

# **MISSISSIPPI ADVOCATES IGNITE CHANGE**

**OFFICE OF TOBACCO CONTROL**  
EXECUTIVE REPORT 2018



During the 2018 fiscal year, the Office of Tobacco Control implemented tobacco control programs and initiatives to help accomplish its five-year strategic goals. These tobacco control efforts have impacted over 300,000 Mississippians. And with your support, we will reach thousands more.

# TABLE OF CONTENTS

- 3** Opening letter from Amy Winter
- 4** Office of Tobacco Control Leadership Team & Staff
- 5** Partners and Collaborators
- 7** 2018 Recap
- 20** New Initiatives
- 30** Financials
- 33** Closing letter from Kathy Burk
- 34** Tobacco Control Advisory Council



Dear Friends,

We greatly appreciate your continued support and tireless commitment to the fight to reduce the devastating toll of tobacco-related diseases in Mississippi. It is truly through the efforts of our partners and supporters that we have been able to accomplish our five-year strategic goals. The current youth smoking rate is at a record low, and smoking cessation services are being provided to thousands of adults in Mississippi.

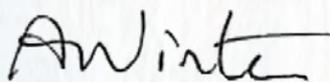
The Office of Tobacco Control's youth prevention programs, cessation services and systems change initiatives are interwoven into 34 community-based coalitions and health associations throughout the state. These coalitions and service providers offer opportunities for meaningful engagement, advocacy and empowerment to youth and adults across all 82 counties. This work has resulted in a high school smoking rate of 7.2 percent and a middle school smoking rate of 1.5 percent, according to the Mississippi Youth Tobacco Survey (YTS 2018)—representing historical lows for youth tobacco use. Additionally, through our valuable partnerships with mental health facilities, health care clinics and the Mississippi Tobacco Quitline, we provided cessation resources to more than 22,000 adults.

We have made great progress in the reduction of youth smoking rates and in connecting Mississippians to the necessary information and resources to quit. However, it is imperative that we continue to create opportunities for vulnerable adult populations to access cessation treatment services, empower at-risk youth to reject tobacco, and eradicate the threats of new and emerging tobacco products like e-cigarettes.

I ask for you all to consider your role in our collective success as you read the stories and accomplishments from fiscal year 2018 laid out in this report. Moreover, I invite you to learn about the Office of Tobacco Control's exciting plans for the next five years.

In closing, I would like to thank all of our partners, collaborators and my talented team for lending their leadership and expertise to the development of a strategic plan and approach that will guide us through 2023 as we continue to work together to build a vibrant community free from tobacco-related diseases.

Sincerely,



Amy Winter, MPH, RD, CPM  
Director, Office of Tobacco Control



# LEADERSHIP & STAFF

## SENIOR LEADERSHIP



**Amy Winter**  
Office Director



**Tiffany Johnson**  
Bureau Director II



**Vickie Tucker**  
Bureau Director I

## LEADERSHIP



**Sharese Butler**  
Division Director II



**Vickie Perry**  
Division Director II



**Billy Rucker**  
Division Director II



**Degarrette Tureaud**  
Division Director II

## STAFF



**Michelle Webster**  
Branch Director II



**Denise Diaz**  
Branch Director II



**Courtney Johnson**  
Branch Director II



**Kimberly Sampson**  
Branch Director II



**Brandi Sanford**  
Branch Director II



**Yvonne Toaster**  
Branch Director II



**Natalie Campbell**  
Administrative VII

# PARTNERS AND COLLABORATORS

## MISSISSIPPI TOBACCO-FREE COALITION DIRECTORS

### NORTHERN: COURTNEY JOHNSON BRANCH DIRECTOR II - OFFICE OF TOBACCO CONTROL

MTFC Director	Service Area County
Shatara Agnew	Chickasaw and Lee
Helen Boerner	Itawamba and Monroe
Stacy Brooks	Alcorn and Tippah
Beverly Johnson	Bolivar and Sunflower
Dustin McCoy	Prentiss and Tishomingo
Marcus Ross	Desoto and Tate
Concetta Thompson	Coahoma and Tunica
Linda Turner	Union, Benton and Marshall
Pearl Watts	Tallahatchie and Quitman

### NORTHERN CENTRAL: MICHELLE WEBSTER BRANCH DIRECTOR II - OFFICE OF TOBACCO CONTROL

MTFC Director	Service Area County
Kathryn Allman	Montgomery, Webster and Choctaw
Tasha Bailey	Issaquena, Sharkey and Washington
Harry Gaston	Panola, Lafayette and Pontotoc
Beverly Knox	Noxubee, Kemper and Neshoba
Sue Mashburne	Grenada, Yalobusha and Calhoun
Lynn McCafferty	Attala, Leake and Winston
Desiree Norwood	Leflore, Humphreys and Carroll
Yolanda Pruitt	Oktibbeha, Clay and Lowndes

### CENTRAL: DENISE DIAZ BRANCH DIRECTOR II - OFFICE OF TOBACCO CONTROL

MTFC Director	Service Area County
Shirley Brown	Adams, Jefferson and Franklin
Jamara Dunn	Lauderdale and Newton
Sherron Day	Rankin, Scott and Simpson
Andre Nathaniel	Hinds
Sharon Nettles	Madison, Yazoo and Holmes
Kimberly Dawson	Warren and Claiborne
Mieshia Smith	Copiah and Lincoln
Tabitha Wilson	Pike, Amite and Wilkinson

### SOUTHERN: BRANDI SANFORD BRANCH DIRECTOR II - OFFICE OF TOBACCO CONTROL

MTFC Director	Service Area County
Aleisha Jones	Harrison
Pamela Lang-Prestage	Clarke, Jasper and Wayne
Ashley Lewis	Lamar and Marion
Wendy Magee	Forrest, Jones and Perry
Stephanie Mayfield	Greene, George and Stone
Kristina Mullis	Jackson
Denoshia O'Quinn	Covington and Smith
Brittney Johnson	Hancock and Pearl River
Casey Ward-Hamilton	Jefferson Davis, Lawrence and Walthall



# STATEWIDE INTERVENTIONS AND SYSTEMS CHANGE

## Youth Tobacco Prevention

The Partnership for a Healthy MS

## Policy Advocacy

Smokefree Municipalities Ordinances  
HUD - Smokefree Housing

## Preventive Health Nurse Team

Kayla Frizzell, Region I  
Jennifer Courcelle, Region III

## Surveillance and Evaluation

Jackson State University  
Mississippi State University

## Cessation Treatment

Mississippi Tobacco Quitline  
The ACT Center

## Professional Member Organizations

Mississippi Academy of Family Physicians  
Foundation  
Mississippi Primary Health Care Association  
Institute for Disability Studies (IDS)  
Mississippi Chapter of the American Academy  
of Pediatrics





# Youth Programs

Youth tobacco prevention programs are implemented statewide to deter the initiation of tobacco use among school-age and college youth. The Office of Tobacco Control incorporates youth programs into community-based coalitions and organizations throughout the state and provides youth advocacy and empowerment opportunities for junior high, high school and college students.

## Generation FREE

Generation FREE is Mississippi's youth-led tobacco prevention program that empowers teens and college students to make informed decisions about tobacco use and encourages them to fight back against the acts of big tobacco companies. Generation FREE's purpose is to create an atmosphere where youth can voice facts about the dangers of tobacco, learn to perform team-building activities geared toward tobacco prevention, and advocate for the rights of teens to express themselves freely.

Generation FREE conducts a variety of statewide events by integrating teams of tobacco prevention leaders to interact with teens at school athletic functions, leadership conferences, and community events to promote the movement against big tobacco companies. Generation FREE provides monthly manuals, contests, video games, music, posters, t-shirts and other teen-driven methods to increase awareness of harmful tobacco products.

## Reject All Tobacco!

Reject All Tobacco! (RAT) is the tobacco-free prevention program designed specifically for children in grades K-6. Through the RAT program, children are exposed to the facts about big tobacco, empowered to make healthy lifestyle decisions, and equipped with the knowledge to "teach up" to adults in their lives about the dangers of tobacco use.

RAT also aims to help mold children's attitudes about tobacco before they reach the age of experimentation with cigarettes, chewing tobacco, e-cigarettes and other emerging tobacco products. Youth also receive tobacco prevention information through the program's five RAT Troupes, the animated RAT Pack Show, educational presentations, traditional and social media, and various health educational materials.

38

RAT Troup performances

76

GenFREE activities

6

Youth Summits

engaging over 15,600 students K-12

40,209

total youth impacted by program activities

542

Generation FREE social media posts

## Story from the Field

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### Fueled by His Grandfather's Love



Though just a junior in college, Bryce Moore has already become a life-long tobacco control activist. Fueled by love for his grandfather and the love for his home state of Mississippi, Moore's work has helped to bring about policy changes that have impacted thousands.

Throughout his childhood, Moore's grandfather served as a strong father figure, but for nearly as long, he was a smoker. Recognizing the dangers of tobacco use, Moore began to educate himself more on tobacco control issues and grew as an advocate, while trying to convince his grandfather to quit. "I pestered him

for over a decade before he finally quit, but he still suffered many ill effects," said Moore. Eventually, his grandfather developed cancer from years of tobacco use and passed away in 2016.

Devastating as this was, Moore decided to pour himself into tobacco control to help ensure others wouldn't face the same fate. "My grandfather was targeted by tobacco companies at a young age," said Moore. "That's why I work so hard to educate teens about the dangers of tobacco, so they never get hooked."

To that end, Moore established a chapter of Mississippi's youth-led tobacco prevention program, Generation FREE, at his high school and served on the Generation FREE Youth Advisory Board. He works with the Mississippi Tobacco-Free Coalition of Harrison County and Clean Air for Kids to help local communities and businesses adopt smoke-free policies. Moore has mobilized thousands of young people to live tobacco-free and reject Big Tobacco's messages targeted to youth. He has also been a strong voice in the battle to raise the statewide minimum age of sale for tobacco products to 21.

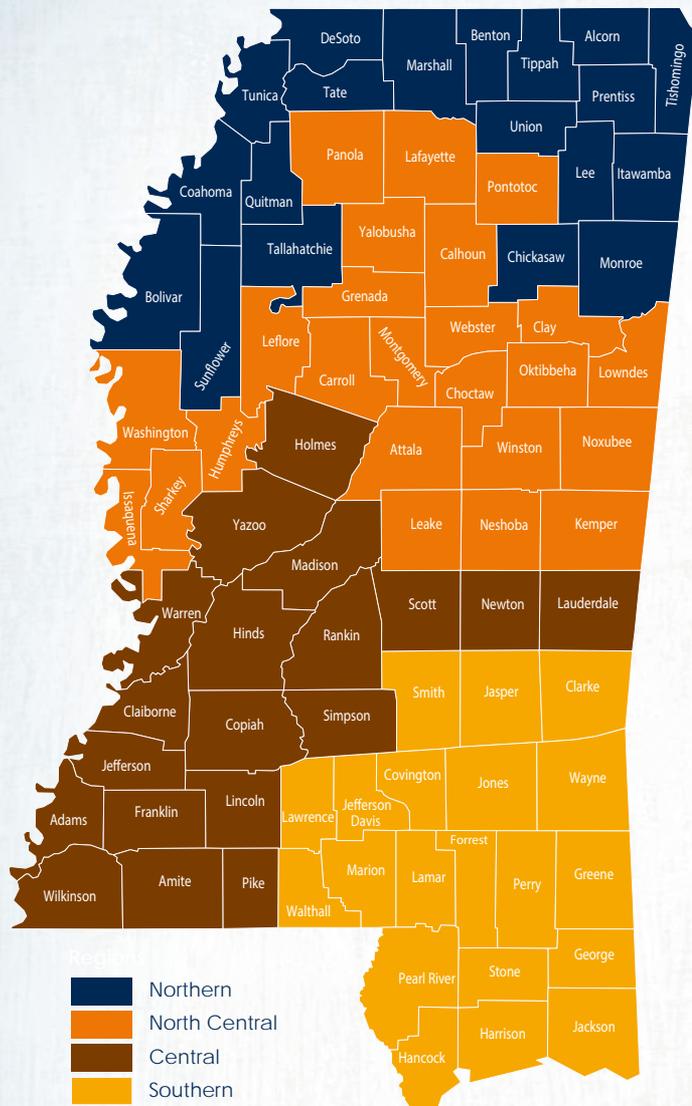
For his outstanding work and commitment, Moore was recognized as the 2016 Campaign for Tobacco-Free Kids National Youth Advocate of the Year and was a 2017 Truth Initiative Youth Activism Fellow. Most recently, Moore also served as a keynote speaker at the 2018 FREE FEST, the Partnership for a Healthy Mississippi's youth tobacco prevention conference, where he helped inspire and encourage the next group of our state's youth tobacco control advocates.

Moore's work has already helped to create healthier smoke-free environments throughout Mississippi, and he is sure to keep empowering other youth and young adults through his passion and drive as a tobacco control activist well into the future.



# Community Programs

The Office of Tobacco Control provides funding for 34 Mississippi Tobacco-Free Coalitions (MTFCs) that implement tobacco control programs at the grassroots level in all 82 counties. MTFCs are community-based coalitions that work to prevent the initiation of tobacco use among youth, reduce exposure to secondhand smoke, promote tobacco cessation services, and eliminate tobacco-related disparities in the communities they serve. These organizations partner with schools, faith-based and community service organizations, businesses and a number of health advocacy organizations to provide education and resources to the communities they serve and provide assistance to Mississippi municipalities in working toward comprehensive smoke-free ordinances.



**152,571 people**

**38,306 people**

**2017**

**2018**

**Number of people impacted by MTFC Advocacy and Policy Activities**

**1,054**

**high-level presentations conducted with 35,483 in attendance**

**51,376 residents impacted by the 18 ordinances passed**

**14 comprehensive ordinances, 1 partial smoke-free ordinance, 2 e-cigarette amendments, and 1 smoke-free vehicle (with minors)**

**2017**

**137,192 residents impacted by the 18 ordinances passed**

**10 comprehensive ordinances, 4 smoke-free counties, 3 e-cigarette amendments, and 1 partial smoke-free ordinance**

**2018**

**Number of residents impacted by ordinances passed**

## Spotlight

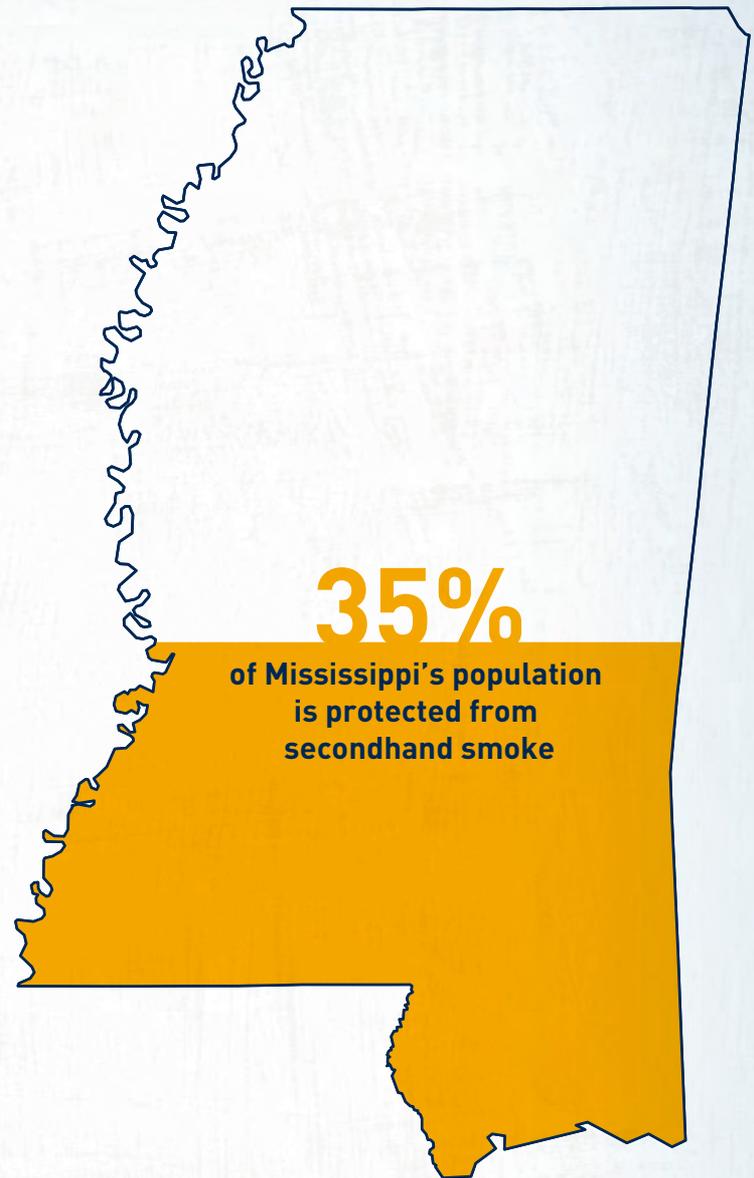
**7 municipalities and  
2 counties passed  
smoke-free air  
ordinances in 2018**

### Municipalities

Vaiden, Lambert,  
Falcon, Gunnison,  
Hatley, Coffeeville  
and Crenshaw

### Counties

Sharkey and  
Issaquena



# Smoke-free Communities in Mississippi

## There are 151 Smoke-free municipalities and 5 Smoke-free counties in Mississippi

- Aberdeen
- Alligator
- Amory
- Anguilla
- Arcola
- Artesia
- Baldwin
- Bassfield
- Batesville
- Belmont
- Belzoni
- Beulah
- Blue Mountain
- Booneville
- Brandon
- Brookhaven
- Brooksville
- Bruce
- Byram
- Calhoun City
- Canton
- Cary
- Centreville
- Charleston
- Clarksdale
- Clinton
- Coahoma
- Coahoma County
- Coffeeville
- Coldwater
- Collins
- Corinth
- Courtland
- Crawford
- Crenshaw
- Cruger
- Crystal Springs
- Diamondhead
- Drew
- Duck Hill
- Duncan
- Durant
- Ecu
- Eden
- Edwards
- Ellisville
- Ethel
- Falcon
- Farmington
- Fayette
- Flora
- Florence
- Flowood
- Forest
- Friars Point
- Georgetown
- Glendora
- Greenwood
- Grenada
- Gunnison
- Hatley
- Hattiesburg
- Heidelberg
- Hernando
- Hollandale
- Holly Springs
- Houston
- Indianola
- Isola
- Issaquena County
- Itta Bena
- Iuka
- Jackson
- Jonestown
- Kosciusko
- Lambert
- Laurel
- Leakesville
- Lexington
- Louise
- Louisville
- Lucedale
- Lula
- Lumberton
- Lyon
- Macon
- Madison
- Madison County
- Magnolia
- Mantachie
- Marks
- Mathiston
- Mayersville
- Meadville
- Mendenhall
- Meridian
- Metcalfe
- Monticello
- Moorhead
- Morton
- Moss Point
- Nettleton
- New Albany
- New Augusta
- Noxapater
- Oakland
- Okolona
- Oxford
- Pascagoula
- Petal
- Picayune
- Pickens
- Pittsboro
- Plantersville
- Pontotoc
- Poplarville
- Prentiss
- Quitman
- Renova
- Richland
- Ridgeland
- Rolling Fork
- Roxie
- Saltillo
- Scooba
- Sebastopol
- Senatobia
- Sharkey County
- Shaw
- Shubuta
- Shuqualak
- Sidon
- Sledge
- Southaven
- Starkville
- State Line
- Summit
- Sumner
- Sumrall
- Tchula
- Tupelo
- Tutwiler
- Utica
- Vaiden
- Verona
- Walnut
- Walnut Grove
- Water Valley
- Webb
- Weir
- Wesson
- Wiggins
- Woodland
- Woodville
- Yalobusha County

**2018 RECAP**



# **Cessation Services and Health Systems Change**

## Cessation Services

**Mississippi Tobacco Quitline** is an evidence-based tobacco cessation treatment program that provides services to adult residents of the state of Mississippi who are motivated to quit using tobacco products. The program is available by telephone and in a web-based format to deliver counseling and nicotine replacement therapy (patch and gum) at no cost to its participants.

**ACT Center for Tobacco Treatment, Education and Research** is an evidence-based tobacco cessation treatment program that has services available to adult residents of the state who are motivated to quit using tobacco products. This treatment program is delivered via in-person individual and group sessions. All ACT Center counselors are Certified Tobacco Treatment Specialists (CTTS).

## Health Systems Change

Through the Tobacco-Free Mississippi initiative, the Office of Tobacco Control works with physicians and health associations to incorporate the U.S. Public Health Service's Clinical Practice Guideline recommendations for treating tobacco use into their clinical practices. The initiative's statewide activities include:

**The Mississippi Community Health Center Association** and the Office of Tobacco Control collaborate to engage Mississippi's federally qualified health centers by offering evidence-based best practices for treating tobacco use and dependence in community health center settings.

**Mississippi Academy of Family Physicians Foundation** and the Office of Tobacco Control partner to engage family physicians by training staff at family physician clinics on how to "Ask, Advise and Refer" tobacco users to appropriate cessation treatments.

**Mississippi Chapter of American Academy of Pediatrics** and the Office of Tobacco Control engage pediatricians by educating them on their role in protecting pediatric patients from exposure to secondhand smoke.

**University of Southern Mississippi Institute for Disability Studies** and the Office of Tobacco Control partner to develop and implement a tobacco control program to reduce initiation of tobacco use, promote cessation, eliminate exposure to secondhand smoke and eliminate tobacco-related disparities among Mississippians with disabilities, behavioral health challenges, and substance use disorders.



Mississippi adult smoking rate  
dropped from  
**26% in 2011** to  
**22.7% in 2018**

## Quitline Data



**40%**  
quit rate

### Live Call Answer Rate

**2017** 84%

**2018** 93%

### Online Chat Sessions

**2017** 8,873

**2018** 9,838



Over 950 more  
online chat  
sessions  
conducted

**12,675**  
calls received

**1,054**  
online enrollments

**311,506**  
website hits



**8,849**  
people received  
nicotine  
replacement  
therapy

**482** educational  
events impacting  
**25,454**  
people



## ACT Center Data

Television and radio presentations potentially reaching **63,500** people



**755** intake evaluations completed with **3,439** total visits

**36%**  
12 month quit rate

## Mississippi Academy of Family Physicians Data

**482** educational events impacting **25,454** people



## The Mississippi Chapter of American Academy of Pediatrics Data

**97** continuing education presentations, trainings, and Lunch and Learns



## The Mississippi Primary Health Care Association Data

**146** awareness activities, Lunch and Learns, and communication efforts

**38**  
Baby and Me participants



# Tobacco and Behavioral Health

Changing the narrative: Encouraging cessation in Mississippi's mental health centers

## Story from the Field

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As a longtime tobacco control advocate, Pamela Luckett has become a trailblazer in the fight to provide evidence-based cessation services to individuals suffering from mental health and substance abuse issues. While the smoking rate has declined both nationally and in Mississippi, research shows that people with mental illness and substance use disorder smoke at higher rates than people without behavioral health conditions.

In fact, almost forty percent of Mississippi adults with mental illness smoke, compared to twenty five percent of those without mental illnesses and thirty seven percent of current smokers in Mississippi who suffer from depression. “The tobacco control industry has aggressively targeted these vulnerable populations. Ensuring that they have access to cessation services and can undergo treatment in tobacco-free environments is a critical issue,” said Luckett.

Working in partnership with the Mississippi Public Health Institute (MSPHI) and Mississippi Regional Community Mental Health Centers (CMHC), Luckett has been instrumental in implementing the Tobacco Prevention Policy & Practice Enhancement for Community-Based Behavioral Health Providers project. Funded by the Office of Tobacco Control, the goals of this project are to both reduce smoking related diseases among people seeking behavioral health and substance use disorder services and reduce behavioral health and substance abuse workers’ exposure to secondhand smoke.

As the project’s senior behavioral health specialist, Luckett travels the state assessing policies and practices related to tobacco use and exposure at community mental health centers; identifying resources needed to facilitate changes in policy, practice, and cessation efforts; and providing technical assistance to help develop and implement policy changes aimed at creating smoke-free campuses.

Luckett also provides information and tobacco dependency trainings to behavioral health and substance use disorder providers. “A major component of this project is education,” said Luckett. “We use evidence-based strategies to guarantee that staff and individuals receiving mental health center services are fully aware of the risks of tobacco use.”

Luckett is dedicated to protecting those who suffer from mental health and substance abuse disorders from the dangers of tobacco use and secondhand smoke exposure. “The idea that quitting smoking can worsen symptoms of mental health disorders is a myth,” Luckett said. “With the right support Mississippians who are using mental health facilities can quit, too. It’s essential that we ensure our mental health centers are informed and equipped to provide support and proper resources to help them make this change.”

A photograph showing the silhouettes of a crowd of people with their arms raised in the air, set against a bright, glowing background. The scene is captured from a low angle, looking up at the raised hands. The lighting is dramatic, with the background being very bright and the foreground silhouettes being dark.

# New Initiatives

## Youth Tobacco Prevention Services

The Office of Tobacco Control is committed to partnering with grassroots organizations to empower at-risk youth to reject tobacco and create the first tobacco-free generation. To that end, we are proud to announce the recent partnership with Caffee, Caffee & Associates (CCA). CCA has a proven track record of success in tobacco control and will play a vital role in mobilizing at-risk youth around tobacco-related issues.

The Office of Tobacco Control will fund and oversee the development, implementation and evaluation of this project, working closely with CCA and the Jackson State University School of Public Health to ensure efficacy and replicability for future years.

For more than a decade, it has been posited that tobacco use is one of the most important social justice issues facing priority populations, including homeless, low-socioeconomic status, African- American, and rural White communities. It is estimated that three quarters of homeless adults in the United States are cigarette smokers (Baggett TP, 2016), and Americans living below the poverty line have higher rates of cigarette smoking than the general population (Centers for Disease Control, 2014).

African-Americans are more likely to die from smoking-related diseases than Whites, despite smoking fewer cigarettes and making more attempts to quit (Centers for Disease Control and Prevention, 2017). Smokers living in rural areas are more likely to smoke 15 or more cigarettes per day than smokers living in urban areas (U.S. Department of Health and Human Service, 2014). Addressing these disparities with evidence-based interventions is critical to reducing the overall smoking rate in Mississippi.

CCA will collaborate with community partners to develop activities that align with MSDH OTC’s overall approach to youth tobacco prevention, which is an activism-based effort developed to disrupt and dissolve the tobacco industry’s targeting of vulnerable communities. The program and related activities will seek to:

- Engage at-risk youth (grades 9-12) in tobacco prevention activities
- Reduce at-risk youth’s access to tobacco products
- Increase at-risk youth exposure to effective anti-tobacco messaging

This new initiative is scheduled to launch on July 1, 2019.

### PROGRAM TIMELINE

Activities	Date
Program Launch	July 1, 2019
Planning Phase (develop an evaluation plan, build/enhance relationships with target communities and conduct community mapping activities)	July 2, 2019– October 31, 2020
Implementation of tobacco prevention activities	November 1, 2019– March 31, 2020
Analyze data and present key findings to stakeholders (school administrators, legislators, community partners, etc.)	April 1, 2020– May 31, 2020
Develop new strategies based on lessons learned and results from Year One	June 1, 2020– June 30, 2020

## OFFICE OF TOBACCO CONTROL

A vibrant, health-conscious community f

In year 2020, the cigarette use rate has been reduced by 1%

### PRIMARY TARGET

This tobacco prevention program will target secondary schools that meet one or more of the following criteria:

- 80% of student population receives free or reduced price lunch
- 50% of student population consist of rural Caucasians
- 50% of student population consist of African-Americans
- More than 10% of the student population is experiencing homelessness

A network of youth (grades 9 -12) in target secondary schools who have engaged in peer-led tobacco prevention activities

A community of youth (gra target secondary schools to tobacco products

20 youth (grades 9-12) have engaged 1,000 youth (grades 9-12) in three tobacco-related activities in target secondary schools

Photostory, No Menthol Sunday, Kick Butts Day and Great American Smoke-Out

80% of tobacco retailers with 500 feet of target high schools refrain from selling tobacco products to minors

20 youth (grades 9 -12) have been recruited and trained on how to execute tobacco-related activities in target secondary schools

Community Mapping Exercise and Youth Empowerment Seminar

80% of tobacco retailers with 500 feet of target high schools have been identified and educated on laws related to selling tobacco products to minors

2,000 youth (grades 9 -12) have been educated on general tobacco issues

School-based, peer-to-peer presentations

1000 youth (grades 9 -12) have been educated on laws relate selling tobacco products to m

YOUTH ENGAGEMENT PATHWAY

TOBACCO-FREE C PATHWA

### Legend

MSDH OTC will work with CCA to develop effective, innovative activities that will produce the outcomes outlined in this Theory of Change.



# THE OUTCOME

## THEORY OF CHANGE MAP



### GOALS

Mississippi State Department of Health (MSDH) Office of Tobacco Control aims to achieve the following goals by June 30, 2020:

Engage 1,000 youth (grades 9 -12) in three tobacco-related activities

Educate 80% of tobacco retailers within 500 feet of target secondary schools on tobacco laws related to selling tobacco products to minors

Increase youth's (grades 9 -12) affinity toward the statewide tobacco prevention brand by 20%

Reduce the cigarette use rate among high school students by 1%

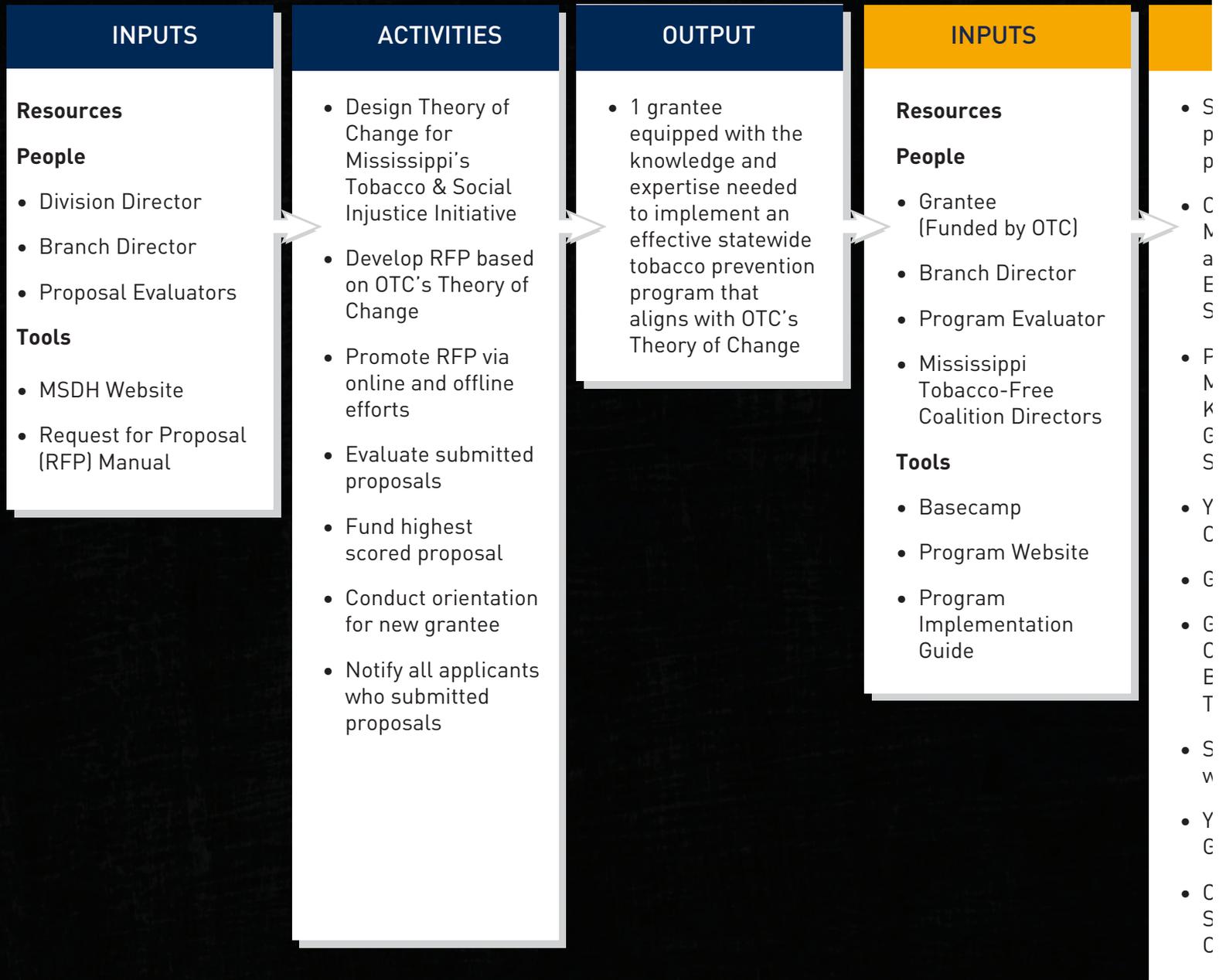




# OTC Logic Model: Statewide Tobacco

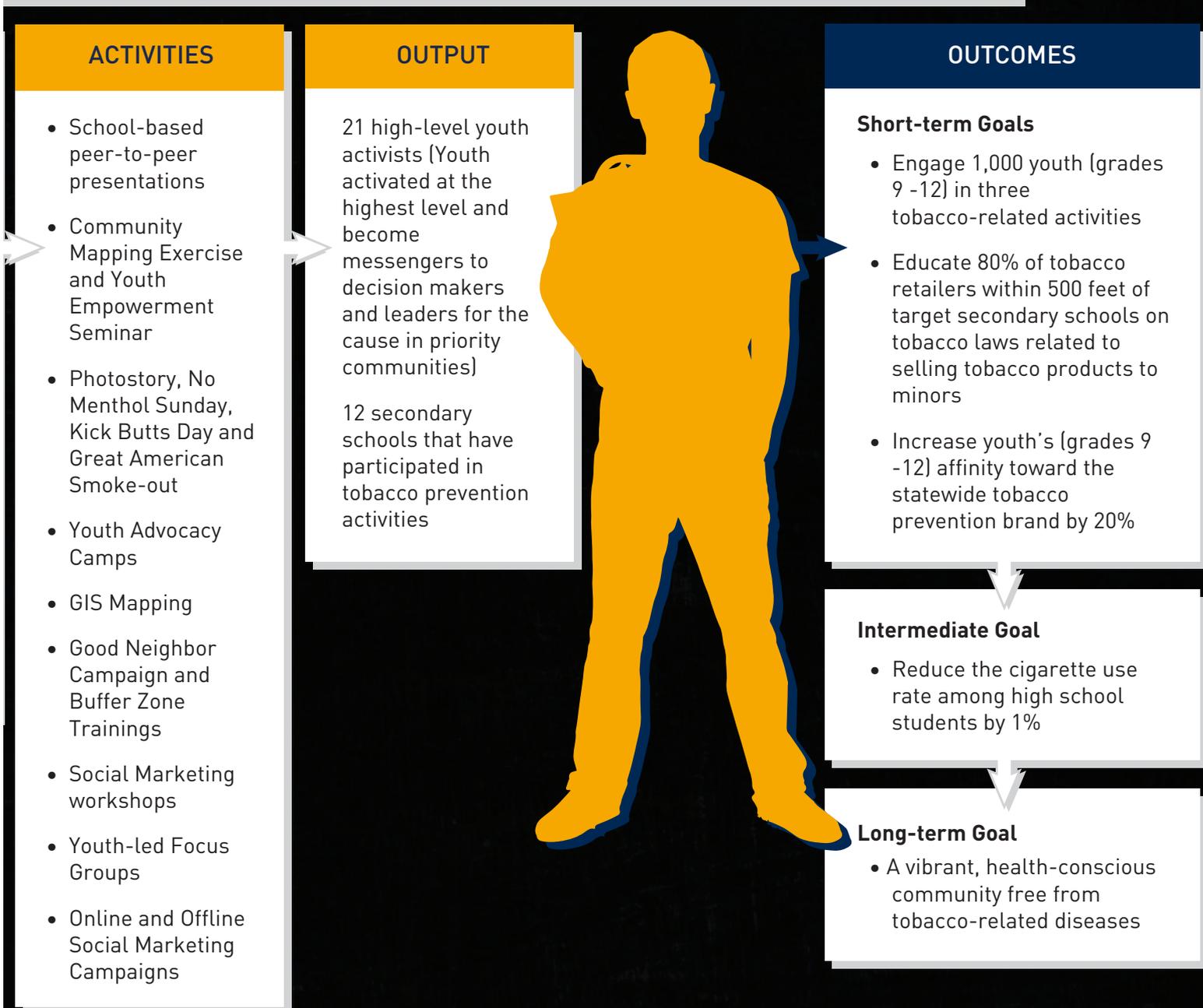
## Goal Statement

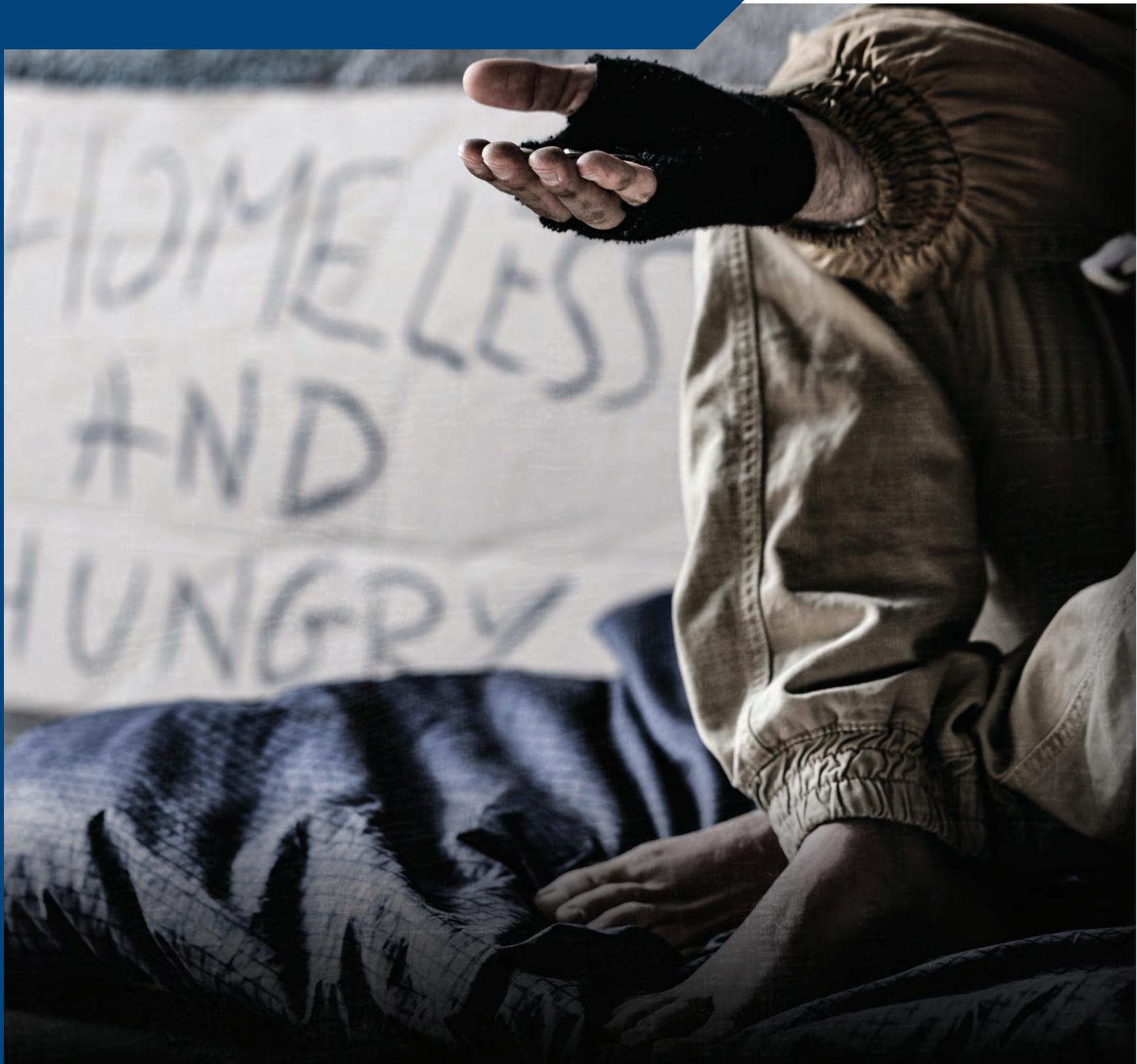
Mississippi State Department of Health seeks to build a vibrant, health



# Tobacco Prevention Program

... health-conscious community free from tobacco-related diseases.





# Tobacco and Homelessness

Operation 601

## Story from the Field

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When 42-year-old Jackson native Octavius Harris began volunteering at Gateway Rescue, he realized just how many of the city's residents were experiencing homelessness—a population with less access to health care but at greater risk of exposure to the nation's leading cause of preventable death and disease: tobacco use.

Through this volunteer experience, Harris began to realize that tobacco is both a health and social justice issue as he and several others began working to develop and implement a pilot tobacco-control project focusing on the homeless community in the City of Jackson called Operation 601.

"All people should have access to the resources necessary to live tobacco-free lives, regardless of their housing situation," said Harris. "I'm really hoping my work as a member of Operation 601 will help put a bigger emphasis on that fact."

Funded by the Office of Tobacco Control, Operation 601 has three primary goals: collect data on the relationship between homelessness and tobacco use; raise general awareness of tobacco use rates among the homeless population; and increase this population's access to smoking cessation resources.

Harris said he struggled to find a local homeless-serving organization that had the time to assist with collecting data on their clients, despite offering free cessation services and a stipend. "I've come to find just how stretched thin these organizations are," said Harris. "It's been really eye-opening to me."

After weeks of networking, Harris recruited three Jackson residents to assist with data collection, and this dedicated team distributed a survey to people experiencing homelessness residing in or near Poindexter Park—a well-known "home" for dozens of individuals and families experiencing homelessness.

"The results from the survey were alarming," Harris said. "One hundred percent of respondents reported that they used cigarettes or smokeless tobacco products."

People experiencing homelessness have been overlooked by many, but not by the tobacco industry, which has a long and documented history of targeting vulnerable populations. The most recent research shows that nearly three-quarters of adults without a permanent dwelling use tobacco—over four times the usage rate among the general U.S. population.

"My experience with this pilot project has been very important for me personally," said Harris. "Being part of Operation 601 has inspired me to embark on a path into a world that I was not too familiar with: tobacco control. This experience has truly ignited a newfound passion for the field, and it showed me how much more I have to contribute to it."

# SMOKELESS TOBACCO PREVENTION PILOT PROJECT UNBOX CAMPAIGN



**UNBOX**

The Office of Tobacco Control worked with Fahrenheit Creative Group to develop and implement a targeted smokeless tobacco prevention pilot focused on the youth population with the highest reported smokeless tobacco use: rural whites. The project focused on engaging school-based clubs and organizations in the counties with the highest incidence of smokeless tobacco use (George, Choctaw, Union, Itawamba and Perry).

## **The goal of the pilot was to:**

Engage high school-aged rural youth in educational prevention activities related to smokeless tobacco products.

## In-School Education and Engagement

During a four-week period, student groups were tasked with completing a series of activities regarding smokeless tobacco use. During the initial activity, youth were able to increase their knowledge of and dispel common myths about smokeless tobacco products and smokeless tobacco use through an interactive game. Students were then challenged to use a toolkit of provided materials to create an object (tool, device, machine, etc.) to help them educate their peers and community about smokeless tobacco.

### Participating Schools:

- George County High School, Law and Public Safety Class
- Mantachie High School, Beta Club
- Perry Central High School, Writer's Refuge Club

## Targeted Media Education and Engagement

Over a three-week campaign period, a targeted outdoor and digital media campaign yielded a total of 484,580 total impressions. The media component complemented the activities conducted in-schools and directed youth to the campaign landing page which housed a factsheet, social sharables, and video content.

### Landing Page

Total number of sessions: **574**

Total page views: **673**

### Digital and Outdoor Ads

Total Digital Impressions: **378,908**

Total Outdoor Impressions: **105,672**



In order to address the persistent smokeless tobacco use in rural counties, there is a need to cultivate strong, long-term relationships with high-risk youth who are unlikely to be involved in school clubs or activities. Although this project had an impressive reach, achieving the level of depth required to facilitate change in attitudes, beliefs and behaviors among rural youth will require the Office of Tobacco Control to consistently and steadfastly provide education and interventions in this target community.

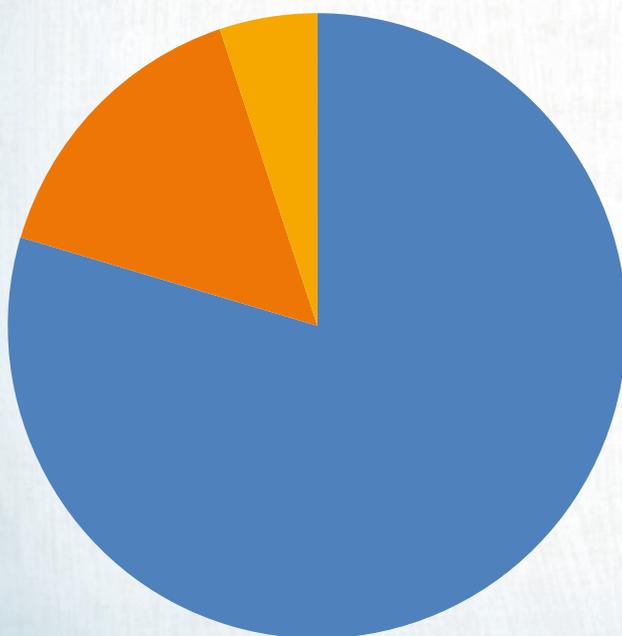
# FINANCIALS

## TOBACCO CONTROL FUNDING

During FY 2018, total tobacco funding from federal and state sources was \$21,032,902 in Mississippi. While \$20 million was appropriated for tobacco control, only \$7.17 million was available to the MSDH Office of Tobacco Control to implement an evidence-based comprehensive tobacco program. The Centers for Disease Control and Prevention 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, 2018 Recommendations	\$1.37	\$5.06	\$4.19	\$1.06	\$0.53
MS Tobacco Control Program Fund FY 2018	\$0.00	\$0.37	\$1.14	\$0.24	\$0.41

### Total Revenue (\$136,874,709)

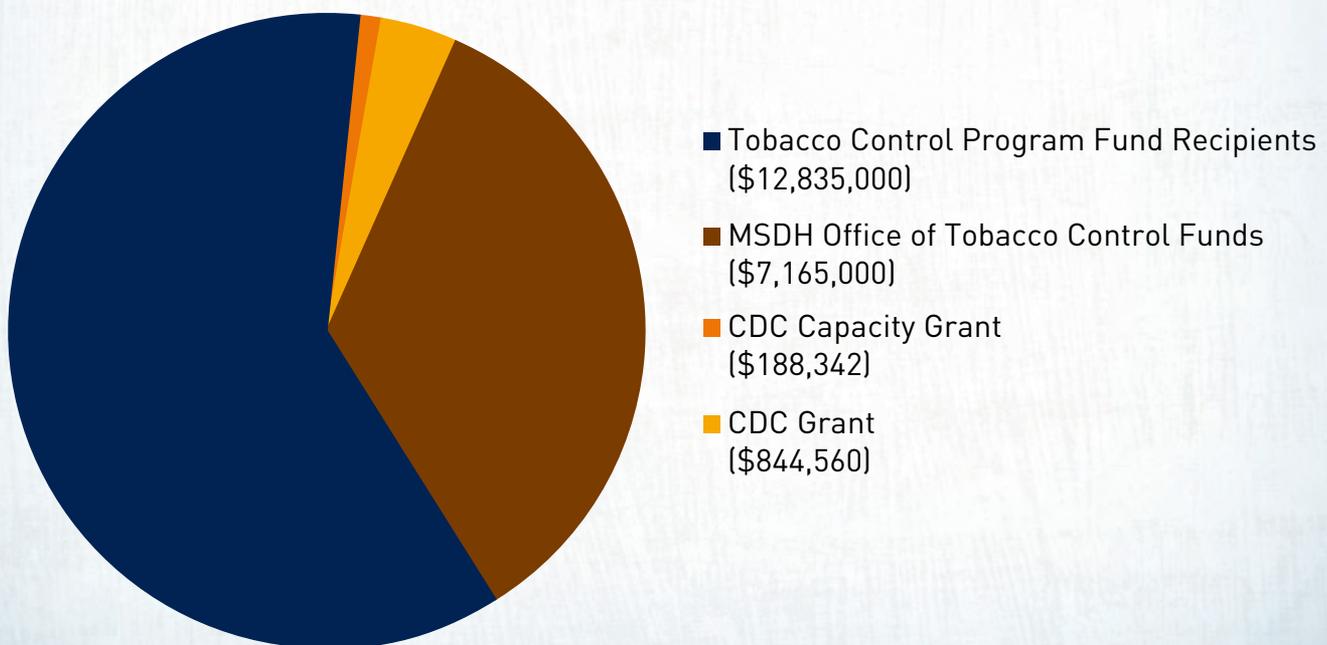


- Cigarette Stamps (\$108,927,978)
  - Other Tobacco Products (\$20,666,431)
  - Non-Settling Manufacturers Fee (\$7,280,300)
- \$108,927,978 from cigarette stamps (Cigarette stamps are purchased by wholesalers.)
  - \$20,666,431 from other tobacco products (Excluding cigarettes.)
  - \$7,280,300 from non-settling manufacturers fee (Fee covers tobacco manufacturers that were not part of the master settlement.)

In FY 2018, Mississippi ranked 16th among all states in the funding of tobacco prevention programs. In addition to state funds, Mississippi received funding from the Centers for Disease Control and Prevention as follows:

- \$844,560 CDC Core Grant funding 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.
- \$188,342 CDC Capacity Grant funding was used to increase access to Mississippi Tobacco Quitline services and ensure that every participant received services. The activities included hiring and training qualified Quitline staff and increasing efficiency to ensure adequate coverage for all participants during peak hours of operation.

### Total Funds (\$21,032,902)



# APPROPRIATIONS

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 Section 2.a-f 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.

FY15	FY16	FY17	FY18	FY19	RECIPIENT
\$9,400,000	\$9,400,000	\$9,127,341	\$7,165,000	\$7,165,000	MSDH OTC
\$5,000,000	\$5,000,000	\$4,918,750	\$4,250,000	\$4,250,000	University of MS Medical Center Cancer Institute
--	--	--	\$3,400,000	\$3,400,000	MS Qualified Health Center Grant Program
\$3,600,000	\$3,600,000	\$3,541,500	\$3,060,000	\$3,060,000	Mary Kirkpatrick Haskell-Mary Sprayberry Public School Nurse Program
\$800,000	\$800,000	\$787,000	\$680,000	\$680,000	MS Attorney General's Office of Alcohol and Drug Enforcement
\$700,000	\$700,000	\$688,625	\$595,000	\$595,000	University of MS Medical Center ACT Center
\$200,000	\$200,000	\$196,750	\$382,500	\$382,500	Myocardial Infarction Program (STEMI)
\$300,000	\$300,000	\$295,125	\$255,000	\$255,000	Skool ADS - School Poster Program (62 schools)
-	-	-	\$212,500	\$212,500	MS Health Care Alliance for the Stroke System of Care Plan



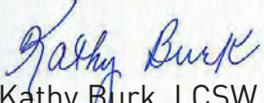
Dear Fellow Stakeholders,

I hope you enjoyed reading about the Office of Tobacco Control's (OTC) highlights and triumphs from 2018. As a result of the dedication and hard work of the OTC staff and community partners, we have been able to realize notable success. I would personally like to thank all of you for the work that you have done to assist us with meeting our goals. Your efforts have touched the lives of many and have served to ascend us closer to our North Star: protecting and improving health for every Mississippian.

Additionally, I would like to give special thanks to our State Health Officer, Dr. Thomas E. Dobbs, and the members of our Tobacco Control Advisory Council for their active and unwavering support of the programs and services offered by OTC. It's virtually impossible to capture the daily victories and contributions made by countless individuals working behind the scenes to ensure our office runs smoothly. Thank you to our legal, financial and communications teams and the numerous other departments that uphold the tenets of excellence at all levels.

It is a privilege to serve our children, our communities and our state to effect positive change that saves lives. This is our charge. This is our work. Let's move forward and continue to ignite that change.

Yours in service,

  
Kathy Burk, LCSW, CPM  
Director, Office of Health Services

# TOBACCO CONTROL ADVISORY COUNCIL

NAME	LOCATION	AFFILIATION/ APPOINTMENT
*Robert "Bob" K. Collins, MD	Mississippi State University	Mississippi Chapter American Lung Association/Lieutenant Governor
Trent Gould, PhD	Hattiesburg, Mississippi	Dean of the College of Health/ University of Southern Mississippi
Gena Vail, CFNP	New Albany, Mississippi	Mississippi Nurses Association/ Lieutenant Governor
Felicia Gavin, PhD	Jackson, Mississippi	Office of Healthy Schools/State Superintendent of Education
Tom Payne, PhD	Jackson, Mississippi	The ACT Center for Tobacco Education, Treatment & Research/Governor
Donna Antoine-LaVigne, Associate Director	Jackson, Mississippi	Jackson Heart Study Community Outreach Center/Governor
Krista Guynes, MSW, LCSW	Jackson, Mississippi	Mississippi Chapter Nat'l Association of Social Workers/Speaker of the House
John Ruckdeschel, MD	Jackson, Mississippi	MS State Medical Association/Governor Appointment
Nelson Atehortua	Jackson, Mississippi	Dean of the School of Public Health/ Jackson State University
Richard Friedman, MD	Jackson, Mississippi	American Cancer Society/Speaker of the House Appointment
Mike Lanford, Deputy Attorney General	Jackson, Mississippi	Office of the Mississippi Attorney General/Mississippi Attorney General

\*Chair

# **MSDH OTC'S 2018 EXECUTIVE REPORT ACKNOWLEDGEMENTS**

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