

# Mississippi Tobacco **Control and Prevention** Strategic Plan 2013-2018



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## **INTRODUCTION**

In 1964, U. S. Surgeon General, Luther L. Terry, MD, made the first declaration that the effects of tobacco were at war with public health. Tobacco use continues to affect the health and wellbeing of smoking and nonsmoking youth and adults throughout the nation.

In 2007, the Mississippi State Legislature mandated a comprehensive statewide tobacco education, prevention and cessation program in §41-113-1 of the Mississippi Code of 1972. That same year, the Legislature established the Office of Tobacco Control (OTC) within the Mississippi State Department of Health and created the Mississippi Tobacco Control Advisory Council. (Appendix A)

### **Vision**

The vision of the Office of Tobacco Control is to significantly improve the health of Mississippians and to reduce the disease and economic burden that tobacco use places on Mississippians of all ages. This vision includes a set of core values:

- Implement strategies to ensure smoke-free air for everyone;
- Respect the effort it takes to quit smoking and stay quit;
- Provide innovative leadership;
- Cultivate cooperative relationships with traditional and nontraditional partners; and
- Do not accept funding from, or collaborate with, the tobacco industry.

### **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 OTC utilizes a systematic approach which includes each of the components of the Centers for Disease Control and Prevention's evidence-based *Best Practices for Comprehensive Tobacco Control Programs*, 2007:

- I. Administration and Management
- II. State and Community Interventions
- III. Cessation Interventions
- IV. Health Communication Interventions
- V. Surveillance and Evaluation

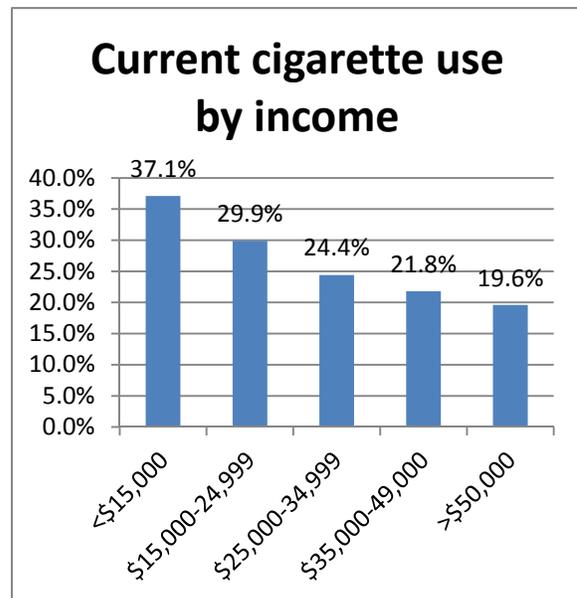
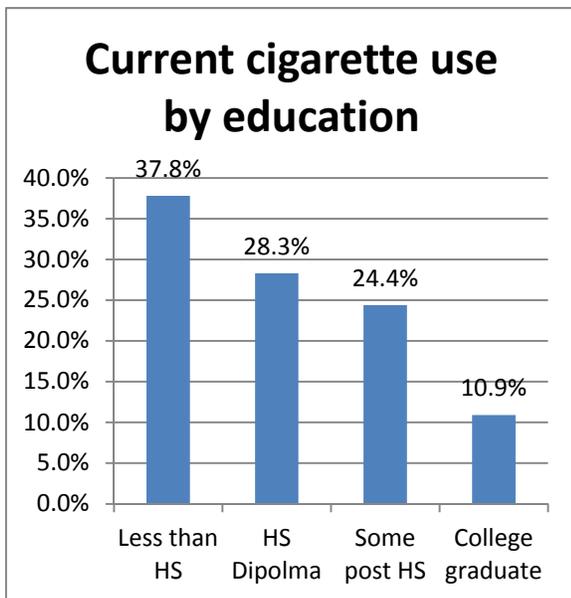
# IMPACT OF TOBACCO USE: HEALTH AND ECONOMIC

## Health and Economic Burden

Tobacco use is the leading cause of preventable death across the United States. The American Lung Association, *Plains-Gulf Region* estimates approximately 443,000 people die in the U.S. each year from tobacco-related illnesses and secondhand smoke exposure, which includes approximately 4,700 adult Mississippians.

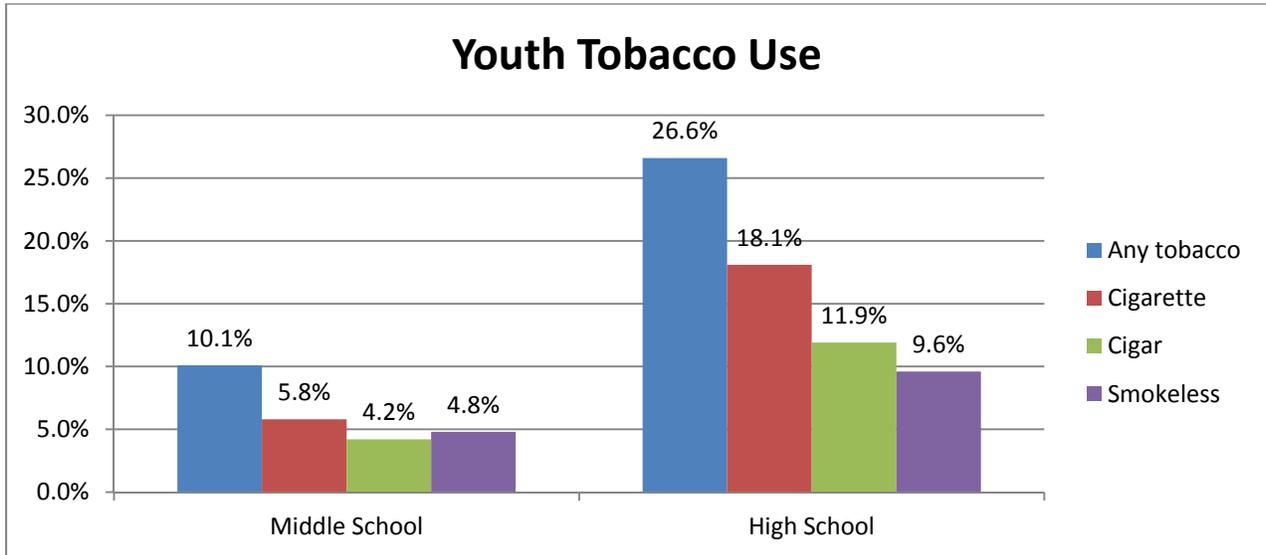
Direct costs to Mississippians for tobacco-related illnesses include an estimated \$719 million in medical costs and \$264 million in Medicaid payments. The Medicaid burden per household is \$555 per year in federal and state taxes. Nationally, more than \$193 billion annually is drained from the economy because of healthcare costs and lost productivity (*The Year in Tobacco Control - American Lung Association, Plains-Gulf Region 2011*).

**By Income and Education Level in Mississippi**

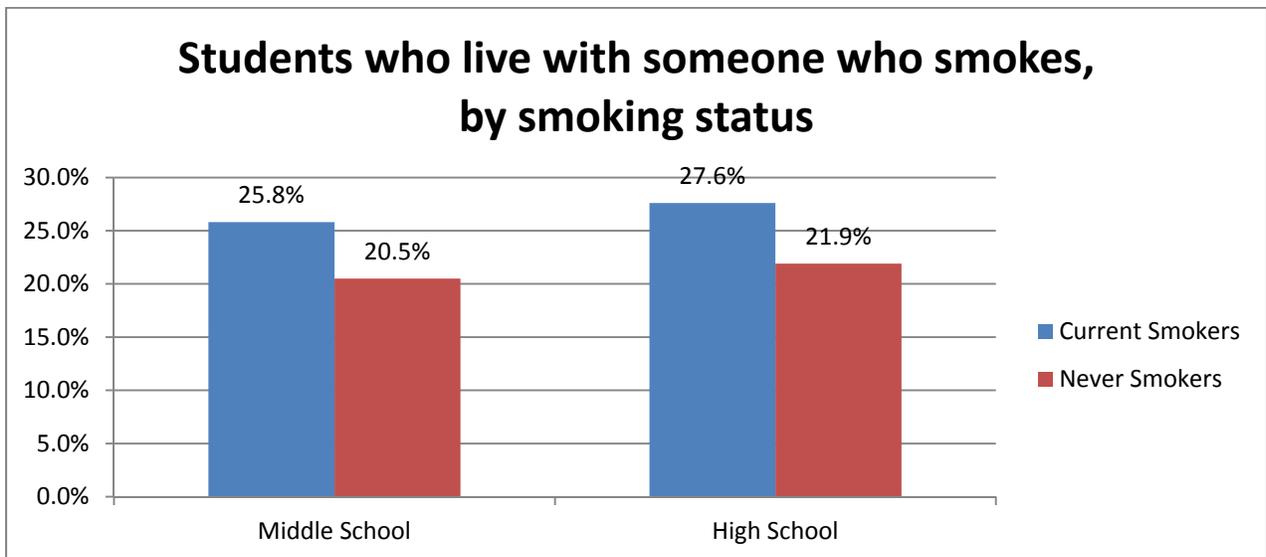


## Tobacco Use Among Youth

The number of Mississippi children who are now under the age of 18 who will ultimately die prematurely from smoking is approximately 69,000. Overall, 26.6% of high school students in Mississippi reported current use of some form of tobacco (2012, *Youth Tobacco Survey*).



According to the 2012 Youth Tobacco Survey, 5.8% of middle school students in Mississippi reported current cigarette use and 18.1% of high school students in Mississippi reported current cigarette use.



## **Adult Tobacco Use Prevalence**

According to the 2012 Behavioral Risk Factor Surveillance System (BRFSS) report, the overall rate of current smoking for adult Mississippians was 23.7%. Of these, 63.7% are Caucasian and 33.9% are African American. Nearly half of all adult smokers in Mississippi are 45 years of age or older, employed, and have a household income less than \$25,000 per year. Almost one third (32.5%) of adult smokers has a GED or high school diploma. The group with the highest percentage of current smokers was African American males who had a rate of 28.8%. The second highest was white males with a rate of 26.1%.

## **Secondhand Smoke**

Secondhand smoke exposure causes disease and premature death in children and adults who do not smoke. In 2005, it was estimated that nationally, exposure to secondhand smoke killed more than 3,000 adult nonsmokers from lung cancer, approximately 46,000 from coronary heart disease, and an estimated 430 newborns from sudden infant death syndrome (SIDS). From July 2012 to June 2013, it is estimated that Mississippi Medicaid spent \$15,343,280 on low birth weight costs attributable to secondhand smoke exposure (Social Science Research Center, [Medicaid Costs & Secondhand Smoke, 2013](#)).

Secondhand smoke causes respiratory problems in nonsmokers, such as coughing, phlegm, and reduced lung function. Adults exposed to secondhand smoke tend to be more vulnerable to cardiovascular problems that cause coronary heart disease and lung cancer. Nonsmokers exposed to secondhand smoke at home or work increase the risk of developing heart disease by 25-30%. From July 2012 to June 2013, it is estimated that Mississippi Medicaid spent \$1,436,325 on adult heart and lung disease expenses attributable to secondhand smoke exposure (Social Science Research Center, [Medicaid Costs & Secondhand Smoke, 2013](#)).

Children exposed to secondhand smoke are at an increased risk for SIDS, acute respiratory infections, ear problems, and severe asthma. Smoking by parents may cause respiratory symptoms and slow lung growth in children. From July 2012 to June 2013, it is estimated that Mississippi Medicaid spent \$19,368,701 for childhood respiratory illness, asthma, and ear infection costs attributable to secondhand smoke exposure (Social Science Research Center, [Medicaid Costs & Secondhand Smoke, 2013](#)).

Individuals exposed to secondhand smoke are inhaling many of the same cancer-causing substances and poisons as smokers. Because their bodies are developing, infants and young children are especially vulnerable to the poisons in secondhand smoke. Concentrations of many cancer-causing and toxic chemicals are higher in secondhand smoke than in the smoke inhaled by smokers.

There are 192,000 Mississippi children exposed to secondhand smoke at home each year.

Exposure to secondhand smoke is associated with both developing and exacerbating asthma symptoms and results in poorer asthma outcomes in children and adults. In 2007, asthma episodes resulted in 1.75 million visits to emergency rooms and 456,000 hospitalizations nationwide. In 2009, approximately 76,719 Mississippi adults (6.6%) had asthma.

From 2003-2007, asthma emergency room visits in Mississippi increased by 23%, and there were approximately 4,000 asthma hospitalizations in 2008 (Mississippi Health Policy Center, [Secondhand Smoke: Impact on Health and Economy](#)). From July 2012 to June 2013, it is estimated that Mississippi Medicaid spent \$9,920,472 on childhood asthma expenses attributable to secondhand smoke exposure (Social Science Research Center, [Medicaid Costs & Secondhand Smoke](#), 2013).

### **Eliminating Health Disparities**

Differences in patterns of tobacco use and prevention and treatment of tobacco-related diseases are referred to as tobacco-related health disparities. These differences often result in poorer health outcomes and higher death rates among specific populations when compared to the general population.

Evidence shows that there is a correlation between certain U.S. populations with tobacco-related health disparities and poverty, gender, race, and ethnicity. Focusing on specific population groups who are at greater risk for tobacco-related health disparities can help reduce the disease toll and the economic burden placed on individuals and society overall.

The history, cultural beliefs, and country of origin of many racial and ethnic communities, as well as lack of access to healthcare, can also affect tobacco use rates. In addition, tobacco companies use political, marketing, and charitable-giving strategies to create long-term loyalty and demand for their products.

It is critical that these tobacco-related health disparities become the focus of greater priority areas when planning tobacco prevention initiatives. At this time, there is a lack of definitive, evidence-based practices for implementing programs and identifying targeted outcomes for groups that experience tobacco-related health disparities. However, potential areas of future focus in Mississippi are people in behavior and mental health programs, pregnant women, infants and children exposed to secondhand smoke, and African American populations.

## LANDSCAPE CHANGES

Although tobacco use continues to reap a devastating toll on Americans each year, over the past decade great strides have been made in Mississippi to prevent underage access to tobacco, eliminate risks of exposure to secondhand smoke, and to help smokers quit.

The Office of Tobacco Control, in collaboration with the Mississippi Municipal League, engaged Mississippi Municipalities to increase the number of individuals in the state protected by comprehensive smoke-free air ordinances. These local ordinances have been the catalyst for stronger legislation over recent years. See Appendix A for a list of Mississippi communities with smoke-free ordinances.

Most Mississippi adults (77.3%) support a statewide smokefree law prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars, while only 14.7% oppose such a law. A recent survey of Mississippi restaurant owners and managers found that 69.9% of them support this law. Survey respondents overwhelmingly (86.7%) support people not being allowed to smoke while driving an automobile with children present ([Social Science Research Center](#)).

### **Cessation Interventions**

Interventions to increase cessation encompass a broad array of policy, system, and population-based measures. System-based initiatives are being developed to ensure that all patients seen in the healthcare system are screened for tobacco use, receive brief interventions, and offered intensive counseling services and FDA-approved cessation medications to help them quit.

#### *Mississippi Tobacco Quitline*

The Mississippi Tobacco Quitline has the potential to reach large numbers of tobacco users. The Quitline serves individuals with specialized resources to help them quit. The staff at the Mississippi Tobacco Quitline also assists healthcare providers by providing brief intervention and medication options, then linking tobacco users to Quitline cessation services for more intensive counseling. Both telephone and web-based counseling are available for Mississippians. The telephone number for the Mississippi Tobacco Quitline is 1-800-QUIT-NOW (1-800-784-8669) and online at [www.quitlinems.com](http://www.quitlinems.com). Healthcare providers may access the fax/referral form and additional information online under the 'Healthcare Provider & Employers' tab on the Quitline website.

#### *The ACT Center for Tobacco Treatment, Education & Research*

The ACT Center, a program of the University of Mississippi Medical Center, provides intensive treatment, including nicotine replacement therapy and non-nicotine medications, to Mississippi residents interested in quitting tobacco use. The ACT Center is located in Jackson and several satellite clinics in hospitals across the state.

## **Health Communication Interventions**

The health communication interventions deliver strategic, culturally appropriate, and hard-hitting messages integrated into the overall state tobacco program effort. The health communication interventions and counter-marketing strategies employ a wide range of efforts, including paid television, radio, billboard, print, and web-based advertising at the state and local levels; media advocacy through public relations efforts, such as press releases, local events, media literacy, and health promotion activities; and efforts to reduce or replace tobacco industry sponsorship and promotions. Through its communication interventions, Mississippi is working to include more focused targeting of specific audiences, as well as fostering message development and distribution for the target audience through appropriate channels.

## **State and Community Interventions**

### *Policy at the Local Level*

State and community interventions include supporting and implementing programs and policies to influence societal organizations, systems, and networks that encourage and support individuals to make behavioral choices consistent with tobacco-free norms. The social norm change model presumes that durable change occurs through shifts in the social environment at the grassroots level across local communities. State and community interventions unite a range of integrated programmatic activities, including local and statewide policies and programs, chronic disease and tobacco-related disparity elimination initiatives, and interventions specifically aimed at influencing youth.

## **The Law**

### *The Synar Amendment*

The Office of the Attorney General, Alcohol and Tobacco Enforcement Division, in cooperation with the Department of Mental Health and local and state law enforcement officers, are charged with enforcing laws prohibiting the sale or distribution of tobacco products to individuals under the age of 18. This authorization is provided through the Synar Amendment of the Alcohol, Drug Abuse, and Mental Health Administration Reorganization Act (P.L. 102-321).

Because it plays a lead federal role in substance abuse prevention, the Substance Abuse and Mental Health Services Administration (SAMHSA) issued the Synar Regulation in January 1996 to provide guidance to States. The regulation requires that States:

- Have in effect a law prohibiting any manufacturer, retailer, or distributor of tobacco products from selling or distributing such products to any individual younger than age 18;
- Enforce this law;
- Conduct annual, unannounced inspections in a way that provides a valid probability

- sample of tobacco sales outlets accessible to minors;
- Negotiate interim targets and a date to achieve a noncompliance rate of no more than 20% (SAMHSA required that each State reduce its retailer violation rate to 20% or less by FFY 2003); and
  - Submit an annual report detailing state activities to enforce its law.

#### *Limiting Youth Access*

The Federal Synar Amendment requires all states to (1) have and enforce state-level minors' access laws to decrease the rate of sales to persons under the age of 18 to less than 20%, (2) conduct annual statewide inspection surveys that accurately measure the effectiveness of their enforcement efforts, and (3) report annually to Congress. A significant loss of block grant dollars could be lost because of states' failures to achieve announced performance targets. Education programs by federal, state, and local authorities are necessary to build support among retailers for enforcing sales restrictions. These programs should include discussion of tobacco's health effects, a topic avoided in tobacco industry-sponsored programs.

## FUTURE PRIORITIES

### Creation of the 2013 – 2018 Plan

An initial meeting for the strategic development of this five-year plan was held May 15, 2013, utilizing the Mississippi Tobacco Control and Prevention Strategic Plan for 2010—2015 as an historical reference. A follow-up meeting took place September 24, 2013. Tobacco prevention and control advocates representing 26 agencies and organizations participated in the sessions. A comprehensive list of the participating agencies, organizations, and other partners is listed as Appendix B.

Participants were assigned to a sub-group to address one of the four program goals established by the CDC's *Best Practices for Comprehensive Tobacco Control Programs – October 2007*: (1) prevent initiation of tobacco use among youth and young adults, (2) promote quitting among adults and youth, (3) eliminate exposure to secondhand smoke; or (4) identify and eliminate tobacco-related disparities among population groups.

The participants used the five components of the CDC's Best Practices as a guide for their updates: (1) Administration and Management; (2) State and Community Interventions; (3) Cessation Interventions; (4) Health Communication Interventions; and (5) Surveillance and Evaluation.

Each sub-group met to organize, plan for future meetings, and invite other agencies to participate in the strategic planning process. The groups met several times over the next two months to develop objectives and identify strategies for each of the four major goals.

Input from all four sub-groups was compiled into the draft five-year plan. This draft was returned to the groups for their review and input. After the incorporation of all subgroups' input, the strategic plan was submitted to the staff of the Mississippi State Department of Health (MSDH), Office of Tobacco Control.

The Guiding Principles identified in this section lay the groundwork for the MSDH Office of Tobacco Control to more effectively partner with agencies, community groups, healthcare and other organizations across the state. These guiding principles and a description of each are as follows:

**Accuracy (evidence-based information)** - Establish a well-funded and sustained comprehensive, multicultural tobacco program that employs a variety of effective, evidence-based approaches, based upon critical elements in the CDC's *Best Practices for Comprehensive Tobacco Control Programs – October 2007*, with an emphasis on preventing tobacco use.

**Collaboration (multi-agency partnership)** - Utilize the strengths of state and local partners to build capacity statewide for tobacco use prevention and control in

healthcare settings, schools, businesses, governmental agencies, and community groups; and increase understanding of the problem among policymakers and the media.

**Accountability** - Incorporate a strong surveillance and evaluation component to ensure accountability and effectiveness.

**Dedication** - Tobacco use does not occur in a vacuum. A comprehensive program effort must change social norms surrounding tobacco use, and all program efforts must be led by groups and individuals dedicated to the goals of the program.

**Accessibility** - Expand the current infrastructure and critical partnerships at local and state levels to ensure tobacco prevention and control programs are accessible to all people. Ensure that policies and programmatic activities are feasible and acceptable at the local level.

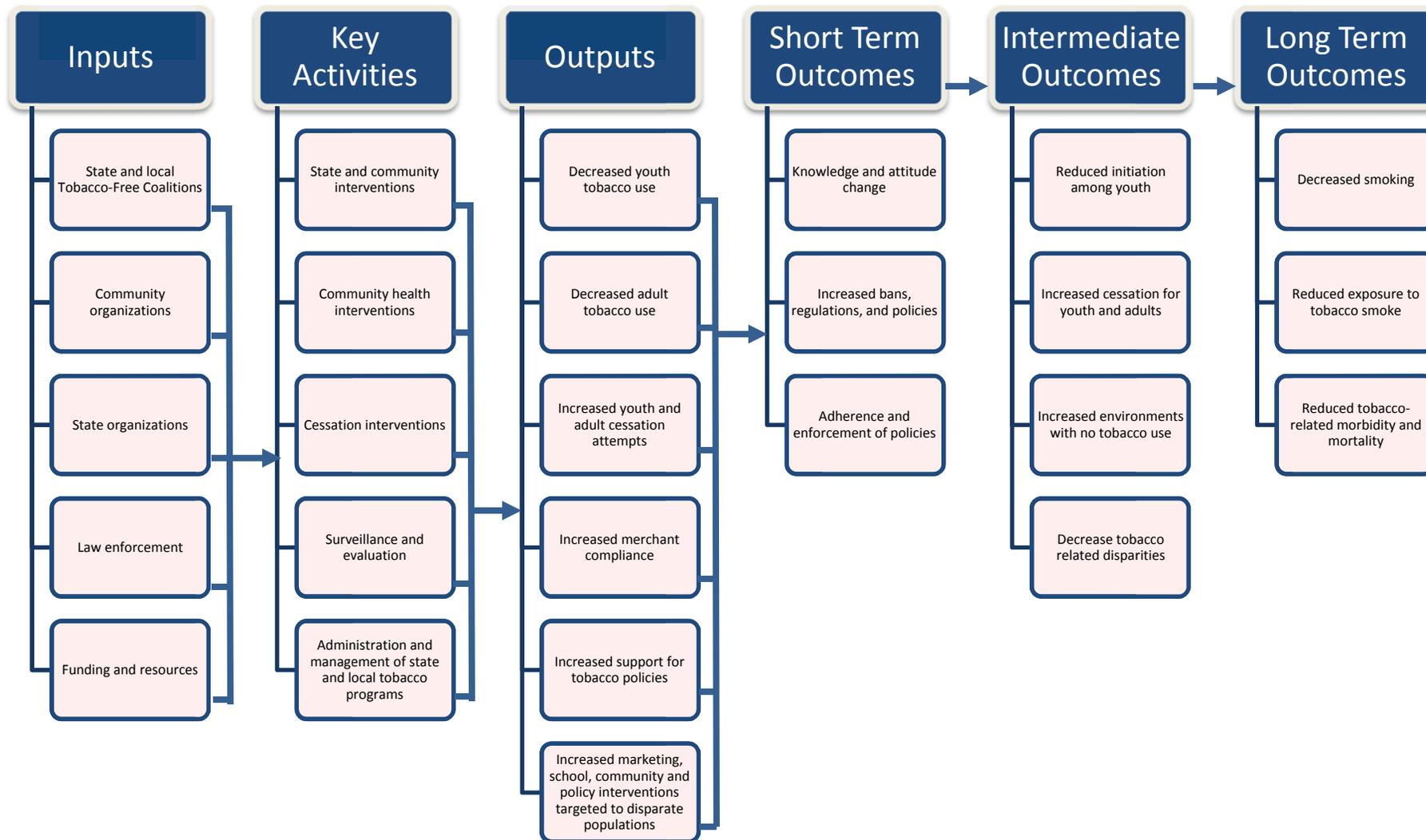
**Comprehensiveness** - Ensure state-level and community support through partnerships with youth and adult stakeholders, experts, and organizations with specialized expertise. Engage youth and other at-risk groups as leaders. Promote diverse leadership in planning and implementing policy and programmatic efforts.

**Cost-effectiveness** - Ensure cost-effectiveness by utilizing existing networks, agencies, and organizations that promote tobacco control as a part of their ongoing programs.

## **Goals and Objectives**

The following section, *Strategic Plan for 2013 – 2018 Goals*, defines the four main goals of the Office of Tobacco Control and is based on the CDC's *Best Practices for Comprehensive Tobacco Control Programs – October 2007*. Each goal contains objectives that encompass the aforementioned guiding principles, as well as specific strategies and measures of success for meeting each goal. The strategies outlined in this section are the future priorities of tobacco control in Mississippi through 2018. Key activities and indicators are not intended to be all-inclusive since dynamic economic and legislative environments greatly affect tobacco use. Rather, the guide is intended to strategically guide statewide partners to more effectively utilize resources to reduce tobacco use and related health effects in Mississippi.

## Mississippi Tobacco Control and Prevention Strategic Plan 2013-2018 Logic Model



GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
<p><b>Objective 1:</b> By December 31, 2018, decrease the percent of Mississippi high school students who report they ever smoked cigarettes from 46.7% (Baseline data, 2012 YTS) to 43% and from 20.8% (Baseline data, 2012 YTS) to 18% for middle school students.</p>	<p>Prevalence of young people who report ever smoked a cigarette</p> <p>Prevalence of young people who report ever having tried a cigarette</p> <p><a href="#">Youth Tobacco Survey (YTS), 2012</a></p> <p><a href="#">Youth Behavioral Risk Factor Surveillance System (YRBSS), 2011</a></p>	<ol style="list-style-type: none"> <li>1. Provide evidence-based training for youth-led tobacco prevention education.</li> <li>2. Collaborate with schools, <a href="#">Mississippi Tobacco-Free Coalitions</a> (MTFC), after school programs, faith-based organizations, and other youth organizations to conduct tobacco prevention and educational activities that increase awareness of the harmful effects of tobacco products.</li> <li>3. Utilize healthcare professional association meetings to train healthcare professionals to provide tobacco cessation counseling services to youth at each visit and to make referrals to tobacco cessation services, as appropriate.</li> <li>4. Provide summer youth tobacco prevention programs for youth in each of the 82 counties in Mississippi.</li> <li>5. Work through the <a href="#">Mississippi Association of Coaches</a> to train middle and high school coaches and athletic staff to utilize materials provided by tobacco control programs.</li> <li>6. Develop social marketing activities for youth and engage in evidence-based counter-marketing campaigns focused on preventing youth from starting to use tobacco.</li> <li>7. Integrate information on emerging tobacco products into activities as research becomes available.</li> </ol>	<p>Mississippi State Department Health</p> <p>Mississippi Tobacco-Free Coalitions</p> <p>American Lung Association, Plains Gulf Region</p> <p>Partnership for a Healthy Mississippi</p> <p>Mississippi Department of Education</p> <p>Office of the Attorney General, State of Mississippi</p> <p>Law enforcement</p> <p>School health councils</p> <p>School nurses</p> <p>Mississippi Athletic Coaches Association</p>

GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
			Mississippi Private School Association  Statewide healthcare partners
<b>Objective 2:</b> By December 31, 2018, decrease the percent of Mississippi high school students who report current cigarette status from 18.1% (Baseline data, 2012 YTS) to 15% and maintain the percentage of current smokers in middle school at 6% or less (Baseline data, 2012 YTS).	Prevalence of tobacco use among young people  Prevalence of young people who report never having tried a cigarette	<ol style="list-style-type: none"> <li>1. Provide evidence-based training for youth-led tobacco prevention education.</li> <li>2. Collaborate with schools, <a href="#">Mississippi Tobacco-Free Coalitions</a> (MTFC), after school programs, faith-based organizations, and other youth organizations to conduct tobacco prevention and educational activities that increase awareness of the harmful effects of tobacco products.</li> <li>3. Utilize healthcare professional association meetings to train healthcare professionals to provide tobacco cessation counseling services to youth at each visit and to make referrals to tobacco cessation services, as appropriate.</li> <li>4. Provide summer youth tobacco prevention programs for youth in each of the 82 counties in Mississippi.</li> <li>5. Work through the <a href="#">Mississippi Association of Coaches</a> to train middle and high school coaches and athletic staff to utilize materials provided by tobacco control programs.</li> <li>6. Develop social marketing activities for youth and engage in evidence-based counter-marketing campaign focused on preventing youth from starting to use tobacco.</li> <li>7. Integrate information on emerging tobacco products into activities as research becomes available.</li> </ol>	Mississippi State Department of Health  Mississippi Tobacco-Free Coalitions  American Lung Association, Plains Gulf Region  Partnership for a Healthy Mississippi  Mississippi Department of Education  Office of the Attorney General, State of Mississippi  Law enforcement  School health councils
	<a href="#">Youth Tobacco Survey</a> (YTS), 2012  <a href="#">Youth Behavioral Risk Factor Surveillance System</a> (YRBSS), 2011		

GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
			School nurses  Mississippi Athletic Coaches Association  Mississippi Private School Association  Statewide healthcare partners
<b>Objective 3:</b> By December 31, 2018, decrease the percent of male high school students who report having ever used smokeless tobacco from 29.3% (Baseline data, 2012 YTS) to 27.0% and from 17.0% (Baseline data, 2012 YTS) to 15.0% for male middle school students, and maintain the percent of female high school students who report ever using smokeless tobacco at 7% or less and female middle school students at 6% or less.	Prevalence of tobacco use among young people  Prevalence of young people who report never having tried smokeless tobacco  <a href="#">Youth Tobacco Survey</a> (YTS), 2012  <a href="#">Youth Behavioral Risk Factor Surveillance System</a> (YRBSS), 2011	<ol style="list-style-type: none"> <li>1. Provide evidence-based training for youth-led tobacco prevention education.</li> <li>2. Collaborate with schools, <a href="#">Mississippi Tobacco-Free Coalitions</a> (MTFC), tobacco prevention and cessation leaders, after school programs, faith-based organizations, and other youth organizations to conduct tobacco prevention and educational activities that increase awareness of the harmful effects of tobacco products.</li> <li>3. Utilize healthcare professional association meetings to train healthcare professionals to provide tobacco cessation counseling services to youth at each visit to make referrals tobacco cessation services, as appropriate.</li> <li>4. Develop social marketing activities for youth.</li> <li>5. Provide summer youth tobacco prevention programs for youth in each of the 82 Mississippi counties.</li> <li>6. Work through the <a href="#">Mississippi Association of Coaches</a> to train middle and high school coaches and athletic staff to utilize materials provided by tobacco control programs.</li> <li>7. Integrate emerging tobacco products into activities as</li> </ol>	Mississippi State Department of Health  Mississippi Tobacco-Free Coalitions  American Lung Association, Plains Gulf Region  Partnership for a Healthy Mississippi  Mississippi Department of Education  Office of the Attorney General, State of Mississippi

GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
		research becomes available.	Law enforcement  School health councils  School nurses  Mississippi Athletic Coaches Association  Mississippi Private School Association  Statewide healthcare partners
<b>Objective 4:</b> By December 31, 2018, decrease the percent of male high school students who report having current status of using smokeless tobacco from 17.6% (Baseline data, 2012 YTS) to 15.0% and from 8.1% (Baseline Data, 2012 YTS) to 6.0% for male middle school students, and maintain the percent of female high school and middle school students who report having current status of using smokeless tobacco at 2% or less.	Prevalence of smokeless tobacco use among young people  Prevalence of young people who report current smokeless tobacco usage  <a href="#">Youth Tobacco Survey (YTS), 2012</a>  <a href="#">Youth Behavioral Risk Factor Surveillance System (YRBSS), 2011</a>	<ol style="list-style-type: none"> <li>1. Provide evidence-based training for youth-led tobacco prevention education.</li> <li>2. Collaborate with schools, <a href="#">Mississippi Tobacco-Free Coalitions</a>, tobacco prevention and cessation leaders, after school programs, faith-based organizations, and other youth organizations to conduct tobacco prevention and educational activities that increase awareness of the harmful effects of tobacco products.</li> <li>3. Utilize healthcare professional association meetings to train healthcare professionals to provide tobacco cessation counseling services to youth at each visit to make referrals to tobacco cessation services, as appropriate.</li> <li>4. Develop social marketing activities for youth.</li> <li>5. Provide summer youth tobacco prevention programs for youth in each of the 82 Mississippi counties.</li> <li>6. Work through the <a href="#">Mississippi Association of Coaches</a></li> </ol>	Mississippi State Department of Health  Mississippi Tobacco-Free Coalitions  American Lung Association, Plains Gulf Region  Partnership for a Healthy Mississippi  Mississippi Department of

GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
		<p>to train middle and high school coaches and athletic staff to utilize materials provided by tobacco control programs.</p> <p>7. Integrate emerging tobacco products into activities as research becomes available.</p>	<p>Education</p> <p>Office of the Attorney General, State of Mississippi</p> <p>Law enforcement</p> <p>School health councils</p> <p>School nurses</p> <p>Mississippi Athletic Coaches Association</p> <p>Private School Association</p> <p>Statewide healthcare partners</p>
<p><b>Objective 5:</b> By December 31, 2018, involve youth in an educational campaign regarding comprehensive tobacco prevention and control initiatives.</p>	<p>Number of tobacco prevention presentations conducted by school nurses</p> <p>Number of students who participate in tobacco-use prevention activities presented by school</p>	<ol style="list-style-type: none"> <li>Educate decision makers/leaders regarding comprehensive tobacco prevention and control initiatives.</li> <li>Provide high school students and young adults information regarding comprehensive tobacco prevention and control initiatives through public presentations and coalition meetings.</li> <li>Collaborate with state and national partners to educate youth about comprehensive tobacco prevention and control initiatives.</li> <li>Develop tobacco prevention lesson plans to be</li> </ol>	<p>Mississippi State Department of Health</p> <p>Mississippi Tobacco-Free Coalitions</p> <p>American Lung Association, Plains Gulf Region</p>

GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>nurses.</p> <p>Mississippi State Department of Health Office of Tobacco Control Database</p> <p>Mississippi State Department of Health Office of Tobacco Control six month and one year evaluation reports</p> <p>Mississippi State University, Social Science Research Center</p> <p>Mississippi Department of Education, Office of Healthy Schools School Nurse Data Collection program</p>	<p>inserted into core subject areas of health, science, and biology.</p> <p>5. Implement student-led programs that educate youth on the dangers of tobacco use and engaging policy initiatives. Provide at least two trainings annually, including the use of tobacco prevention interactive web activities and social marketing sites, and provide on-going technical assistance to teachers, principals, and other school personnel on the availability and the use of comprehensive tobacco prevention and control programs.</p> <p>6. Integrate emerging tobacco products into activities as research becomes available.</p>	<p>Partnership for a Healthy Mississippi</p> <p>Mississippi Department of Education</p> <p>Office of the Attorney General, State of Mississippi</p> <p>Law enforcement</p> <p>School health councils</p> <p>School nurses</p> <p>Mississippi Athletic Coaches Association</p> <p>Mississippi Private School Association</p> <p>American Heart Association</p> <p>American Cancer Association</p> <p>Mississippi Department Mental</p>

GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
			Health
<p><b>Objective 6:</b> By December 31, 2018, assure that youth education regarding tobacco use includes strategies to work with merchants (including point-of-sale and merchant education).</p>	<p>Number of coalition trainings on point-of-sale</p> <p>Number of coalition trainings on merchant education</p> <p>Number of youth identified to conduct point-of-sale assessments</p> <p>Number of point-of-sale program materials developed</p> <p>Number of activities to educate merchants about the sale of tobacco to youth</p> <p>The number of youth-led product placement activities</p> <p>The number of reports/complaints regarding the sale of tobacco products to youth</p>	<ol style="list-style-type: none"> <li>1. Work with the <a href="#">Mississippi Tobacco-Free Coalitions</a> and youth teams to educate merchants regarding the sale of tobacco to youth and product placement.</li> <li>2. Increase the number of youth-led point-of-sale merchant activities.</li> <li>3. Integrate research on emerging tobacco products into programs and activities as it becomes available.</li> <li>4. Collaborate with the Office of the Attorney General, State of Mississippi, local law enforcement officials, behavioral/mental health staff, and <a href="#">Mississippi Tobacco-Free Coalitions</a> to ensure merchant compliance with the sale of tobacco products.</li> </ol>	<p>Mississippi State Department of Health</p> <p>Mississippi Tobacco-Free Coalitions</p> <p>Mississippi Department of Education</p> <p>Office of the Attorney General, State of Mississippi</p> <p>Law enforcement</p> <p>Mississippi Private School Association</p> <p>Mississippi Department of Mental Health (including Certified Prevention Specialist)</p>

**GOAL 1: Prevent the Initiation of Tobacco Use Among Youth and Young Adults.**

Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>The number of times the merchant compliance techniques are used by the Office of the Attorney General</p> <p><a href="#">Mississippi State Department of Health Office of Tobacco Control Annual Report</a></p> <p>Annual Synar Report</p> <p>Mississippi State Department of Health Office of Tobacco Control Evaluation Database</p>		

GOAL 2: Eliminate Exposure to Secondhand Smoke.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
<p><b>Objective 1:</b> By December 31, 2018, the Mississippi Tobacco Control Network will present evidence of the tobacco policy approaches, including impact on health, budgetary and economic impacts, and impact on personal choice, as well as the health benefits associated with comprehensive smoke free initiatives to Mississippians.</p>	Smoking Prevalence in Mississippi	<ol style="list-style-type: none"> <li>1. Recruit at least two additional regional or state member organizations each year to the Mississippi Tobacco Control Network (MTCN).</li> <li>2. Annually plan, conduct, present, and/or collaborate with other groups to provide information at public forums in each of the nine public health districts to increase public knowledge of evidence-based approaches to reduce tobacco prevalence.</li> <li>3. Educate decision makers/leaders regarding comprehensive workplace initiatives to eliminate secondhand smoke.</li> <li>4. Recruit at least two smoke free ambassadors in each public health district to assist in promoting strategies to eliminate secondhand smoke.</li> <li>5. Ensure that media have access to current public health science regarding tobacco and secondhand smoke.</li> <li>6. Train and provide on-going technical assistance and education to <a href="#">Mississippi Tobacco Free Coalitions</a> (MTFC) and partnering organizations to promote comprehensive, statewide smoke free workplaces.</li> <li>7. Provide health and economic data to businesses, including the gaming industry, regarding smoke free facilities.</li> <li>8. Identify and compete for diverse funding streams to reduce secondhand smoke.</li> <li>9. Provide educational information, technical assistance, and evidence-based tobacco free strategies to communities regarding the health benefits of smoke free ordinances in municipalities.</li> <li>10. Provide support to at least ten municipalities to</li> </ol>	<p>Mississippi Tobacco Control Network member organizations</p> <p>Mississippi Tobacco-Free Coalitions</p> <p>Partner organizations with marketing and communication opportunities</p> <p>Mississippi State Department of Health, Office of Tobacco Control and Office of Communications</p> <p>Mississippi State University, Social Science Research Center</p> <p>American Heart Association</p> <p>American Lung Association, Plains Gulf Region</p> <p>American Cancer Society Cancer Action Network</p>
	Level of support for tobacco free public places		
	Level of support for tobacco free workplaces		
	Prevalence of the population reporting exposure to secondhand smoke in the workplace		
	Prevalence of the population reporting exposure to secondhand smoke in public places		
	Prevalence of nonsmokers reporting overall exposure to secondhand smoke		
	Perceived compliance with tobacco free policies in indoor and outdoor public places		
	Number of current municipalities with smoke free ordinances		
Health policy updates for tobacco free public places,			

GOAL 2: Eliminate Exposure to Secondhand Smoke.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>work places and smoke free ordinances; reports on tobacco related illnesses; tobacco related morbidity and mortality reports</p> <p><a href="#">Mississippi State Department of Health, Office of Tobacco Control Annual Report</a></p> <p>Mississippi State Department of Health, Office of Tobacco Control Evaluation Database</p> <p>Mississippi State University, Social Science Research Center (SSRC) documents and reports</p> <p><a href="http://mstobaccodata.org/">http://mstobaccodata.org/</a>  <a href="http://www.socialclimate.org/">http://www.socialclimate.org/</a></p>	<p>assist with educating residents about evidence-based tobacco free strategies.</p> <ol style="list-style-type: none"> <li>11. Provide education to municipalities with partial smoke free ordinances regarding evidence-based tobacco free strategies.</li> <li>12. Conduct educational awareness activities to increase knowledge of evidence –based approaches to eliminate secondhand smoke in multi-unit housing.</li> <li>13. Provide health promotion and educational materials regarding secondhand smoke to law enforcement groups, other designated enforcement entities, community leaders, and business owners about local and statewide smoke free policies.</li> <li>14. Educate community leaders and business owners on the health dangers of tobacco.</li> </ol>	<p>Partnership for a Healthy Mississippi</p> <p>Smoke free Mississippi Coalition</p>
<p><b>Objective 2:</b> By December 31, 2015, ensure that community members have access to information regarding enforcement of existing smoke free laws.</p>	<p>Level of support for creating tobacco free policies in public places and workplaces</p> <p>Number of electronic and social media hits related to smoke free communities in Mississippi, such as research reports, newspaper articles, magazine and newsletter articles</p>	<ol style="list-style-type: none"> <li>1. Provide health promotion and education materials regarding secondhand smoke to law enforcement groups, other designated enforcement entities, community leaders, and business owners about local and statewide smoke free policies.</li> <li>2. Educate community leaders and business owners on the need for local and statewide smoke free policies.</li> <li>3. Include air quality checks as part of the regular licensure renewal process.</li> </ol>	<p>U. S. Food and Drug Administration</p> <p>Office of the Attorney General, State of Mississippi</p> <p>Mississippi Department of Mental Health</p> <p>Mississippi State</p>

GOAL 2: Eliminate Exposure to Secondhand Smoke.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>Mississippi State University, Social Science Research Center</p> <p>Reports and online or published public media, such as newspaper articles, magazine articles, television and radio news reports, press releases, and social media reports</p> <p>Tracking information from the Mississippi State Department of Health, Office of Communication</p>		<p>Department of Health Office of Tobacco Control, and Office of Communication</p> <p>Mississippi Tobacco-Free Coalitions</p> <p>Local law enforcement</p> <p>Sheriff and police associations</p> <p>Mississippi Municipal League and municipal attorneys</p> <p>Mississippi Board of Health</p> <p>Mississippi State University, Social Science Research Center</p> <p>Tobacco Advisory Council</p>
<p><b>Objective 3:</b> By December 31, 2018, provide model language to encourage state agencies and businesses to use smoke free venues.</p>	<p>Number of publications containing model smoke free language</p> <p>Number of distribution events where the model language</p>	<ol style="list-style-type: none"> <li>1. Encourage state agencies or organizations receiving state funds to use smoke free venues.</li> <li>2. Encourage partner organizations to use smoke free venues.</li> <li>3. Educate state lawmakers on the importance of</li> </ol>	<p>Mississippi State Department of Health, Office of Tobacco Control</p> <p>Office of the Attorney General, State of</p>

GOAL 2: Eliminate Exposure to Secondhand Smoke.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>documents are distributed</p> <p>Documented adoption of the model by other organizations</p> <p>Mississippi State Department of Health, Office of Tobacco Control model language documents</p> <p>Mississippi State Department of Health, Office of Tobacco Control Annual Report</p>	<p>strongly encouraging state agencies to use smoke free venues for publicly funded events, when available.</p>	<p>Mississippi</p> <p>Mississippi Tobacco Control Network member organizations</p> <p>Smoke free Mississippi</p>
<p><b>Objective 4:</b> Develop and distribute consistent smoke free and evidence-based tobacco harm reduction messaging in addition to e-cigarettes and other emerging products.</p>	<p>Publication of current science-based harm reduction messages regarding tobacco use, e-cigarettes, secondhand smoke, and emerging products</p> <p>Distribution of current science-based harm reduction messaging for tobacco, e-cigarettes, secondhand smoke, and emerging products</p> <p>Publication of evidence-based information on the economic impact of reducing tobacco</p>	<ol style="list-style-type: none"> <li>1. Ensure that media have access to current public health science messaging regarding tobacco, secondhand smoke, and emerging products.</li> <li>2. Create consistent, evidence-based messaging for campuses, multi-unit housing, municipalities, casinos, gaming, and vehicles.</li> <li>3. Gather information on the economic impact of reducing tobacco use (for example, the <a href="#">observational studies</a> that demonstrate that hospital admissions for heart attacks in both Starkville, MS, and Hattiesburg, MS, decreased following the implementation of the smoke free ordinances in those communities).</li> <li>4. Provide education to students to increase awareness of the dangers of tobacco use and tobacco free initiatives through conferences</li> </ol>	<p>National partner organizations with marketing and communication opportunities</p> <p>Mississippi State Department of Health, Office of Communications</p> <p>Mississippi State University, Social Science Research Center</p> <p>Mississippi Tobacco Control Network member organizations</p>

GOAL 2: Eliminate Exposure to Secondhand Smoke.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>use</p> <p>Distribution of evidence-based information on the economic impact of reducing tobacco use</p> <p>Number of outreach activities to college students to increase awareness of the dangers of tobacco use and tobacco free initiatives</p> <p><a href="#">Mississippi State Department of Health Office of Tobacco Control Annual Report</a></p> <p>Mississippi State University, Social Science Research Center (SSRC) documents and reports  <a href="http://mstobaccodata.org/">http://mstobaccodata.org/</a>  <a href="http://www.socialclimate.org/">http://www.socialclimate.org/</a></p>	<p>and programs.</p> <p>5. Increase the social media footprint.</p>	

GOAL 3: Promote Quitting Among Adults and Youth.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
<p><b>Objective 1:</b> By December 31, 2018, increase the use of tobacco cessation services and increase the number of healthcare providers who use evidence-based tobacco cessation services.</p>	<p>Prevalence of adults who have smoked in the past 30 days</p> <p>Number of adult smokers who have completed an intake form with a cessation services counselor</p>	<ol style="list-style-type: none"> <li>1. Provide ongoing trainings on the “<a href="#">5A’s</a>” or “<a href="#">2A’s &amp; R</a>” protocols to healthcare professionals in each public health district and the 15 regional Mississippi Department of Mental Health (DMH) community health centers.</li> <li>2. Promote the use of the cessation services through health-related organizations at annual meetings, conferences, workshops, health fairs, and other events sponsored by partner organizations.</li> <li>3. Ensure that every health provider and resident of Mississippi has access to bilingual and culturally appropriate tobacco cessation information.</li> <li>4. Provide a list of tobacco cessation resources to health care providers throughout the state of Mississippi by utilizing existing partnerships.</li> <li>5. Encourage all health care providers statewide to implement the “<a href="#">5As</a>” or “<a href="#">2A’s and R</a>” protocols.</li> </ol>	<p>Mississippi State Department of Health, Office of Tobacco Control</p> <p>Mississippi Department of Mental Health</p> <p>Healthcare partners</p> <p>University of Southern Mississippi, Institute for Disability Studies</p> <p>Mississippi hospitals and health care facilities</p> <p>The ACT Center for Tobacco Treatment, Education and Research</p> <p>Mississippi Tobacco Quitline</p>
	<p><a href="#">Mississippi Behavioral Risk Factor Surveillance System</a> (BRFSS)</p> <p><a href="#">Youth Tobacco Survey</a> (YTS)</p> <p>Mississippi Tobacco Quitline intake/assessment records</p> <p>Clinical reports related to cessation services utilized (tobacco use status and referral records)</p>		
<p><b>Objective 2:</b> By December 31, 2018, reduce the rate of current cigarette use among high school students from 18.1% (Baseline data, 2012</p>	<p>Prevalence of tobacco use among young people</p> <p>Proportion of</p>	<ol style="list-style-type: none"> <li>1. Every school district in the state of Mississippi will have access to a culturally and age appropriate cessation program.</li> <li>2. Research, identify/develop, and implement any existing smoking cessation programs for middle school</li> </ol>	<p>Mississippi State Department Health, Office of Tobacco Control</p>

GOAL 3: Promote Quitting Among Adults and Youth.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
YTS) to 15%, and maintain the rate among middle school students at 6% or less (Baseline data, 2012 YTS).	<p>established young smokers</p> <p><a href="#">Youth Tobacco Survey (YTS)</a></p> <p><a href="#">Youth Behavioral Risk Factor Surveillance System (YRBSS)</a></p>	<p>and high schools throughout the state.</p> <ol style="list-style-type: none"> <li>3. Provide training for facilitators of youth cessation programs.</li> <li>4. Provide materials to middle schools, high schools, and community groups, such as <a href="#">Generation Free</a>, <a href="#">N-O-T</a>, and <a href="#">TATU</a>.</li> <li>5. Offer tobacco cessation resources to youth-serving organizations.</li> </ol>	<p>Mississippi Department of Mental Health</p> <p>Mississippi Tobacco-Free Coalitions</p> <p>American Lung Association, Plains Gulf Region</p> <p>Partnership for a Healthy Mississippi</p> <p>Mississippi Department of Education</p> <p>Office of the Attorney General, State of Mississippi</p> <p>Law enforcement</p> <p>School health councils</p> <p>School nurses</p> <p>Mississippi Athletic Coaches Association</p> <p>Mississippi Private</p>

GOAL 3: Promote Quitting Among Adults and Youth.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
			School Association Statewide healthcare partners
<b>Objective 3:</b> By December 31, 2018, decrease the percent of male high school students who report having current status of using smokeless tobacco from 17.6% (Baseline data, 2012 YTS) to 15.0% and from 8.1% (Baseline Data, 2012 YTS) to 6.0% for male middle school students, and maintain the percent of female high school and middle school students who report having current status of using smokeless tobacco at 2% or less.	Prevalence of smokeless tobacco use among young people  Prevalence of young people who report current smokeless tobacco usage	<ol style="list-style-type: none"> <li>1. Provide evidence-based training for youth-led tobacco prevention education.</li> <li>2. Collaborate with schools, <a href="#">Mississippi Tobacco-Free Coalitions</a>, tobacco prevention and cessation leaders, after school programs, faith-based organizations, and other youth organizations to conduct tobacco prevention and educational activities that increase awareness of the harmful effects of tobacco products.</li> <li>3. Utilize healthcare professional association meetings to train healthcare professionals to provide tobacco cessation counseling services to youth at each visit to make referrals tobacco cessation services, as appropriate.</li> <li>4. Develop social marketing activities for youth.</li> <li>5. Provide summer youth tobacco prevention programs for youth in each of the 82 Mississippi counties.</li> <li>6. Work through the <a href="#">Mississippi Association of Coaches</a> to train middle and high school coaches and athletic staff to utilize materials provided by tobacco control programs.</li> <li>7. Integrate emerging tobacco products into activities as research becomes available.</li> </ol>	Mississippi State Department of Health  Mississippi Tobacco-Free Coalitions  American Lung Association, Plains Gulf Region  Partnership for a Healthy Mississippi  Mississippi Department of Education  Office of the Attorney General, State of Mississippi  Law enforcement  School health councils  School nurses
	<a href="#">Youth Tobacco Survey</a> (YTS)  <a href="#">Youth Behavioral Risk Factor Surveillance System</a> (YRBSS)		

GOAL 3: Promote Quitting Among Adults and Youth.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
			Mississippi Athletic Coaches Association  Private School Association  Statewide healthcare partners
<b>Objective 4:</b> By December 31, 2018, decrease the percent of adults who report having used smokeless tobacco in the last 30 days from 11.1% (Baseline data, 2012 Mississippi Social Climate Survey) to 10%.	Prevalence of adults who report current smokeless tobacco usage	<ol style="list-style-type: none"> <li>1. Every resident of the state of MS will have access to culturally and age appropriate cessation services.</li> <li>2. Promote existing cessation services (including 1-800-QUITNOW, and the Mississippi Tobacco Quitline online <a href="http://www.quitlinems.com/">http://www.quitlinems.com/</a>) to adults in Mississippi.</li> <li>3. Provide training for health care providers to promote tobacco cessation and instruct on methods for the implementation of cessation programs.</li> <li>4. Provide educational materials to adults and community groups regarding tobacco use.</li> <li>5. Offer tobacco cessation resources to adult-serving organizations.</li> </ol>	Mississippi State Department of Health  Mississippi Tobacco-Free Coalitions  American Lung Association, Plains Gulf Region  Statewide healthcare partners
	<a href="#">Mississippi Social Climate Survey</a>		
<b>Objective 5:</b> By December 31, 2018, reduce the current rate of cigarette/smoking use among adults from 26.0% (Baseline Data, 2011 BRFSS) to 22%.	Smoking Prevalence  Proportion of adult smokers who have made a quit attempt.	<ol style="list-style-type: none"> <li>1. The Mississippi Tobacco Control Network and partners will provide at least one tobacco cessation presentation per county to civic groups, community leaders, businesses, or the general public.</li> <li>2. Provide trainings on merchant education, point-of-sale, and cessation interventions.</li> <li>3. Provide healthcare facilities with resources to implement the <a href="#">Joint Commission Tobacco Treatment</a></li> </ol>	Mississippi Tobacco Control Network partners  Healthcare partners  Mississippi State Department of Health,

**GOAL 3: Promote Quitting Among Adults and Youth.**

Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p><a href="#">Mississippi Behavioral Risk Factor Surveillance Survey</a></p> <p>Mississippi Tobacco Quitline reports</p> <p>The ACT Center for Tobacco Treatment, Education, and Research reports</p> <p>Data from cessation service providers, such as Mississippi primary care clinics and Mississippi rural health clinics</p> <p>Mississippi State Department of Health Office of Tobacco Control Annual Report</p>	<p><a href="#">Core Measures.</a></p> <p>4. Provide educational materials related to tobacco use and secondhand smoke to health care providers, community groups, and individuals.</p> <p>5. Provide materials regarding cessation services to health care providers, community groups and individuals.</p>	<p>Office of Tobacco Control</p> <p>Mississippi Department of Mental Health</p> <p>Mississippi hospitals and health care facilities</p> <p>University of Southern Mississippi Institute for Disability Studies</p> <p>Mississippi hospitals and health care facilities</p> <p>The ACT Center for Tobacco Treatment, Education and Research</p> <p>Mississippi Tobacco Quitline</p>

GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
<p><b>Objective 1:</b> By December 31, 2018, establish a Disparities Committee within the Mississippi Tobacco Control Network.</p>	<p>The Mississippi Tobacco Control Network designates within its bylaws or operational procedures a disparity committee</p>	<ol style="list-style-type: none"> <li>1. Identify and recruit stakeholders that represent disparate population groups, such as those with behavioral or mental health issues, low income populations, people with disabilities, racially and ethnically disparate groups, veteran populations, incarcerated populations, and LGBT to serve on a Disparities Committee.</li> <li>2. Increase participation in meetings by utilizing a variety of methods of hosting meetings, such as conference calls, face-to-face meetings, webcasts, and video conferencing.</li> <li>3. Develop a purpose statement for the disparity committee.</li> </ol>	<p>Mississippi State Department of Health Office of Health Disparity</p> <p>University of Southern Mississippi Institute of Disability Studies</p> <p>Delta Health Collaborative</p> <p>Caffee Caffee &amp; Associates</p>
	<p>The provision of a purpose statement for the disparity committee</p> <p>Membership roster of committee members reflects diversity among members</p> <p>Mississippi Tobacco Control Network meeting minutes and bylaws</p>		
<p><b>Objective 2:</b> By December 31, 2018, enhance the systems that collect, analyze, and disseminate data on disparate populations.</p>	<p>The number of quality data sets that report disparity data</p> <p>The number of data sets that are culturally and linguistically competent.</p> <p>Number of data systems that study</p>	<ol style="list-style-type: none"> <li>1. Conduct an inventory of existing data sets that report disparities.</li> <li>2. Identify appropriate organizations and form partnerships to improve existing data.</li> <li>3. Design and implement population-specific surveys that are culturally competent for select populations in order to create new data sources.</li> <li>4. Collaborate with agencies, such as the Centers for Disease Control and Prevention, to improve the capacity of current surveillance systems.</li> <li>5. Collect and compile accurate data (use, access, and</li> </ol>	<p>Mississippi Tobacco Control Network Disparity Committee</p> <p>Mississippi State Department of Health, Office of Tobacco Control</p> <p>Mississippi State University, Social</p>

**GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.**

Objectives	Indicators	Key Activities	Partners
	Data Sources		
	disparate populations and tobacco use  Smoking prevalence among various racial and ethnic groups  Smoking prevalence in low income populations  Smoking prevalence in populations with various levels of educational attainment  Smoking prevalence in unemployed populations  Smoking prevalence in disabled populations  Number of community awareness programs for people in disparate populations  Number of resources created for tobacco users in disparate	cessation) for tobacco use and exposure to environmental tobacco smoke in identified disparate populations to establish baseline data and track progress. 6. Oversample under represented populations within current data collection systems.	Science Research Center (SSRC)  University of Southern Mississippi, Institute for Disability Studies  Jackson State University

GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
	populations Mississippi State University Social Science Research Center University of Southern Mississippi (including the Institute for Disability Studies) Mississippi State Department of Health Substance Abuse and Mental Health Services Administration		
<b>Objective 3:</b> By December 31, 2018, implement an educational initiative with community leaders and funders to increase awareness of tobacco-related disparities, understand the health and economic impact on vulnerable populations, and improve resources for tobacco reduction programs.	Number of resources distributed Number of policy makers, community leaders, and allied health professionals that have participated in an educational forum Number and type of communications distributed	<ol style="list-style-type: none"> <li>1. Provide evidence-based information about the burden of tobacco on disparate populations to policymakers, community leaders, and allied health professionals.</li> <li>2. Provide public health data to health care providers and stakeholders.</li> <li>3. Provide support to existing and developing local tobacco-free coalitions. This may include letters, emails, social networks, and phone calls to keep stakeholders informed.</li> <li>4. Develop and distribute resources that contain information on specific disparate populations.</li> </ol>	Mississippi Tobacco Control Network Disparity Committee Mississippi State Department of Health Office of Communication

**GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.**

Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>Mississippi Tobacco Control Network Disparity Committee</p> <p>Centers for Disease Control and Prevention, Office of Minority Health and Health Disparities</p> <p>Federal level organizations that work with health equity or disparate populations</p> <p>State level organizations that work with health equity or disparate populations</p>		

GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.			
Objectives	Indicators	Key Activities	Partners
	Data Sources		
<p><b>Objective 4:</b> By December 31, 2018, decrease initiation of tobacco use among youth and young adults within disparate populations (ex. youth and young adults with mental health issues, youth and young adults with disabilities, etc.) according to the CDC Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs.</p>	<p>Level of confirmed awareness of anti-tobacco media messages among youth</p> <p>Level of receptivity to anti-tobacco media messages</p> <p>Prevalence of students who would ever wear or use something with a tobacco company name or picture</p> <p>Level of support for and enforcement of policies to decrease youth access to tobacco</p> <p>Level of support for increasing excise tax on tobacco products</p> <p>Proportion of youth in mental health facilities or disabled youth who think that smoking is cool and</p>	<ol style="list-style-type: none"> <li>1. Collaborate with identified disparate populations to support public health efforts to reach disparate populations with culturally competent counter-marketing campaigns to raise awareness and discourage tobacco use.</li> <li>2. Increase involvement of youth in tobacco control advocacy projects within identified disparate populations and encourage the use of evidence-based programs within these populations.</li> </ol>	<p>University of Southern Mississippi, Institute for Disability Studies</p> <p>Mississippi Department of Mental Health</p> <p>Mississippi State Department of Health Office of Health Disparity</p> <p>University of Southern Mississippi Tobacco Surveillance and Evaluation Services</p> <p>Mississippi State University</p>

**GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.**

Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>helps them fit in</p> <p>Proportion of youth reporting they were sold tobacco products by a retailer</p> <p>Amount of tobacco product excise tax</p> <p>Prevalence of youth who report never having tried a cigarette</p> <p>Prevalence of tobacco use among youth</p> <p>Prevalence of African American, Hispanic or Latino, and White, non-Hispanic youth who report current usage of tobacco</p> <p>Prevalence of adult males and females who report current tobacco use</p> <p>Prevalence of youth males and females</p>		

**GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.**

Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<p>who report current tobacco use</p> <p>Number of mental health and rehabilitative service centers that have tobacco usage policies</p> <p>Prevalence of patients in mental health and rehabilitation service centers who currently use tobacco</p> <p>Prevalence of patients in mental health and rehabilitation service centers who use tobacco cessation services while in a service center</p> <p><a href="#">Youth Tobacco Survey (YTS), 2012</a></p> <p><a href="#">Youth Behavioral Risk Factor Surveillance System (YRBSS), 2011</a></p> <p><a href="#">Behavioral Risk Factor Surveillance System (BRFSS)</a></p>		

**GOAL 4: Identify and Eliminate Tobacco-related Disparities and Reduce Tobacco Use Prevalence Among Population Groups.**

Objectives	Indicators	Key Activities	Partners
	Data Sources		
	<a href="#">Consumer Tobacco Usage Questionnaire</a>  <a href="#">Robert Wood Johnson Foundation County Health Ranking</a>		
<b>Objective 5:</b> By December 31, 2018, increase cessation attempts among identified disparate populations according to the <a href="#">Healthy People 2020 goal</a> of “Promote the health and well-being of people with disabilities.”	Number of health care professional associations that provide training opportunities and are interested in tobacco cessation counseling services  Number of evidenced-based youth tobacco control projects promoted in identified disparate populations  <a href="#">Youth Tobacco Survey (YTS), 2012</a>  <a href="#">Youth Behavioral Risk Factor Surveillance System (YRBSS), 2011</a>	<ol style="list-style-type: none"> <li>Utilize healthcare professional association meetings to train healthcare professionals to provide tobacco cessation counseling services at each visit and to make referrals to tobacco cessation services, as appropriate.</li> <li>Increase involvement of youth in evidence-based tobacco control projects within identified disparate populations.</li> <li>Collaborate with schools, <a href="#">Mississippi Tobacco-Free Coalitions</a> (MTFC), after school programs, faith-based organizations, and other youth organizations to conduct tobacco prevention and educational activities for disparate populations that increase awareness of the harmful effects of tobacco products.</li> <li>Provide information about tobacco cessation services through providers who serve populations experiencing health disparities.</li> </ol>	University of Southern Mississippi Institute for Disability Studies  Mississippi Department of Mental Health  Mississippi State Department of Health Office of Health Disparity  University of Southern Mississippi Tobacco Surveillance and Evaluation Services  Mississippi State University, Social Science Research Center

## APPENDIX A: 100% SMOKE FREE COMMUNITIES IN MISSISSIPPI (AS OF OCTOBER, 2013)

Obtained from <http://surveillance.mstobaccodata.org/wp-content/uploads/2010/06/ms-Smoke-Free-Communities8.pdf>

2002		2010 (continued)
• Metcalfe		• Pearl
2005		• Rienzi
• Mayersville		• Jonestown
2006		2011
• Starkville		• Okolona
• Tupelo		• Centerville
• Mantachie		• Flowood
• Oxford		• Marks
2007		• Calhoun City
• Hattiesburg		• Brookhaven
• Hernando		• New Albany
• Aberdeen		• Coldwater
• Mathison		• Byram
• Ridgeland		• Rolling Fork
• Greenwood		2012
• Kosciusko		• Monticello
• Amory		• Canton
• Corinth		• Georgetown
• Flora		• Duncan
• Petal		• Anguilla
2008		• Durant
• Ecu		• Verona
• Pontotoc		• Arcola
• Collins		• Shuqualak
• Clinton		• Booneville
• Laurel		• New Augusta
2009		• Moss Point
• Grenada		• Sumner
• Hollandale		• Alligator
2010		• Forest
• Meridian		• Ethel
• Batesville		• Indianola
• Bassfield		• Cary
• Prentiss		2013
• Madison		• Wiggins
• Crystal Springs		• Lucedale
• Jackson		• Moorhead
• Wesson		• Baldwin
• Belzoni		• Plantersville
• Lumberton		• Pascagoula
• Sumrall		

## **APPENDIX B: STRATEGIC PLANNING PARTNERS**

American Cancer Society, Mid-South Division  
American Heart Association  
American Lung Association, Plains Gulf Region  
Blue Cross Blue Shield Foundation  
Caffee Caffee & Associates Public Health Foundation Inc  
Center for Mississippi Health Policy  
DREAM, Inc.  
Information & Quality Health Care (IQH)  
Mississippi Academy of Family Physicians Foundation  
Mississippi Chapter of the American Academy of Pediatrics  
Mississippi Chronic Illness Coalition  
Mississippi Delta Health Collaborative  
Mississippi Department of Education, Office of Healthy Schools  
Mississippi Department of Mental Health  
Mississippi Municipal League  
Mississippi Nurses Foundation  
Mississippi Primary Health Care Association  
Mississippi Public Health Institute  
Mississippi Rural Health Association  
Mississippi State Department of Health, Office of Health Disparity Elimination  
Mississippi State Department of Health, Office of Preventive Health  
Mississippi State Department of Health, Office of Tobacco Control  
Mississippi State University, Social Science Research Center  
Mississippi Tobacco Free Coalitions  
My Brother's Keeper  
Office of the Attorney General, State of Mississippi  
The ACT Center for Tobacco Treatment, Education and Research  
The Partnership for a Healthy Mississippi  
University of Mississippi Medical Center, Mississippi Cancer Registry  
University of Southern Mississippi, Institute for Disability Studies  
University of Southern Mississippi, Tobacco Surveillance and Evaluation Services