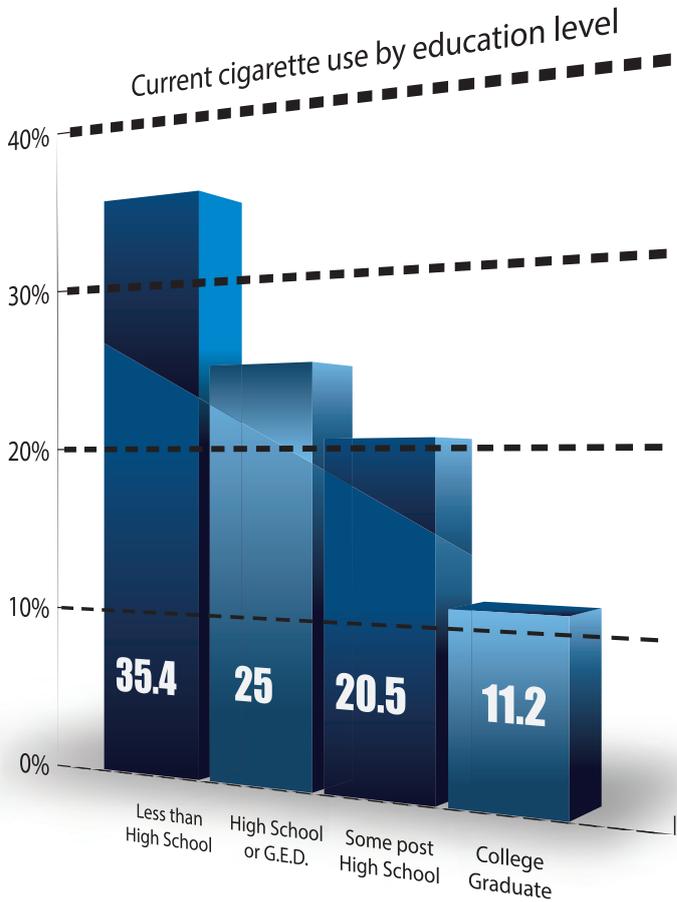
MISSISSIPPI TOBACCO DATA

ADULTS



Source: 2014 Behavioral Risk Factor Surveillance Survey (BRFSS)

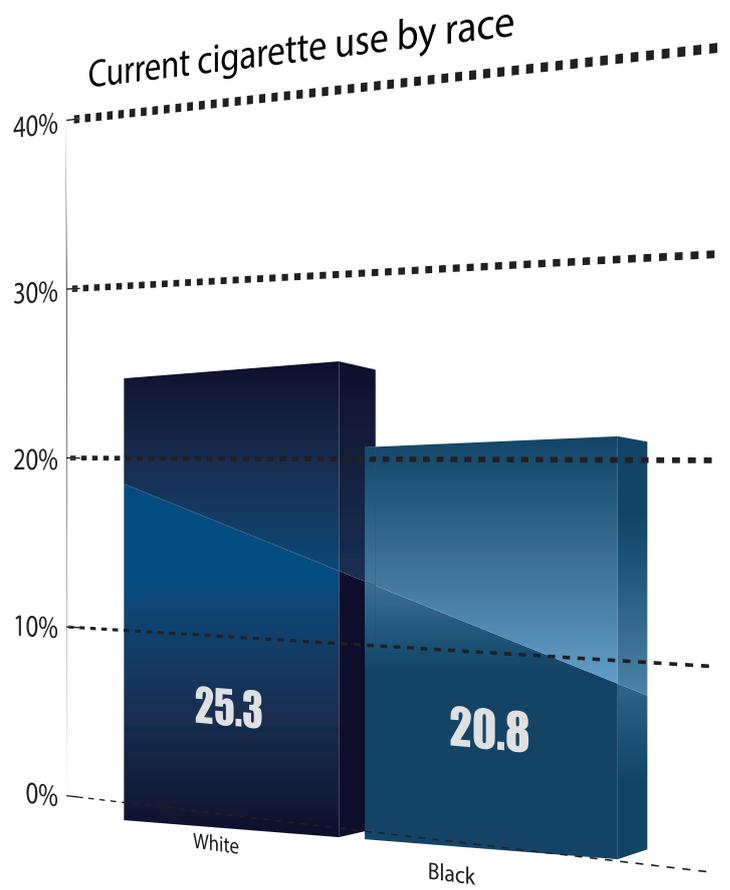
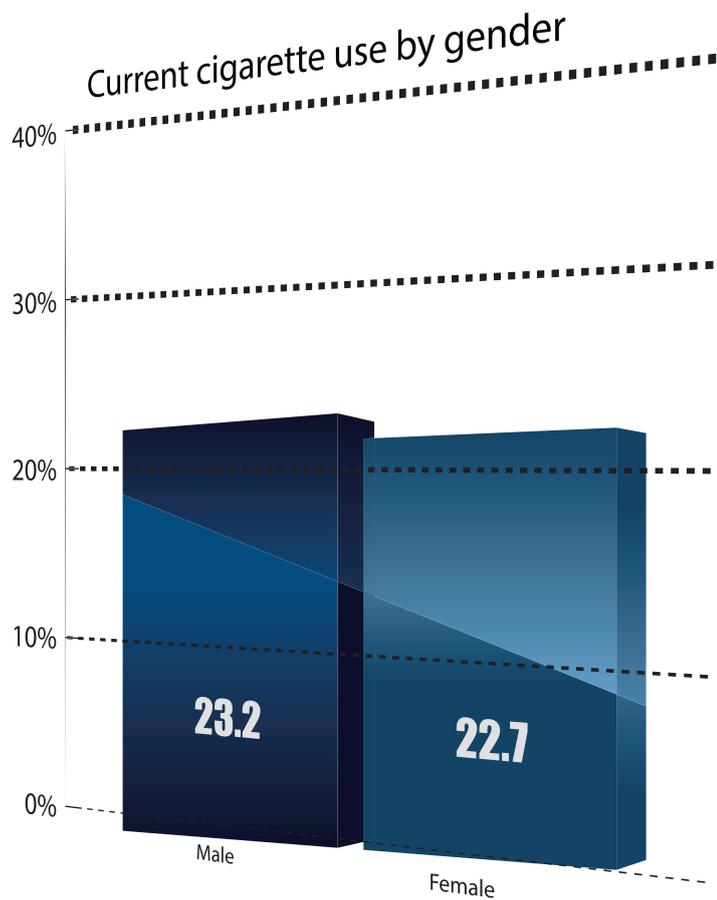
The percentage of Mississippi adults who reported being current cigarette smokers was significantly higher in households with annual incomes less than \$25,000.



Source: 2014 Behavioral Risk Factor Surveillance Survey (BRFSS)

The percentage of Mississippi adults who reported being current smokers decreases significantly with higher education.

ADULTS



Source: 2014 Behavioral Risk Factor Surveillance Survey (BRFSS)

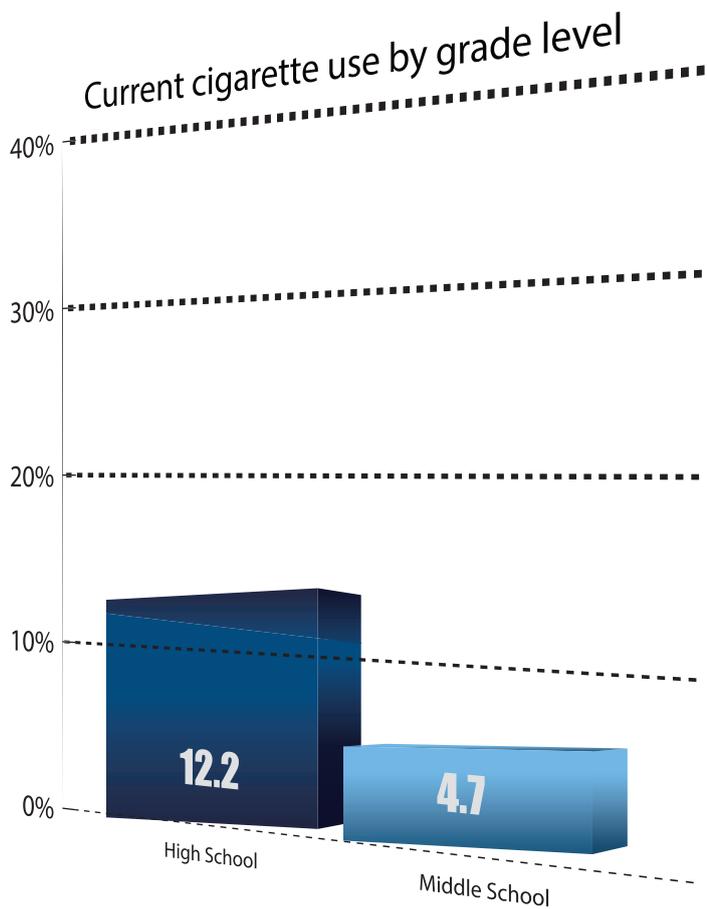
The percentage of Mississippi adults who reported being current smokers is higher among males (23.2 percent) compared to females (22.7 percent).

Source: 2014 Behavioral Risk Factor Surveillance Survey (BRFSS)

The percentage of Mississippi adults who reported being current smokers was 25.3 percent among whites and 20.8 percent among blacks.

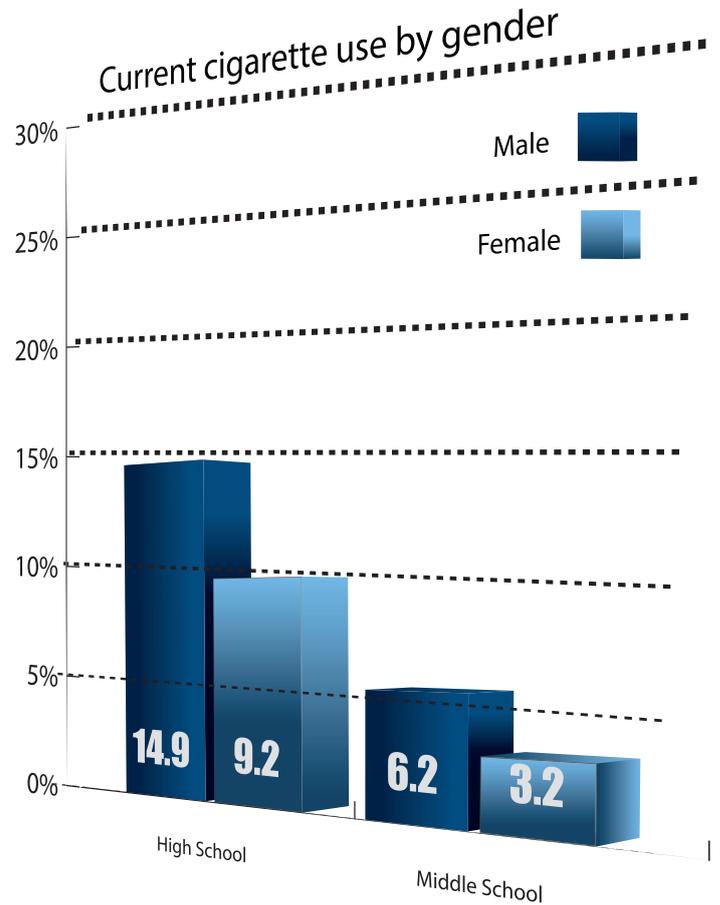


YOUTH



Source: 2014 Youth Tobacco Survey (YTS)

The overall 2014 YTS results indicate that 12.2 percent of high school students and 4.7 percent of middle school students reported being current cigarette smokers.

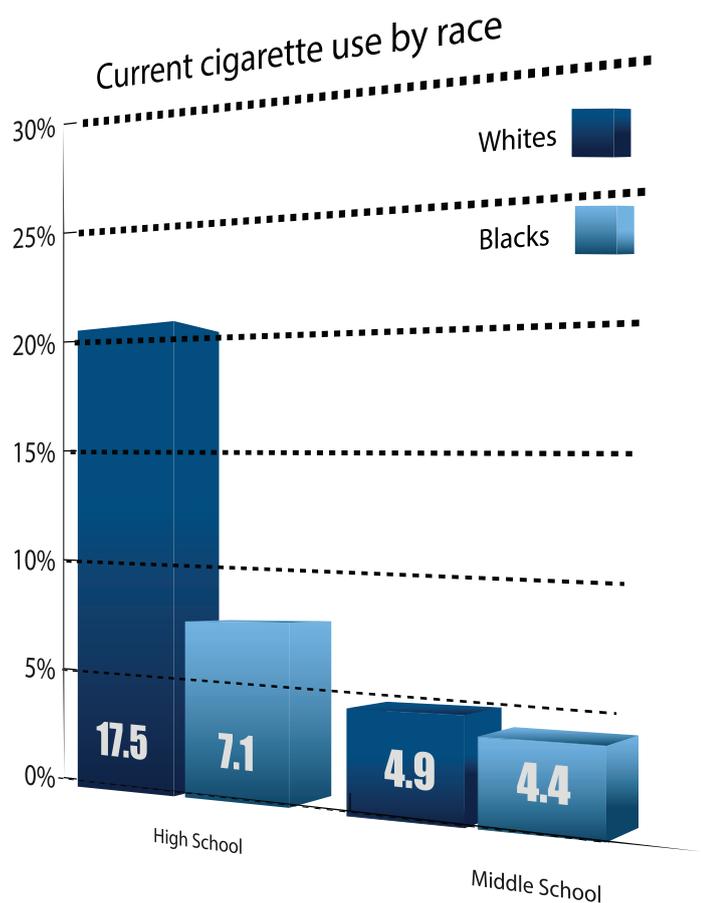


Source: 2014 Youth Tobacco Survey (YTS)

The percentage of high school students who reported being current cigarette smokers was significantly higher among males (14.9 percent) compared to females (9.2 percent).

The percentage of middle school students who reported being current cigarette smokers was 6.2 percent among males and 3.2 percent among females; although the percentage was higher among males, this difference was not statistically significant.

YOUTH



Source: 2014 Youth Tobacco Survey (YTS)

The percentage of high school students who reported being current* cigarette smokers was significantly higher among whites (17.5 percent) compared to blacks (7.1 percent).

The percentage of middle school students who reported being current* cigarette smokers was 4.9 percent among whites and 4.4 percent among blacks; although the percentage among white students was higher, this difference was not statistically significant.

**The YTS defines a "current smoker" as a "student who reported cigarette use on at least one of the 30 days prior to the survey."*

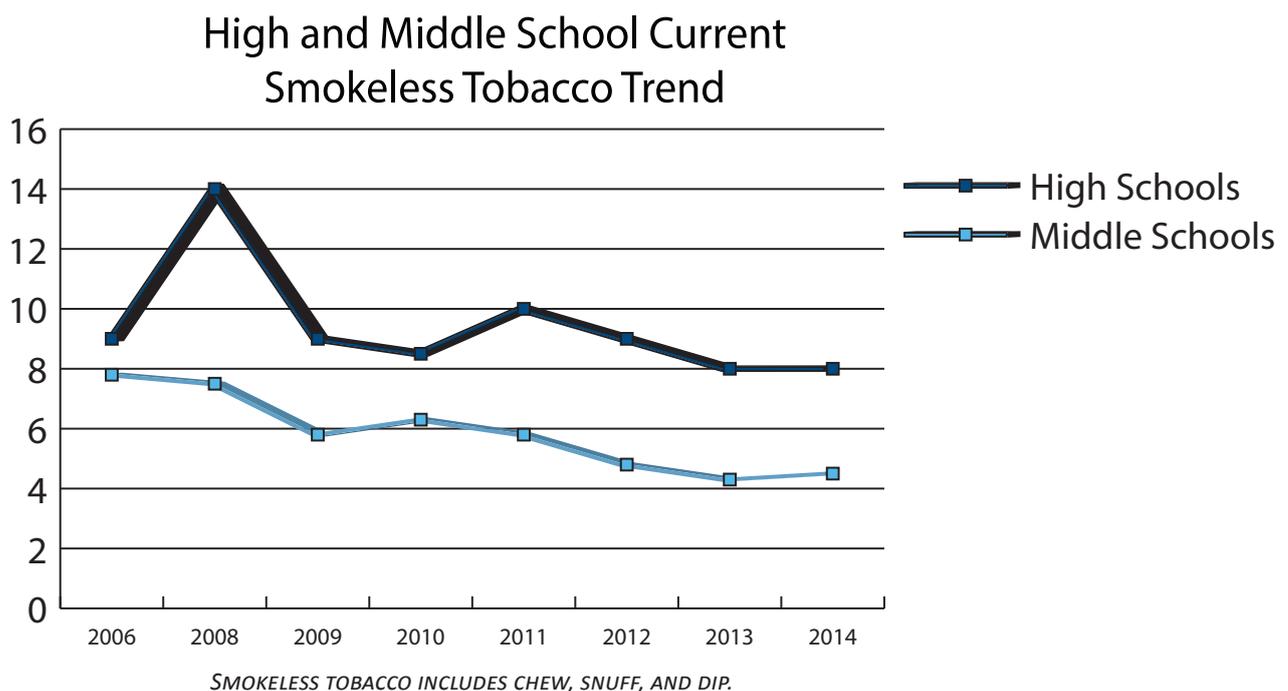
Current Smokeless Tobacco Use Among Mississippi Youth

High school students

The prevalence of current use of smokeless (spit) tobacco among Mississippi high school students did not change significantly between 2006 and 2014. However, there was a non-significant increase in this rate from 2006 to 2008 when state funds were diverted from tobacco prevention efforts. Rates decreased in 2009 upon the implementation of a statewide tobacco education, prevention, and cessation program. Not surprisingly, males are more likely to report current use of these products than females. The prevalence of use did not differ across grades in 2014, and black students were the least likely to be current smokeless tobacco users. The overall prevalence rate for smokeless tobacco use was 8.0 percent in 2014.

Middle school students

The prevalence of current use of smokeless (spit) tobacco among Mississippi middle school students decreased from 2006 to 2014. As with high school students, males are more likely to report current use of these products than females. The prevalence of use did not differ across grades in 2014. Although black students were the least likely to be current smokeless tobacco users, this difference was not statistically significant. The overall prevalence rate for smokeless tobacco use was 4.5 percent in 2014.



Current E-cigarette Use among Mississippi Youth

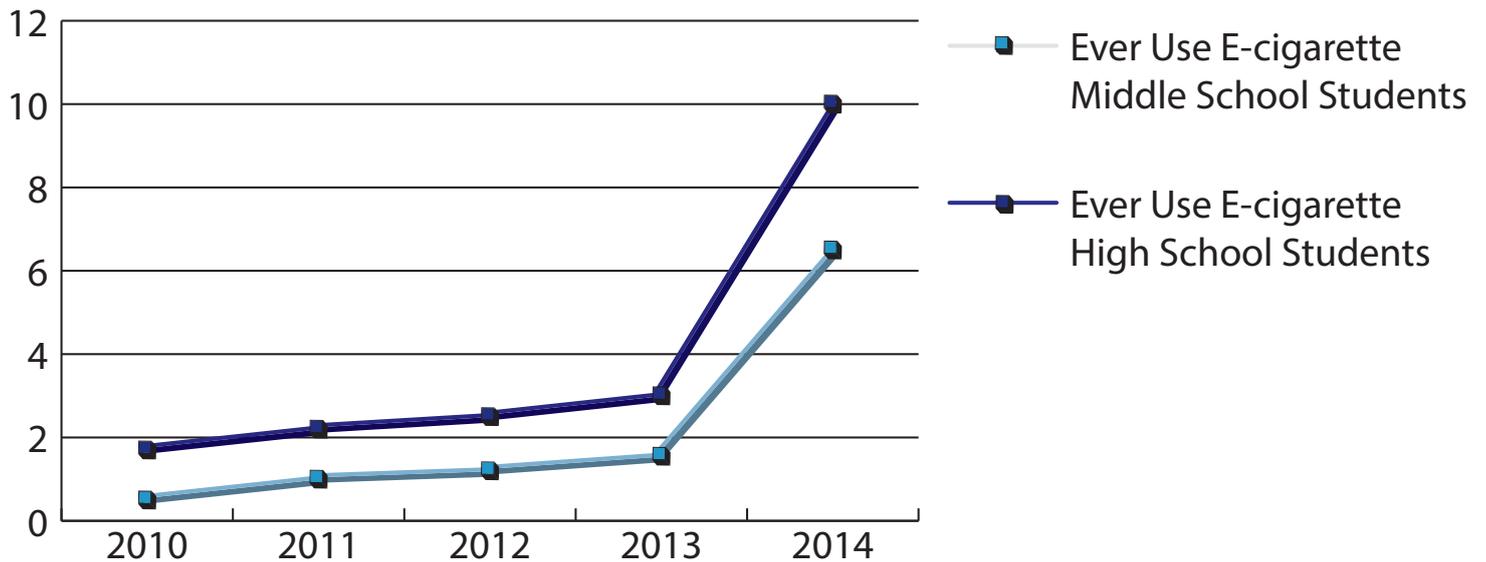
High School

The prevalence of current use of e-cigarettes among Mississippi high school students increased between 2010 and 2014 (1.2 percent to 10.1 percent). In 2014, males (11.3 percent) and white students (13.6 percent) were more likely to report current use of e-cigarettes than females (9.0 percent) and black students (6.4 percent). E-cigarette use was higher in upper grades (8.1 percent in 9th grade vs. 11.3 percent in 12th).

Middle School

The prevalence of current use of e-cigarettes among Mississippi middle school students increased between 2010 and 2014 (0.6 percent to 6.7 percent). In 2014, males (8.8 percent) were more likely to report current use of e-cigarettes than females (4.4 percent). Black students and white students each had a 7.8 percent response rate for current use of e-cigarettes. E-cigarette use was higher in upper grades (5.3 percent in 6th vs 7.7 percent in 8th).

Current E-cigarette Use among Mississippi Youth



APPROPRIATIONS

The CDC recommends a \$36.5 million annual investment to reduce tobacco use in Mississippi.

From the tobacco settlement installment payments that the State of Mississippi receives during each calendar year, the sum of Twenty Million Dollars (\$20,000,000.00) shall be expended solely for the purposes specified in Sections 13 through 17 of §41-113-1 of the Mississippi Code of 1972. None of the funds in the special fund may be transferred to any other fund or appropriated or expended for any other purpose.

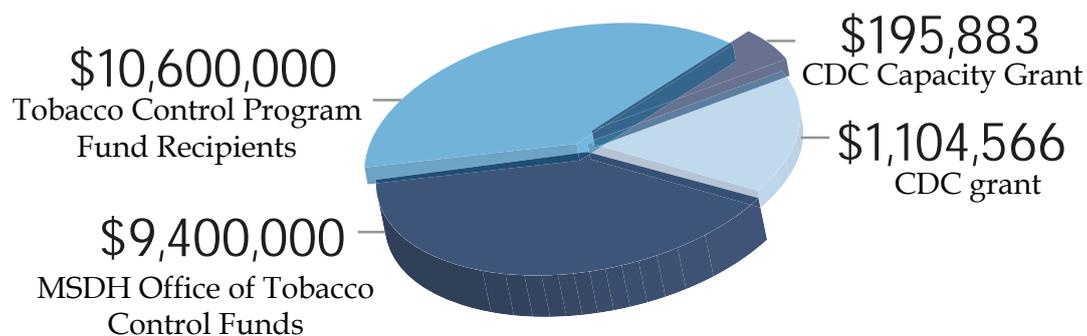
| FY12 | FY13 | FY14 | FY15 | FY16 | RECIPIENT |
|-------------|-------------|-------------|-------------|-------------|---|
| \$9,900,000 | \$9,900,000 | \$9,700,000 | \$9,400,000 | \$9,400,000 | MSDH OTC |
| \$5,000,000 | \$5,000,000 | \$5,000,000 | \$5,000,000 | \$5,000,000 | University of Mississippi Medical Center Cancer Institute |
| \$3,600,000 | \$3,600,000 | \$3,600,000 | \$3,600,000 | \$3,600,000 | Mary Kirkpatrick Haskell-Mary Sprayberry Public School Nurse Program |
| \$800,000 | \$800,000 | \$800,000 | \$800,000 | \$800,000 | Mississippi Attorney General's Office of Alcohol and Drug Enforcement |
| \$700,000 | \$700,000 | \$700,000 | \$700,000 | \$700,000 | University of Mississippi Medical Center ACT Center |
| — | \$200,000 | \$200,000 | \$200,000 | \$200,000 | Myocardial Infarction Program (STEMI) |
| — | — | \$300,000 | \$300,000 | \$300,000 | Skool ADS Ads school poster program (62 schools) |

Source: §41-113-1 of the Mississippi Code of 1972

In FY 2015, Mississippi ranked 16th among all states in the funding of tobacco prevention programs.

- In each of the five fiscal years that tobacco control has been charged to the MSDH Office of Tobacco Control, the Mississippi State Legislature has appropriated \$20 million from the Tobacco Control Program Fund.
- Additionally, the state received funding from the Centers for Disease Control and Prevention as follows:
 1. \$1,104,566 was used to prevent initiation of tobacco use by youth, to promote cessation, to eliminate tobacco-related disparities, and to reduce exposure to secondhand smoke.
 2. \$195,883 CDC Capacity Grant funding was utilized to increase access to Mississippi Tobacco Quitline services and ensure that every participant received services. The activities included hiring and training qualified Quitline staff to ensure adequate coverage for all participants during peak hours of operation. A Spanish Quitkit was developed and made available for those callers whose first language is Spanish and who wish to receive all information and counseling in Spanish. The MS Quitline collaborated with the MSDH Office of Tobacco Control and Office of Communications to implement media promotions of Quitline services via television, social media, and specialty media.

Total Funds:
\$21,300,449



During FY 2015, total tobacco funding from federal and state sources was \$21,300,449 in Mississippi. While \$20 million was appropriated for tobacco control, only \$9.4 million was available to the MSDH Office of Tobacco Control to implement an evidence-based comprehensive tobacco program. The Centers for Disease Control recommends \$36.5 million based on the CDC *Best Practices*.

Tobacco Control Funding (In \$ Millions)

| Per Capita Funding | Health Communication | Cessation Interventions | State & Community | Surveillance & Evaluation | Administration & Management |
|--|----------------------|-------------------------|-------------------|---------------------------|-----------------------------|
| CDC Best Practices, 2014 Recommendations | \$1.37 | \$5.06 | \$4.19 | \$1.06 | \$0.53 |
| MS Tobacco Control Program Fund FY 2014 | \$0.25 | \$0.89 | \$1.27 | \$0.34 | \$0.22 |

ANNUAL SMOKING-CAUSED MONETARY COSTS IN MISSISSIPPI

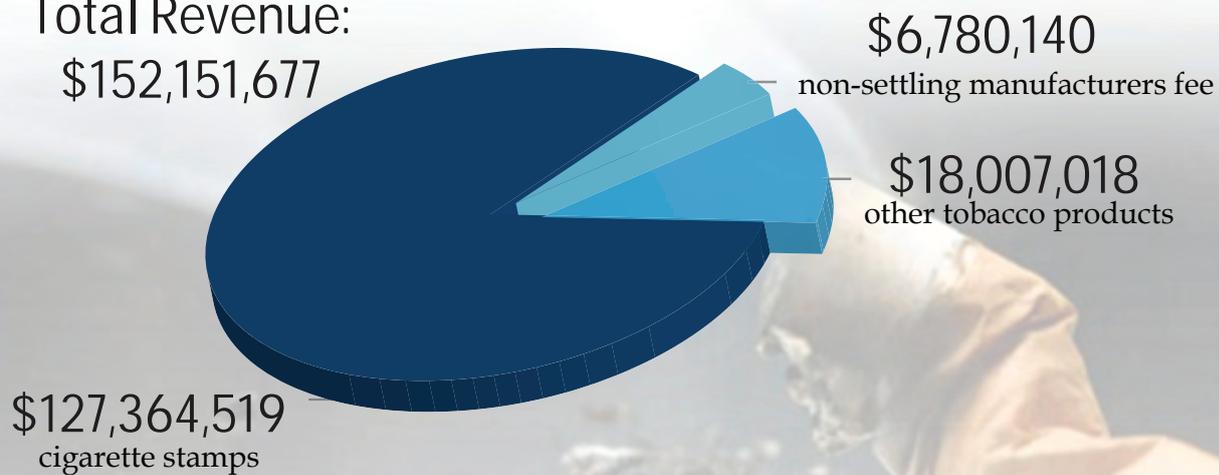
| | |
|---|------------------------------|
| Healthcare costs in Mississippi directly caused by smoking | \$1.52 billion* |
| Portion covered by the state Medicaid program | \$316.7 million |
| Residents' state & federal tax burden from smoking-caused government expenditures | \$1,086 per household |
| Smoking-caused cost to Mississippi businesses: lost productivity | \$5.28 billion* |

Source: Campaign for Tobacco-Free Kids, 2015

*Source: Mississippi State University, Department of Agricultural Economics, 2015

Tax Generated From the Sale of Tobacco Products

Total Revenue:
\$152,151,677



Tax generated from the sale of tobacco products in Mississippi for FY 2015 amounted to \$152,151,677:

- \$127,364,519 from cigarette stamps (Cigarette stamps are purchased by wholesalers.)
- \$18,007,018 from other tobacco products (Other tobacco products are all tobacco products excluding cigarettes.)
- \$6,780,140 from non-settling manufacturers fee (Non-settling manufacturers fee covers tobacco manufacturers that were not part of the master settlement.)

PREVENTION

Priorities

- Reduce the number of individuals who start using tobacco.
- Help current tobacco users quit.
- Promote a smoke-free environment to reduce adverse health effects of secondhand smoke.
- Address increasing youth smokeless tobacco prevalence.
- Identify and eliminate tobacco-related disparities among population groups.

Research shows that the more states spend on comprehensive tobacco control programs, the greater the reductions in tobacco use. Additionally, the longer states invest in such programs, the greater and faster the impact. Evidence-based statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates and tobacco-related deaths and diseases.

DEATHS IN MISSISSIPPI CAUSED BY SMOKING

| | |
|--|---------------|
| Adults who die each year from their own smoking | 5,400 |
| Kids now under 18 and alive in Mississippi who will ultimately die prematurely from smoking | 68,000 |

Source: Campaign for Tobacco-Free Kids, 2015

ENFORCEMENT

The Synar Amendment

Federal lawmakers passed Section 1926 of Title XIX of the Federal Public Health Service Act, commonly called the Synar Amendment, in 1992. The Synar Amendment requires states to pass and enforce laws that prohibit the sale of tobacco to individuals less than 18 years of age.

The Mississippi Department of Mental Health, Division of Alcohol and Drug Abuse, is the agency responsible for compliance with the Synar Amendment. The Annual Synar Report was submitted to the Substance Abuse and Mental Health Administration Center for Substance Abuse Prevention.

Mississippi is required to provide detailed information on progress made in enforcing youth tobacco access laws and future plans to ensure compliance with the Synar requirements to reduce youth tobacco access rates.

The Synar Regulation requires states to:

- Enforce such laws in a manner that can reasonably be expected to reduce the extent to which tobacco products are available to individuals under the age of 18.
- Have in effect a law prohibiting any manufacturer, retailer, or distributor of tobacco products from selling or distributing such products to any individual under the age of 18.
- Conduct annual random, unannounced inspections to ensure compliance with the law. These inspections are to be conducted in such a way as to provide a valid sample of outlets accessible to youth.
- Develop a strategy and time frame for achieving an inspection failure rate of less than 20 percent of outlets accessible to youth.
- Submit an annual report detailing the state's activities to enforce their laws; the state's overall success during the previous fiscal year in reducing tobacco availability to youth; the state's method of conducting inspections and identifying outlets to inspect; and the state's plans for enforcing the law in the coming fiscal year.

For a full copy of the Mississippi Synar Report go to www.dmh.state.ms.us.

State Laws

In an effort to prohibit the sale of tobacco to minors, *The Mississippi Juvenile Tobacco Access and Prevention Act of 1997* was passed and became effective February 1, 1998. Major provisions included in this legislation were:

- Tobacco retailers must obtain permits to sell tobacco.
- Tobacco retailers must notify their employees of the state tobacco laws.
- Possession of tobacco by minors is illegal.
- Stiff penalties exist for noncompliance by retailers or youth.
- Tobacco vending machines are only permitted in places inaccessible to minors.
- Warning signs are required at each point of sale of tobacco.

Since January 1998, Mississippi state law has authorized the Office of the Attorney General to conduct random, unannounced inspections to ensure compliance with the state statute prohibiting the sale of tobacco to minors. It is the lead enforcement agency involved in enforcing youth alcohol and tobacco laws.



COMPREHENSIVE TOBACCO CONTROL PROGRAMS

I. INFRASTRUCTURE, ADMINISTRATION, AND MANAGEMENT

The CDC's *Best Practices* recognize that a strong internal capacity within a state health department is essential for program sustainability, efficacy, and efficiency.

The Office of Tobacco Control utilized the funds directly appropriated from the Tobacco Control Program Fund (\$9.4 million) in FY 2015 to reduce usage of tobacco products throughout the state. The Office of Tobacco Control's administration and management activities, in compliance with the CDC's *Best Practices*, include the following:

- Strategic planning to guide program efforts and resources
- Developing qualified and diverse technical, program, and administrative staff
- Awarding and monitoring program contracts and grants, coordinating implementation across program areas, and assessing grantee program performance
- Maintaining a real-time fiscal management system that tracks allocations and expenditure of funds
- Increasing capacity at the local level by providing ongoing training and technical assistance to local coalitions and partners
- Maintaining a comprehensive communication system
- Educating the public and decision makers on the health effects of tobacco and evidence-based program and policy interventions

II. STATE AND COMMUNITY INTERVENTIONS

The CDC's *Best Practices* recommend that state programs provide funding to organizations that can effectively reach, involve, and mobilize identified specific populations. The Office of Tobacco Control provides funding for several health-related organizations to increase the number of Mississippians receiving tobacco control messages and services.

Mississippi Academy of Family Physicians Foundation (MAFPF)

The Office of Tobacco Control provided funding to the Mississippi Academy of Family Physicians Foundation (MAFPF) to administer the *Tobacco-Free Mississippi: Engaging Mississippi's Family Physicians* project. The project has impacted 43 family physician clinics by providing tobacco dependency training, educational literature on tobacco use and secondhand smoke, and technical support on project objectives. Through the project, MAFPF also offers Carbon Monoxide (CO) monitors to the clinics. The monitors are used as a tool in the clinics to assess the patient's level of CO, which is generally elevated in smokers. With this information, the clinics can provide cessation services and refer patients who are ready to quit to the Mississippi Tobacco Quitline.

In FY 2015 the Mississippi Academy of Family Physicians Foundation identified six practices in their network that had not been a part of the *Tobacco-Free Mississippi: Engaging Mississippi's Family Physicians* program in previous years. These clinics consisted of at least one rural and one urban practice consisting of multiple physicians. Each participating office designated an Office Champion and Physician Champion to provide overall leadership for the practice's tobacco cessation efforts. The practices were provided training on the evidence-based 5 A's approach to cessation (Ask, Advise, Assess, Assist, and Arrange) with the goal to integrate the brief intervention into their current practices. The fax referral systems to the MS Quitline were set up with each practice to provide the patient with immediate access to cessation services. This also served as a feedback loop for providers. Each practice was assisted in instituting a tobacco-free campus policy and administered a baseline survey to clinic staff and patients/family members to determine current tobacco use and tobacco control efforts at each location. Each practice also administered a baseline and follow-up chart review which was beneficial to the individual clinics for quality assurance purposes regarding the implementation of tobacco interventions. MAFPF also facilitated a United States Public Health Service Guidelines tobacco cessation training for the University of Mississippi Medical Center, Family Medicine Residency Program.

The Mississippi Chapter of the American Academy of Pediatrics (MSAAP)

The Office of Tobacco Control provided funding to the Mississippi Chapter of the American Academy of Pediatrics (MSAAP) to administer the *Tobacco-Free Mississippi: Engaging Mississippi's Pediatricians* project. The overall goal of this project was to implement the Public Health Service Guidelines for Treating Tobacco Use and Dependence recommendations in pediatric practice in Mississippi. The project assessed Mississippi pediatricians regarding current tobacco cessation services offered, the number of referrals to cessation services, and how current clinic services could be improved. To give pediatricians a better understanding of the overall process of implementing tobacco cessation in their practices, the MSAAP developed a set of trainings on how to place emphasis on the detrimental effects of secondhand smoke on children. During FY 2015 MSAAP trained two pediatric practices.

MSAAP conducted the following activities in FY 2015:

- MSAAP provided training sessions on tobacco cessation and motivational interviewing to the pediatric residents at the University of Mississippi Medical Center (UMMC).
- Each site identified a Tobacco Champion whose primary responsibility was to support and promote the tobacco program within the clinic.
- Champions and clinic staff were trained on the evidence-based 5A's approach to cessation with the goal to integrate the brief intervention into their current practices.
- Fax referral systems were set up with each clinic and the Quitline to provide the patient with immediate access to cessation services. The systems also served as a feedback loop for providers.
- Each site implemented a tobacco-free policy.
- Each site conducted a tobacco-use prevalence and follow-up survey of adult patients.

The Mississippi Primary Health Care Association (MPHCA)

The Office of Tobacco Control provided funding to the Mississippi Primary Health Care Association (MPHCA) to administer the *Tobacco-Free Mississippi: Engaging Federally Qualified Health Centers* project. The MPHCA engaged Federally Qualified Health Center (FQHC) clinicians to conduct clinical tobacco cessation programs and activities, as recommended by the CDC's *Best Practices*. Because many FQHCs serve low-income populations with limited medical resources, these centers are able to enhance access to cessation services and mitigate barriers for tobacco control interventions among disparate populations.



Through MPHCA, the *Tobacco-Free Mississippi Project* has the potential to impact more than 120 primary care sites and over 324,046 Mississippians. Presently, the Office of Tobacco Control is working with 20 of the 21 main sites in the state. These 20 sites have also been issued carbon monoxide monitors to inform clinicians of a patient's smoking status or exposure to secondhand smoke. During FY 2015 MPHCA trained five FQHC's.

The Community Health Centers conducted the following activities in FY 2015:

- The Mississippi Primary Health Care Association administered a tobacco use prevalence survey among adult patients in 3 of the 21 CHC's, including satellite centers.
- The Mississippi Primary Health Care Association developed and provided via their website an electronic tobacco cessation training for health care providers which included the 5 A's approach, the referral system for the Mississippi Tobacco Quitline, and use of the CO monitors (and incorporation of CO monitor data). The trainings also include instruction on cessation methods for vulnerable populations such as those who suffer from substance abuse problems, mental and behavioral health consumers, and homeless. These trainings were accessible to all CHC's.
- The Mississippi Primary Health Care Association coordinated and provided training on tobacco dependence for pediatricians, dentists, dental hygienists, and dental staff in the Federally Qualified Community Health Centers.
- The Mississippi Primary Health Care Association disseminated a quarterly e-mail newsletter to all FQHCs to promote the *Tobacco-Free Mississippi: Engaging Federally Qualified Health Centers* project and provided updates on tobacco-related policy changes, cessation and prevention treatment, reimbursement methods, and other related topics.

The Mississippi Rural Health Association (MRHA)

The Office of Tobacco Control provided funding to the Mississippi Rural Health Association (MRHA) to administer the *Tobacco-Free Mississippi: Engaging Rural Health Clinics* project. The MRHA engaged clinicians in rural health clinics to strengthen the capacity to conduct clinical tobacco cessation programs and activities statewide, as recommended by the CDC's *Best Practices*.

To comply with the CDC's *Best Practices*, MRHA and the MPHCA conducted tobacco assessments, provided patient education and counseling, and referred patients to the Mississippi Tobacco Quitline. Research demonstrates that even brief advice from physicians and nurses can influence patients to make a quit attempt.

Both the FQHCs and the rural health clinics work with racially and ethnically diverse populations. Many of their patients are on Medicaid or have no health insurance. The tobacco-use intervention project in these facilities works to institutionalize tobacco cessation standard healthcare practice and to effectively reach and educate populations experiencing tobacco-related disparities.

MRHA partnered with the worksite wellness programs of rural employers and hospital systems in fiscal year 2015. These efforts were to reach populations who had not received tobacco education from their primary care physician.

The Institute for Disability Studies (IDS)

The Office of Tobacco Control funded the Institute for Disability Studies (IDS) at the University of Southern Mississippi to administer the *Tobacco Control Strategies for Mississippians with Disabilities* project. The IDS developed and implemented a tobacco control program to reduce the initiation of tobacco use, promote cessation, eliminate exposure to secondhand smoke, and lessen tobacco-related disparities among Mississippians with disabilities.

The goal of the project is to explore the common reasons for tobacco use among Mississippians with disabilities and to better define the barriers that limit them from receiving smoking cessation information and accessing resources. Implementation of the project occurred in two phases:

- Phase one focused on the data collection of tobacco utilization behaviors and barriers to accessing tobacco cessation programs by Mississippians with disabilities.
- Phase two will focus on the development and implementation of evidence-based tobacco cessation programs.

The Americans with Disabilities Act defines a disability as an individual with one of the following:

1. A physical or mental impairment that substantially limits one or more of the major life activities of such individual;
2. A record of such an impairment, even if he or she does not currently have a disability; or
3. Being regarded as having such an impairment.



Currently, people with mental illness represent 44 percent of the adult cigarette users in Mississippi.

A Leadership Academy on Wellness and Smoking Cessation was held in May 2013 to develop a strategic action plan that focused on reducing smoking prevalence among people with behavioral health disorders. The Academy was a statewide collaboration among public health, tobacco control, mental health, and addiction treatment staff to improve services to people with and at risk for substance use and mental health disorders. Mississippi was the eighth state to implement the Substance Abuse and Mental Health Services Administration and Smoking Cessation Leadership Center's Leadership Academy model. Mississippi's action plan created during the 2013 Leadership Academy is available at <http://msleadership.org/>. Follow-up meetings are held annually to review progress made on the 2013 action plan and to discuss additional opportunities, barriers to service, and lessons learned since the original 2013 meeting. Additional information about the Mississippi Leadership Academy partnerships and the IDS tobacco control activities can be found at the IDS website

<http://www.usm.edu/disability-studies/tobacco-control-strategies-mississippians-disabilities>.

The Mississippi Nurses Foundation (MNF)

The Office of Tobacco Control funded the Mississippi Nurses Foundation (MNF) to administer the *Tobacco-Free Mississippi: Engaging Mississippi's Nurses* project. The MNF engaged nursing instructors to provide training on tobacco control and tobacco cessation programs to nursing students in colleges and universities throughout Mississippi.



**Mississippi
Nurses Foundation**

To further enhance their efforts, the MNF:

- Provided tobacco control educational materials for nurses
- Encouraged tobacco control involvement among foundation members
- Promoted tobacco cessation services
- Provided healthcare provider training opportunities and resources for foundation members
- Sought to maximize the role of nurses as trusted sources of information for patients and families.

The MNF holds an annual Nurses Against Tobacco 5K walk. This walk is spearheaded by student nurses statewide. MNF partnered with two schools of nursing, Alcorn State University and the University of Southern Mississippi, to implement a tobacco cessation curriculum.

The Partnership for a Healthy Mississippi (PHM)

The Office of Tobacco Control funded The Partnership for a Healthy Mississippi in FY 2015 to educate Mississippi's youth about the dangers of tobacco use through two interactive, educational programs utilizing various tobacco prevention activities. RAT® (Reject All Tobacco) is the program for Mississippi youth in grades K-6 and Generation FREE is the program for youth in grades 7-12.

The RAT program emphasizes that the earlier kids are taught about making healthy lifestyle decisions and avoiding tobacco, the better. The well-known and recognizable main character of RAT is Terrance the Rat. Terrance is very visible in the animated RAT shows conducted at 72 locations reaching 24,371 youth



in public and private schools in FY 2015. Five dancing RAT Troupes from across the state danced and entertained while assisting

Terrance with his message. The main theme of Terrance and the RAT program is that youth "Tell Somebody" about the dangers of tobacco.



Camp 2014 - RAT packers from Madison, Hinds, Rankin, Jackson, Lafayette, and Washington counties spend the week learning interactive ways to teach K-6th graders the dangers of tobacco.



Oxford at Sturgis - Oxford RAT Packers perform with Terrance in Oktibbeha County



Jackson RAT Packers pose with Terrance before performing.

The RAT program appeared in multiple fall 2014 and spring 2015 Parents & Kids Magazine issues (monthly educational advertorials and game-focused magazine covers) distributed across Mississippi. A main component of RAT is establishing and continuing school and non-school RAT teams through utilization of the RAT monthly team educational manuals. More than 67,000 youth across Mississippi completed tobacco education activities as part of approximately 2,548 school and non-school RAT teams. In addition, RAT produced and distributed 40,000 Family Guides to educate parents and kids about the dangers of tobacco use. RAT summer camp educational manuals were utilized for K-3 and 4-6 youth across the state via the Mississippi Tobacco-Free Coalitions.

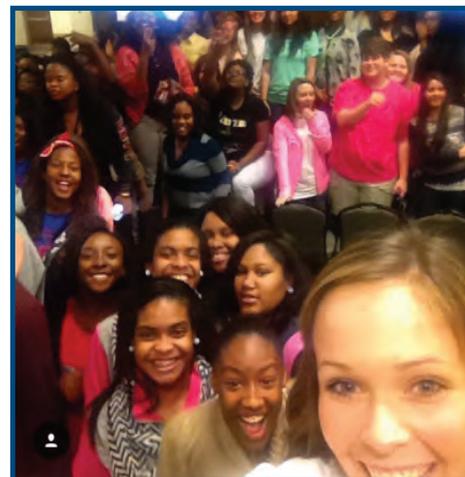
Generation FREE is Mississippi's youth-led movement against tobacco use, and it encourages youth to take hold of and make Generation FREE their own. Generation FREE gives young people a chance to learn about healthy habits, be involved in the leading edge of this FREE movement, and use their energy to model and encourage positive health change in their local communities. One of the main components of the FREE program is found in establishing and continuing school and non-school FREE teams through utilization of the FREE monthly team educational manuals. In FY 2015, 26,241 youth comprised 1,186 school and non-school FREE teams. Another large component of FREE included 41 interactive "FREEtyle" events that reached about 5,000 youth across Mississippi. Another vital component



consisted of youth conferences that were conducted across the state. L.E.A.D. (Leadership, Engagement, Activism, and Development) conferences took place for 9th -12th graders and were held in six regional locations (Booneville, Pearl, Hattiesburg, Starkville, Oxford, and Clarksdale) with 1,596 youth in attendance. Generation FREE was active on social media through the usage of Twitter, Instagram, and Facebook. FREE also utilized an active Youth Advisory Board (YAB) with 14 members from all over the state (selected from an application and interview process) to implement tobacco prevention education activities. The YAB planned the iFLY and LEAD conferences. The YAB is vital because it helped to make sure the FREE program stayed relevant to the youth of Mississippi.

American Lung Association of the Southeast, Inc. (ALASE)

In FY 2015 the Office of Tobacco Control (OTC) funded the American Lung Association of the Southeast Inc. (ALASE) to provide youth tobacco prevention activities across Mississippi while primarily targeting youth in grades 7-12. The ALASE combined efforts with the Generation FREE program and Youth Advisory Board members to plan and conduct five iFLY (Inspiring Future Leaders Youth) regional conferences for youth in grades 7-8 in Oxford, Starkville, Jackson, Greenwood, and Hattiesburg in early 2015. Almost 800 youth participated in the interactive conferences. The iFLY conferences included breakout sessions that enabled students to learn how they could be healthier without the use of tobacco products. One breakout session focused on the health impact of tobacco use and secondhand smoke on various parts of the body and another breakout session focused on Point of Sale. The ALASE also conducted “Tobacco 101” sessions with students throughout the state through its partnership with the Generation FREE program. These sessions covered physical and economic impacts of tobacco use, as well as prevention methods and ways to advocate for healthy lifestyles within the youth population. The ALASE assisted with the planning, training, and implementation of summer youth advocacy event options for almost 30 Mississippi Tobacco-Free Coalition Directors across the state to support more focused tobacco-free efforts. The ALASE launched a Point of Sale (POS) pilot program involving youth and several Mississippi Tobacco-Free Coalitions across the state. The POS program increased awareness about tobacco marketing including product placement, price, and promotion in the retail environment. In January 2015, the ALASE helped to coordinate an initial training in Ridgeland with the Point of Sale program participants before they went back to their local communities to complete store assessments and audits. The approximately 30 assessments conducted provided information on tobacco marketing practices in the retail environment. This information is important because youth have been shown to be influenced by the marketing tactics of the tobacco industry through increased youth tobacco use. OTC hopes to continue further POS program efforts in the future to help youth stay tobacco free.



Group shot from Oxford iFLY Conference. Youth Advisory Board member, Jamie Sproles, showing some love to her fans on Instagram.



Long Beach Middle School youth presenting their “float” during the “Masquerade” session at the Hattiesburg iFLY Conference.

SecondHand Smoke

Secondhand smoke is a serious health hazard.

Of the more than 7,000 chemicals it contains, at least 70 are known to cause cancer. Secondhand smoke is classified by the Environmental Protection Agency as a known carcinogen. Exposure to secondhand smoke

can lead to heart disease, stroke, decreased immune function, impaired lung function, asthma, ear infections, lower respiratory illness, low birth weight, and sudden infant death syndrome (SIDS).

Inhaling secondhand smoke causes approximately 3,000 lung cancer deaths and 46,000 heart disease deaths each year among adult nonsmokers. Secondhand smoke may increase the risk of breast cancer,



Mississippi received the first place award from Americans for Non-Smokers' Rights (ANR) for passing the most comprehensive Smoke-Free laws in 2014. Rhonda Lampkin with the Partnership for a Healthy Mississippi, presented the award to the Mississippi State Department of Health and its partners in June 2015 at the Mississippi Municipal League.



nasal sinus cavity cancer, and nasopharyngeal cancer in adults and increase the risk of leukemia, lymphoma, and brain tumors in children. The Surgeon General has stated that there is no safe level of exposure to secondhand smoke (Surgeon General Report, 2014).

<http://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html>

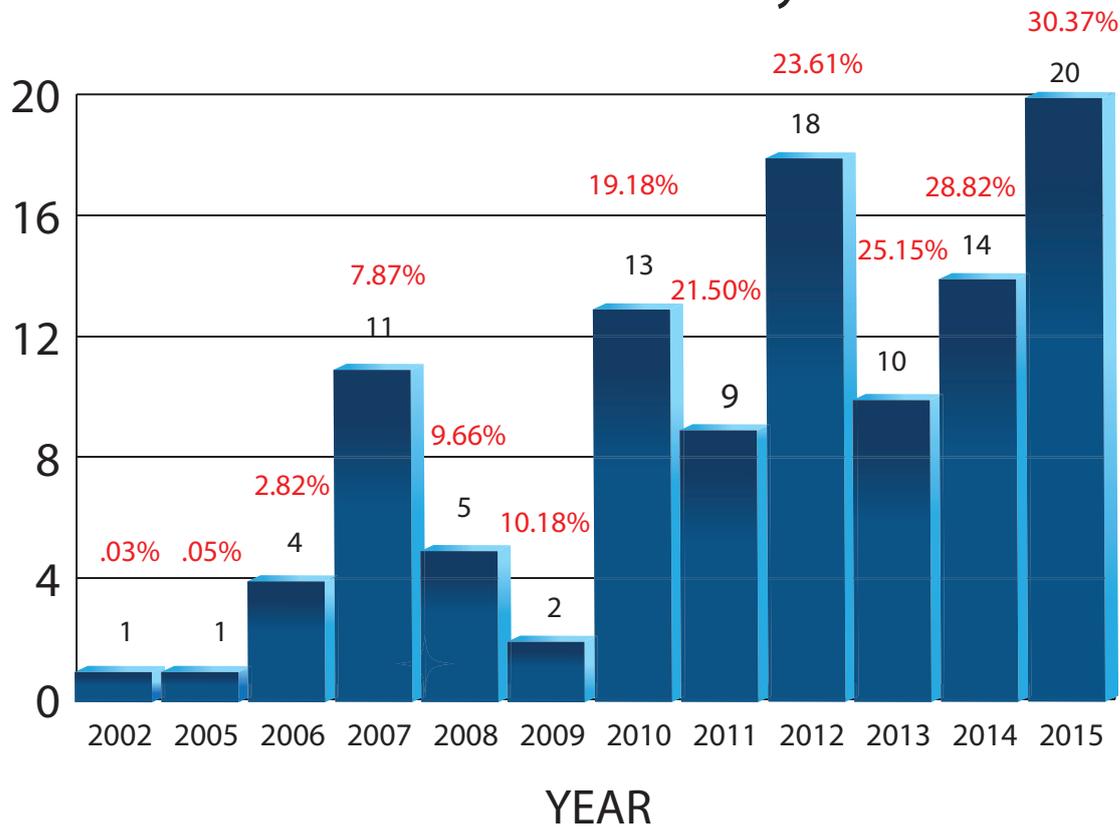
Developing Municipal Comprehensive Smoke-free Ordinances in Mississippi

The Office of Tobacco Control, in collaboration with the Mississippi Municipal League, engaged municipalities within Mississippi to increase the number of individuals in the state protected by comprehensive smoke-free air ordinances.

Through *Developing Municipal Comprehensive Smoke-free Ordinances in Mississippi*, municipalities worked with tobacco control partners to educate citizens and elected officials about the dangers of secondhand smoke (Appendix II).

The CDC's *Best Practices* recognizes the importance of community support and involvement at the grassroots level in implementing highly effective policy interventions, such as creating smoke-free environments. In 2015, Mississippi received national recognition from Americans for Nonsmokers' Rights for passing the most smoke-free ordinances of any state.

Local Comprehensive Smoke-Free Ordinances Passed by Year



The numbers in red represent the percentage of Mississippians protected by smoke-free ordinances

As of December 2015, 115 municipalities have adopted comprehensive, smoke-free ordinances.

In FY 15, the following municipalities in Mississippi passed comprehensive smoke-free ordinances:

| | | | |
|--------------------|------------------------|---------------------|-----------------------|
| Picayune 7/17/2014 | Isola 9/4/2014 | Nettleton 2/5/2015 | Drew 4/2/2015 |
| Southaven 8/4/2014 | Clarksdale 9/10/2014 | Sidon 2/5/2015 | Walnut Grove 4/3/2015 |
| Crawford 9/2/2014 | Poplarville 11/05/2014 | Charleston 3/7/2015 | Pittsboro 5/5/2015 |
| Beulah 9/4/2014 | Senatobia 11/20/2014 | Tutwiler 4/2/2015 | Brandon 6/3/2015 |
| | Iuka 1/1/2015 | Courtland 4/2/2015 | Fayette 6/11/2015 |

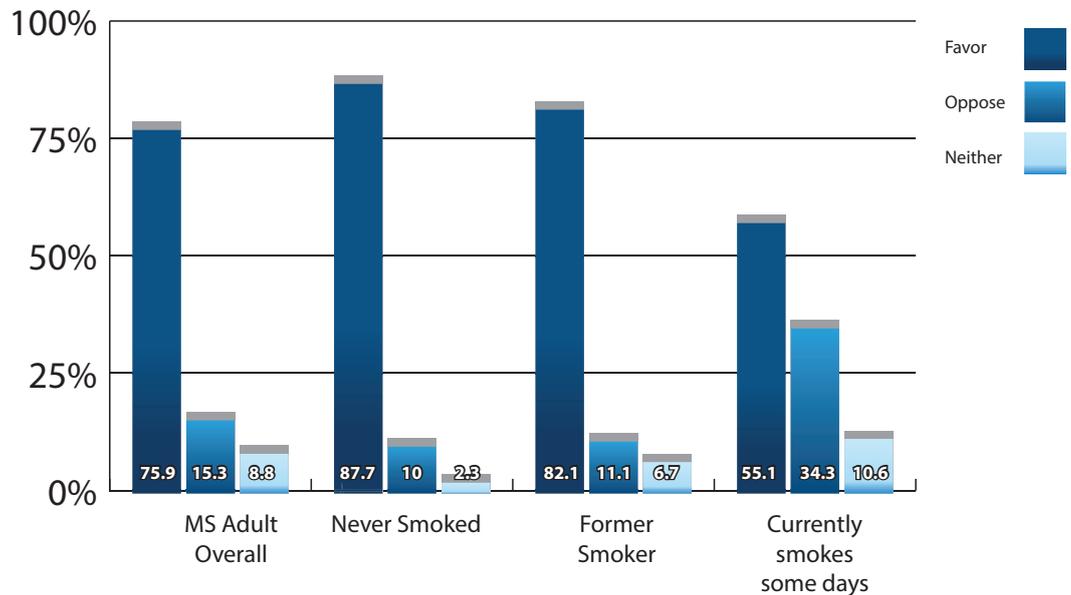


Social Climate Survey

Results from the 2015 Social Climate Survey demonstrate strong support for smoke-free air in Mississippi. More than three-quarters of Mississippi adults

(75.9 percent) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, and bars. Only 15.3 percent of Mississippi adults oppose a state law. The graph above indicates the percentage of Mississippians that support or oppose a smoke-free law by smoking status.

Support For Smoke-Free Law: Smoking Status



Additional Partners

The Office of Tobacco Control (OTC) has established relationships with organizations that do not receive funding from the OTC. The Mississippi State Medical Association, Blue Cross Blue Shield, Eliza Pillars Nurses Association, Mississippi Nurses Association, Delta Health Alliance, the Mississippi High School Activities Association (MHSAA) River Region Health System, United Healthcare Mississippi, Mississippi Hospital Association, and the Mississippi Health Information Network (MS-HIN) are OTC partners. Some of these organizations attended meetings of the Mississippi Tobacco-Free Coalitions, provided technical assistance with data collection, and/or hosted meetings for representatives from the Office on Smoking and Health at the CDC.

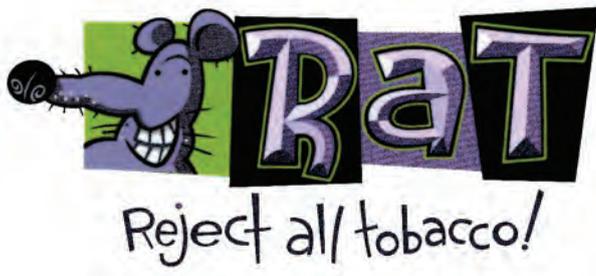
III. MASS-REACH HEALTH COMMUNICATION INTERVENTIONS

The Mississippi State Department of Health, Office of Tobacco Control implemented a statewide media campaign to prevent the initiation of tobacco use among youth and to promote tobacco cessation services among Mississippians.

The CDC's *Best Practices* recommends that an effective state health communication intervention should deliver strategic, culturally appropriate, high-impact messages in sustained and adequately funded campaigns integrated into the overall state tobacco control program. The Office of Tobacco Control (OTC) works with the MSDH Office of Communications to provide a statewide media campaign that builds on existing prevention programs.

Reject All Tobacco (RAT)

- RAT TV commercials, website activities, and school manuals
- Generation FREE social media (Facebook, Twitter, Instagram), monthly manuals
- Parents and Kids monthly magazine article, RAT puzzle page, and "Find Terrance" contest
- National CDC Tips From Former Smokers Campaign: TV, newspaper, radio, online, and theatres



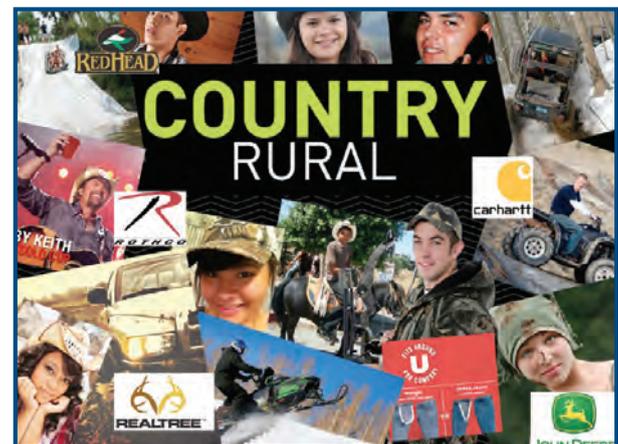
Rescue Social Change Group (RSCG)

FY 2015 marked the kick-off of Down And Dirty (D&D), the youth tobacco prevention program that aims to change what it means to be a Country teen and shift social norms by breaking the association between tobacco use and the Country culture. Rather than look at all rural teens as one homogenous group, behavior change marketing agency RSCG identified a subgroup known as the Country peer crowd. D&D specifically targets this peer crowd because FY 2014 research in MS showed Country teens are at significantly higher risk of using chewing tobacco and cigarette smoking than their peers.

The D&D campaign initially launched in late October 2014. The campaign embraces all-American values like freedom, being responsible for your own decisions, working hard, and keeping traditions. Using social media, highly targeted paid digital advertising, and experiential “event” marketing, D&D targets the high-risk Country teen peer crowd with anti-tobacco messages that align with the audience’s values, interests, attitudes and beliefs.

To become more ingrained and authentic with the Mississippi Country culture, D&D completed branded experiences at various community events. The branded event included many Mud Bogs and a Demolition Derby in Kiln, a rodeo on the Coast, the Dixie National Rodeo in Jackson, and a race at the Columbus Speedway. The events are staffed by brand ambassadors: young people that embody the Country peer crowd and live a tobacco-free lifestyle. During the events, the brand ambassadors interact with local youth and distribute tobacco prevention information.

A branded D&D Facebook page was used as the central hub for all online interactions with Country teens. Social media was used to promote the campaign’s anti-tobacco message.



The Mississippi High School Activities Association, Inc. (MHSAA)



The OTC, in partnership with the MHSAA, provides coaches, athletes, and spectators with tobacco education to reduce tobacco use across Mississippi.

The MHSAA serves over 600 middle and high schools, approximately 55,000 athletes, and over 4,000 coaches. They partnered with the OTC to provide tobacco education information to attendees from across Mississippi at the MHSAA baseball championship games.

The following list contains the various tobacco education delivery methods that were used during the MHSAA baseball championships:

- Half-page Quitline ad included in baseball game program
- Tobacco-Free PA announcement prior to and during each baseball game at Trustmark Park (Minimum: 12 games)
- Reject All Tobacco (RAT) 30-second commercial focusing on smokeless

- tobacco usage reduction aired on outfield video board at least twice per game during innings designated by OTC
- RAT coloring sheet focusing on smokeless tobacco use reduction included in baseball game program
- On site information table/booth for Mississippi Tobacco-Free Coalition Project Director of Rankin, Scott, and Simpson counties for distribution of information/incentives to game attendees
- Terrance the RAT mascot on site to interact with and to provide incentives to youth
- Access to Trustmark Park for OTC FREEstyle interactive event at games



Care For Their Air Program



On September 15, 2015, the Mississippi Tobacco Free Coalition of Itawamba and Monroe counties recognized staff and families of Mantachie Head Start for having 60 percent of them pledge to keep their homes and cars smoke free as part of the Care for Their Air Pledge Event.



On August 17, 2015, Taylor Daycare and Learning Center was presented a certificate of appreciation and gift card from Mississippi Tobacco Free Coalition and MSDH Office of Tobacco Control for their participation in the Care For Their Air Program

Care for Their Air Program is a program for Mississippi childcare centers and Head Start centers to educate parents and caregivers about the health risks to children from secondhand smoke exposure. It is also designed to encourage them to commit to providing a smoke-free environment in their homes and cars. An estimated 11 percent of U.S. children ages six years and younger are regularly exposed to secondhand smoke in homes and cars. Exposure to secondhand smoke can cause asthma, increases the risk for Sudden Infant Death Syndrome (SIDS), and leads to increased risk of respiratory infections and middle ear infections. During fiscal year 2015, over 300 childcare employees and 900 parents were trained on the dangers of secondhand smoke.



Crenshaw Headstart BATESVILLE, MS





Mississippi Tobacco-Free Coalitions

The Office of Tobacco Control (OTC) and its partners work with the Mississippi Tobacco-Free Coalitions (MTFCs) to educate citizens - both young and old - on the dangers of tobacco use. The OTC provides funding to 34 MTFCs that work in all 82 Mississippi counties to implement tobacco control programs at the grassroots level (Appendix III).

Each MTFC:

- Conducted tobacco control programmatic and awareness activities throughout the year that contain messages for youth and adults
- Worked to increase tobacco-free policies in municipalities statewide
- Promoted the use of tobacco prevention curricula in schools throughout the state

The MTFC's evidence-based programs have been designed to lead to:

- Preventing the initiation of tobacco use
- Creating a social norm change to non-tobacco use
- Supporting implementation of comprehensive smoke-free air policies
- Offering cessation assistance to tobacco users
- Reducing tobacco-use prevalence among youth and adults
- Reducing tobacco-related mortality and morbidity
- Decreasing tobacco-related disparities

To learn more about the Coalitions, please visit the Mississippi Tobacco Free Coalitions webpage at <http://msdh.ms.gov/msdhsite/>.



Mississippi Tobacco Free Coalition's Youth Against Tobacco group gathered at Amory City Hall, as well as other places in the city, June 9 to display posters about abstaining from tobacco use.



Members of the Mississippi Tobacco Free Coalition of Itawamba and Monroe counties' Youth Advocacy Team recently traveled to Mantachie to take their message about the dangers of smoking to social media.

IV. CESSATION INTERVENTIONS

Mississippi Tobacco Quitline

The Mississippi Tobacco Quitline, 1-800-QUITNOW or 1-800-784-8669, provides free telephone and web-based treatment to adult Mississippi residents. The CDC's *Best Practices* recommendations for tobacco cessation interventions clearly outline the importance of quitlines. In FY 2015, the Mississippi Tobacco Quitline received 16,331 calls for treatment (MS Tobacco Quitline, 2015).

The Office of Tobacco Control provides funding for Information and Quality Healthcare (IQH) to provide services for individuals who wish to utilize the Mississippi Tobacco Quitline. Masters-level professional counselors evaluate and develop a treatment plan with callers. Services that callers receive include access to Nicotine Replacement Therapies, routine behavior change therapy with an assigned counselor, referrals to physicians with experience in tobacco cessation counseling, and/or referrals to the nearest ACT Center for Tobacco Treatment, Education and Research.

The Mississippi Tobacco Quitline also provides training and presentations for community groups, organizations, healthcare providers, and the general public on the dangers of tobacco use, the benefits of not using tobacco, and the dangers of secondhand smoke exposure.

The ACT Center for Tobacco Treatment, Education and Research

A program of the University of Mississippi Medical Center in Jackson, Mississippi, the ACT Center provides intensive treatment including Nicotine Replacement Therapy (NRT) and non-nicotine medications to Mississippi residents interested in quitting tobacco. Through funds provided by the Office of Tobacco Control, the ACT Center subcontracts with hospitals throughout the state for satellite tobacco treatment clinics (Appendix IV). In FY 2015, approximately 1,590 Mississippi residents participated in the intensive tobacco treatment program provided by the ACT Center.



V. SURVEILLANCE AND EVALUATION

The Office of Tobacco Control implements an annual surveillance and evaluation system, as recommended by the CDC's *Best Practices*, to monitor and provide short-term, intermediate, and long-term intervention outcomes. The data is used to influence program and policy direction, ensure accountability, and demonstrate effectiveness.

Collecting baseline data related to each objective and performance indicator is critical to ensuring that program-related effects can be clearly measured. Surveillance and Evaluation services are provided by the Mississippi State University (MSU) Social Science Research Center (SSRC). The SSRC subcontracts with the University of Southern Mississippi for tobacco control program evaluation activities and with Southern Research Group for media-tracking services.

Surveillance efforts are designed to measure and detail progress toward goals using numerous primary and secondary data sources. These data sets include the:

- Mississippi Youth Tobacco Survey
- Youth Risk Behavior Surveillance System
- Mississippi University Student Survey of Tobacco Control
- Mississippi Social Climate Survey of Tobacco Control
- Behavioral Risk Factor Surveillance System

The Tobacco Control Unit of the MSU SSRC administers the following surveys:

- Mississippi Social Climate Survey of Tobacco Control
- Mississippi Youth Tobacco Survey
- Mississippi University Student Survey of Tobacco Control

In addition, this unit maintains a website that serves four primary functions:

- Serves as a repository for reports, slides, and fact sheets generated by the evaluation and surveillance efforts, and provides supporting links and references for tobacco control data
- Serves as an interactive programmatic data collection mechanism for evaluation efforts
- Contains a data query module that allows visitors to generate interactive tables from primary data
- Contains several interactive charts that provide vivid illustration of the profound changes states have experienced after raising their state cigarette tax or passing statewide smoke-free laws.

The recent Surveillance and Evaluation Report, along with other state specific tobacco control surveillance and evaluation data, can be accessed at www.MSTobaccoData.org.

Appendix I

TOBACCO CONTROL ADVISORY COUNCIL

The Mississippi Tobacco Control Advisory Council consists of 13 members who are appointed by state and university officials. The Mississippi Tobacco Control Advisory Council has maintained an active role in the development and implementation of the programs within the Office of Tobacco Control.

| Name | Location | Affiliation/Appointment |
|-----------------------------------|------------------------------|--|
| Berthold "Bert" Beisel, MD | Columbia | Governor Appointment |
| Dr. Dorthy C. Browne | Jackson | Jackson State University/School of Health Sciences/ College of Public Service |
| "Bob" K. Collins, MD | Mississippi State University | American Lung Association Appointment |
| Nancy Collins, Senator | District 6 Lee, Pontotoc | State Senate/ Lieutenant Governor |
| Diane C. Peranich, Representative | District 121 Harrison | State House of Representatives/ Speaker of the House |
| Mike Moore, Attorney | Flowood | Attorney General Appointment |
| Christine Philley | Jackson | State Superintendent of Public Education Appointment |
| Gena Vail | New Albany | MS Nurses Association/Lt. Governor Appointment |
| Jericho Bell | Jackson | University of Mississippi Medical Center Appointment |
| Michael Forster, PhD | Hattiesburg | University of Southern Mississippi Appointment |

* Vacant council positions are being reviewed and reappointed.

Appendix II

100% SMOKE-FREE COMMUNITIES IN MISSISSIPPI

| Year | City/Town | Date Implemented | Year | City/Town | Date Implemented |
|---------|-----------------|------------------|-------------|---------------|------------------|
| 2002 | Metcalfe | 09/03/2002 | 2011 | Rienzi | 01/01/2011 |
| 2005 | Mayersville | 09/17/2005 | | Flowood | 05/04/2011 |
| 2006 | Starkville | 05/20/2006 | | Marks | 07/14/2011 |
| | Tupelo | 10/05/2006 | | Calhoun City | 09/02/2011 |
| | Mantachie | 11/05/2006 | | Brookhaven | 10/05/2011 |
| | Oxford | 11/17/2006 | | Centreville | 10/05/2011 |
| 2007 | Hattiesburg | 01/01/2007 | | New Albany | 12/01/2011 |
| | Hernando | 03/08/2007 | | Coldwater | 12/1/2011 |
| | Aberdeen | 03/22/2007 | | Byram | 12/7/2011 |
| | Mathison | 04/15/2007 | | Rolling Fork | 12/15/2011 |
| | Ridgeland | 07/09/2007 | 2012 | Monticello | 1/18/2012 |
| | Greenwood | 08/17/2007 | | Canton | 1/19/2012 |
| | Kosciusko | 11/02/2007 | | Georgetown | 3/12/2012 |
| | Amory | 11/02/2007 | | Anguilla | 3/28/2012 |
| Corinth | 11/09/2007 | Duncan | | 4/5/2012 | |
| Flora | 12/13/2007 | Durant | | 5/4/2012 | |
| 2008 | Petal | 12/20/2008 | | Verona | 5/4/2012 |
| | Ecru | 03/12/2008 | | Arcola | 5/9/2012 |
| | Pontotoc | 05/01/2008 | Booneville | 6/1/2012 | |
| | Collins | 06/08/2008 | Shuqualak | 6/1/2012 | |
| | Clinton | 08/14/2008 | New Augusta | 6/12/2012 | |
| 2009 | Laurel | 12/04/2009 | Moss Point | 6/14/2012 | |
| | Grenada | 01/08/2009 | Sumner | 7/4/2012 | |
| 2010 | Hollandale | 12/03/2010 | Alligator | 7/5/2012 | |
| | Meridian | 02/19/2010 | Forest | 9/6/2012 | |
| | Batesville | 03/04/2010 | Ethel | 11/1/2012 | |
| | Bassfield | 03/10/2010 | Indianola | 11/6/2012 | |
| | Prentiss | 04/17/2010 | Cary | 12/8/2012 | |
| | Lumberton | 06/01/2010 | 2013 | Moorhead | 1/11/2013 |
| | Madison | 06/01/2010 | | Wiggins | 1/17/2013 |
| | Sumrall | 06/01/2010 | | Lucedale | 2/1/2013 |
| | Crystal Springs | 06/15/2010 | | Baldwyn | 7/5/2013 |
| | Jackson | 07/01/2010 | | Plantersville | 7/6/2013 |
| | Wesson | 07/01/2010 | | Pascagoula | 7/19/2013 |
| | Belzoni | 07/01/2010 | | Morton | 9/1/2013 |
| | Pearl | 09/01/2010 | | Magee | 11/19/2013 |
| | Jonestown | 10/11/2010 | Walnut | 12/5/2013 | |
| | | | Woodville | 12/30/2013 | |

Appendix II

100% SMOKE-FREE COMMUNITIES IN MISSISSIPPI

| Year | City/Town | Date Implemented |
|-------------|------------------|-------------------------|
| 2014 | Bruce | 1/1/2014 |
| | Friars Point | 1/8/2014 |
| | Itta Bena | 1/16/2014 |
| | Farmington | 2/20/2014 |
| | Louisville | 4/3/2014 |
| | Mendenhall | 4/4/2014 |
| | Duck Hill | 4/9/2014 |
| | Weir | 4/10/2014 |
| | Sledge | 6/4/2014 |
| | Picayune | 7/17/2014 |
| | Southaven | 8/4/2014 |
| | Crawford | 9/2/2014 |
| | Beulah | 9/4/2014 |
| | Isola | 9/4/2014 |
| | Clarksdale | 9/10/2014 |
| | Senatobia | 11/20/2014 |
| 2015 | Iuka | 1/1/2015 |
| | Nettleton | 2/5/2015 |
| | Sidon | 2/5/2015 |
| | Charleston | 3/7/2015 |
| | Tutwiler | 4/2/2015 |
| | Courtland | 4/2/2015 |
| | Drew | 4/2/2015 |
| | Walnut Grove | 4/3/2015 |
| | Pittsboro | 5/5/2015 |
| | Brandon | 6/3/2015 |
| | Fayette | 6/11/2015 |
| | Brooksville | 7/2/2015 |
| | State Line | 7/2/2015 |
| | Pickens | 7/2/2015 |
| | Macon | 9/17/2015 |
| | Saltillo | 9/18/2015 |
| | Holly Springs | 10/1/2015 |
| | Louise | 10/1/2015 |
| | Lyon | 10/2/2015 |
| Lexington | 10/11/2015 | |
| Ellisville | 11/5/2015 | |

Appendix III

MISSISSIPPI TOBACCO-FREE COALITIONS

| Fiscal Agent | County/Counties |
|--|--|
| Adams County Coalition for Children and Youth | Adams, Jefferson, and Franklin |
| Aiming for Healthy Families | Alcorn, Tippah, Prentiss, and Tishomingo |
| Plain-Gulf, American Lung Association | Pearl River, Hancock, and Jackson |
| Caffee Caffee & Associates | Forrest, Jones, Perry, Covington, Smith, Lamar and Marion |
| Community Educational Support Systems of Mississippi | Wayne, Clarke, and Jasper |
| Delta Health Alliance | Coahoma, Tunica, Bolivar, Sunflower, Quitman, and Tallahatchie |
| Dream, Inc. | Rankin, Scott, and Simpson |
| Montgomery Institute | Noxubee, Kemper, and Neshoba |
| Grenada County School District | Grenada, Yalobusha, and Calhoun |
| Hands on Gulf Coast | Harrison |
| Innovative Behavioral Services | Lauderdale, Newton and Hinds |
| Lawrence County School District | Lawrence, Jefferson Davis, and Walthall |
| Washington County Planning Department | Washington, Sharkey, and Issaquena |
| Mississippi Community Education Center | Montgomery, Choctaw, Webster, Claiborne, Warren, Attala, Winston, and Leake |
| Family Resource Center of Northeast Mississippi | Oktibbeha, Lowndes, Clay, Lee, Monroe, Chickasaw, and Itawamba |
| National Council on Alcoholism and Drug Dependence | Copiah and Lincoln |
| Northeast Mississippi Healthcare | Union, Benton, and Marshall |
| New Beginning Ministries | George, Green, and Stone |
| North Delta Planning and Development District | Panola, Lafayette, and Pontotoc |
| Partnership for a Healthy Mississippi | Madison, Yazoo, Holmes, Leflore, Carroll, Humphreys, Pike, Amite and Wilkinson |
| Olive Branch Family YMCA | Desoto and Tate |

Appendix IV

ACT CENTER AND SATELLITE SITES

| | | |
|---|------------|--------------|
| ACT Center Main Site | Jackson | 601.815.1180 |
| Memorial Hospital | Gulfport | 228.867.4022 |
| North Mississippi Medical Center | Iuka | 662.423.4675 |
| North Mississippi Medical Center | Tupelo | 662.377.5787 |
| Southwest Mississippi Regional Medical Center | McComb | 601.249.1868 |
| Tri-Lakes Medical Center | Batesville | 662.712.1472 |
| King's Daughters Medical Center | Brookhaven | 601.835.9406 |
| Delta Regional Medical Center | Greenville | 662.725.2178 |



