

### COMMUNITY CASE STUDIES

## *Straight from the Heart: Mississippi Tobacco Control Program*

Partnership for a Healthy Mississippi

*Suggested citation for this article:* The Partnership for a Healthy Mississippi. *Straight from the heart: Mississippi Tobacco Control Program* [video]. *Prev Chronic Dis* [serial online] 2004 Jan [date cited]. Available from: URL: [http://www.cdc.gov/pcd/issues/2004/jan/03\\_00021.htm](http://www.cdc.gov/pcd/issues/2004/jan/03_00021.htm)

The following film excerpt from *Straight from the Heart* describes the impact of a tobacco prevention and education program on the life of a young Mississippian and a school nurse who showed him the way to a healthier life.

The film was produced by The Partnership for a Healthy Mississippi\*, which is committed to teaching Mississippi's youth about the dangers of tobacco use. The comprehensive programs developed by The Partnership for a Healthy Mississippi are making a positive impact on Mississippians by combining community and faith-based efforts with school programs, a school nurse program, cessation programs, media, and the enforcement of laws that prohibit the sale of tobacco to youth.

Results of the 2002 Youth Tobacco Survey showed that cigarette use, from 1999 to 2002, dropped by

- 28% among public high school students,
- 47% among public middle school students, and
- 40% among private high school students.

Since 2000, cigarette use by private middle school students has dropped 16%. Mississippi's programs are recognized nationally as among the most efficient in the country. While the national average for high school cigarette use has remained at 28% for the past 3 years, Mississippi has reduced smoking in this age group to 23%. Cessation programs are making an impact on adult smoking rates as well. The Partnership funds cessation programs that are available free of charge to all Mississippians. The adult smoking rate in Mississippi is now at 20%, down from 25% just one year ago.

\*<http://www.healthy-miss.org>

A transcript of *Straight from the Heart* is also available.