



Foundation Hosts Mississippi Community College Health and Wellness Summit

The Blue Cross & Blue Shield of Mississippi Foundation is partnering with Mississippi's fifteen community colleges to share ideas and to develop best practices for implementing health and wellness cultures.

During a recent Summit, leaders collaborated on a University and College Health and Wellness Model, developed from the successful Healthy Campus/Community Initiative implemented at Delta State University. The model was conceived from the initial partnership between DSU and the Foundation and provides a basis for a focus on campus health and wellness. Elements of the initiative include the colleges having a tobacco-free campus and providing access to opportunities for physical



exercise, as well as healthy meal options.

The initiative will also extend into the surrounding communities and schools, providing opportunities for physical fitness, health screenings, and a community smoke-free ordinance.

The community colleges that attended the Summit were encouraged to continue their collaborative efforts as they submit their plans to implement healthy cultures, with a commitment of support from the Blue Cross & Blue Shield of Mississippi Foundation.

Healthy Hinds Campus and Community



With a mission to build a healthy campus and community, Hinds Community College, in partnership with the Blue Cross & Blue Shield of Mississippi Foundation, implemented a health and wellness model on its Raymond campus that includes a tobacco-free policy and an environment that supports and promotes exercise and healthy nutrition. The college created a health network with community stakeholders allowing students and

residents to attend workshops focused on making healthy choices and participate in a wide range of fun physical activities from swimming to circuit training.

Blue Cross & Blue Shield of Mississippi Foundation

Vision

A Healthy Mississippi

Mission

Provide targeted grants to fund health programs and initiatives to improve the health of Mississippians

Strategic Focus

- Colleges and Universities
- Schools
- Communities

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Mississippi Valley in Motion

The Blue Cross & Blue Shield of Mississippi Foundation is partnering with Mississippi Valley State University to implement the Valley in Motion initiative designed to encourage health and fitness on campus and in the surrounding community and schools.

Incoming freshmen to Mississippi Valley State University begin their college experience with required classes focused on the benefits of healthy eating and exercise with biometric screenings available throughout their college careers.

“We are proud to partner with Mississippi Valley State University to build a multi-faceted health education and promotion

campaign focused on the benefits of healthy eating and exercise,” said Sheila Grogan, Executive Director of the Blue Cross & Blue Shield of Mississippi Foundation. “Through the Valley in Motion initiative, recreational opportunities exist outside the classroom, bringing the campus and community together for physical fitness activities and nutrition education to encourage healthy lifestyles.”

Enhancements to the campus greenhouse support the university’s goal to produce fresh fruits and vegetables year round for sustainable nutrition in the campus dining hall. The Valley in Motion initiative ultimately aims to provide nutrition education and health screenings to the Greenwood and Itta Bena communities and local school districts.



Blue Mountain College Climbing to Wellness

With the purchase of new exercise equipment, Blue Mountain College initiated a wellness program that includes not only their students, faculty and staff, but also the residents of the Town of Blue Mountain.

The town’s walking trail and wellness facility are at the center of campus fitness programs, and participants’ blood pressure,

cholesterol level, body mass index (BMI) and frequency of workouts are tracked to show progress toward health goals.

The Blue Cross & Blue Shield of Mississippi Foundation is proud to partner with Blue Mountain College for a healthy campus and community.



RebelWell on the Plaza!

RebelWell, a comprehensive wellness program for the University of Mississippi, is designed to implement the advancement of health on campus and in the surrounding community and schools. Funded by the Blue Cross & Blue Shield of Mississippi Foundation, the initiative is incorporated into new student and employee orientations, with state-of-the-art food preparation labs for hands-on nutrition seminars.

RebelWell celebrated National Food Day with a healthy cooking demonstration by Blue Cross & Blue Shield of Mississippi Executive Chef Labron Alexander. The Ole Miss campus and community population were invited to gather at the Student Union Plaza as Chef Labron used his culinary skills to prepare healthy southern fare, including ginger kale smoothies, oven fried chicken, sweet potato hummus and microwave corn. Tastings and recipe cards were provided to inspire learning new cooking skills and help in preparing healthy nutritious meals on campus and at home.



Healthy SCHOOL Awards

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The Blue Cross & Blue Shield of Mississippi Foundation's **Healthy School Awards program** recognizes and rewards public schools with health policies and programs that promote healthy eating, physical activity, staff wellness, tobacco-free lifestyles among students and staff, and parental and community involvement.

The Foundation will award up to four grants. One school will be designated as **"The Healthiest School in Mississippi"** and will be awarded a **\$50,000** grant. Three schools will be designated as **"Healthy Schools"** and each will receive a **\$25,000** grant.

For more information on the Healthy School Awards program including award criteria and the application form, visit the Blue Cross & Blue Shield of Mississippi Foundation website at www.healthiermississippi.org or email healthyschoolawards@bcbsms.com.



Eastside Elementary Students "Get Ready to Run"

Students in Central Mississippi are lacing up their shoes and getting a running start in preparation for the **2015 Mississippi Blues Kids' One-Mile Fun Run**, which is part of the Mississippi Blues Marathon.

The **Get Ready to Run** program officially kicked off this fall as students at **Eastside Elementary School in Clinton** celebrated their participation with fitness activities and a half-mile fun run. A group of employees from Blue Cross & Blue Shield of Mississippi known as **Team Blue**, volunteered to participate as guest fitness leaders and runners to encourage the students to set milestones and reach new goals.

Supported by **Blue Cross & Blue Shield of Mississippi** and the **Blue Cross & Blue Shield of Mississippi Foundation**, the Get Ready to Run program is helping to build a healthy generation of Mississippians by enabling students to develop the skills they need to make exercise and physical fitness a part of their lives.

For more information on the Get Ready to Run program, please visit www.msbluesmarathon.com/gr2run or email getreadytorun@bcbsms.com.



Mississippi Children's Home Services

Students and staff at Mississippi Children's Home Services (MCHS) now have one more way to stay active and healthy with the opening of a new fitness trail on the Jean B. Austin Bagley Campus in Jackson, funded by the Blue Cross & Blue Shield of Mississippi Foundation.

During the ribbon cutting ceremony, participants heard from a resident advisor who spoke on behalf of a student who has lost more than 20 pounds as a result of using the fitness trail regularly.



Fall Harvest at Madison County's Helping Hands Community Garden



The Blue Cross & Blue Shield of Mississippi Foundation partnered with Madison Countians Allied Against Poverty (MadCAAP) on the Save our Garden initiative to relocate the Helping Hands community garden to a new and expanded location to better serve those with limited access to healthy food options. The initiative provides residents with limited resources a variety of fresh fruits and vegetables in tandem with healthy food preparation and nutrition education classes.

Brookhaven Celebrates as Mississippi's 2014 "Healthiest Hometown"

The **City of Brookhaven** celebrated being selected as Mississippi's "**Healthiest Hometown**" in the fifth year of the Healthy Hometown program, presented by the **Blue Cross & Blue Shield of Mississippi Foundation**. The selection was based on the city's application, as judged by a panel of known health and wellness champions from around the country. Brookhaven received a **\$50,000 grant from the Foundation** to support ongoing community health initiatives.



The Blue Cross & Blue Shield of Mississippi Foundation established the Healthy Hometown Awards in 2010 to encourage communities to promote healthy lifestyles and to provide financial rewards to those who have demonstrated the most progress. The grants are used by the communities to further ongoing community wellness initiatives.

Healthy Hometown winners are chosen based on select criteria, including having a tobacco-free ordinance, helmet laws and more.

To learn more about the Healthy Hometown Awards and this year's winners, visit the Blue Cross & Blue Shield of Mississippi Foundation website at www.healthiermississippi.org.



For additional information about the Blue Cross & Blue Shield of Mississippi Foundation, please visit our website at www.healthiermississippi.org.

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