



Brookhaven Named "Healthiest Hometown"

Brookhaven is Mississippi's "Healthiest Hometown" in 2014

Since winning a Healthy Hometown award for its population category in 2013, the City of Brookhaven continues to make community health and wellness paramount and was named "Mississippi's Healthiest Hometown" in 2014 by the Blue Cross & Blue Shield of Mississippi Foundation.

The Brookhaven Healthy Hometown Committee established goals to increase community wellness by providing a variety of activities and resources to municipal employees:

- On-site health screenings by local health professionals
- Discounts at fitness centers
- Incentives to participate in weight reduction programs

The city is home to a "Mississippi Certified Farmers' Market," a branding program administered by the Mississippi Department of Agriculture and Commerce to identify marketplaces offering the highest quality products while connecting farmers with the community. The popular Brookhaven Farmers' Market

offers a diverse selection of fruits and vegetables while giving consumers the satisfaction that their food origin is right here in Mississippi.

Brookhaven's faith-based community cultivates the "Peas for the People" community garden which provides fresh produce for local food pantries and is available to residents with limited resources.



The city continues to cultivate a culture of health and wellness as demonstrated by:

- Adoption of a comprehensive no smoking ordinance
- Adoption of an enforceable helmet ordinance
- Implementation of a health and wellness strategic goal by the school district
- Use of technology and social networking to provide information related to walking clubs, cycling events and other recreational activities

As "Mississippi's Healthiest Hometown" 2014, the City of Brookhaven plans to use the \$50,000 grant award to enhance existing walking trails and place outdoor gym equipment in city parks.



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PASCAGOULA

“Healthy Hometown”

2014 (Population 15,000 or more residents). Situated on the scenic shoreline of the Mississippi Gulf Coast, the City of Pascagoula boasts a plethora of outdoor recreational opportunities on its more than 200 acres of parks, streams and lakes. As a result of making outdoor active lifestyles and community health a priority, combined with the efforts of the Pascagoula Healthy Hometown Committee, the city won a Healthy Hometown award for its population category in 2014. Through its Healthy Hometown



Pascagoula

Pascagoula webpage on the city’s website, the community can access information about farmers’ markets, healthy recipes, fitness and recreation groups and local health clubs and fitness centers.



Moss Point

MOSS POINT

“Healthy Hometown” 2014 (Population 5,001 to 14,999 residents). Enriched in southern culture and nestled among live oaks and flowering shrubs, the City of Moss Point’s mission is to create a healthy environment for residents by providing green space for outdoor activities and health and wellness initiatives. Through the leadership of the Moss Point Healthy Hometown Committee, residents are encouraged to utilize city parks, recreational spaces, walking trails, and opportunities to cultivate fruits and vegetables in the city’s community garden. In 2013, the Blue Cross & Blue Shield of Mississippi Foundation partnered with the City of Moss Point on the “Walk, Run or Bike” initiative. This initiative promotes physical activity and includes goals to create awareness of the importance of daily exercise to help citizens lead healthy lifestyles by taking control of their own health and wellness conditions.

WALNUT “Healthy Hometown” 2014 (Population

5,000 or fewer residents). Municipal leaders and residents comprising the Walnut Healthy Hometown Committee are taking responsibility for their own personal health and wellness through exemplary leadership and community engagement earning the City of Walnut a “Healthy Hometown” award in its inaugural year as a contender. There is a good chance someone is on the city’s walking trail around the



Walnut

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clock as residents make good use of Walnut's well-lit outdoor track. Other opportunities for community physical fitness include public tennis courts, ball fields and a swimming pool.



Healthy SCHOOL Awards

 Blue Cross & Blue Shield of Mississippi Foundation
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Is Your School Mississippi's Healthiest?

OVERVIEW: 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 criteria for this award are based on state and national school health standards. The goal of this award is to motivate Mississippi schools to create and maintain healthy school environments.

ELIGIBILITY: The Healthy School Award is a school-level recognition award. School districts are not eligible to apply.

SELECTION: The application should be completed by the School Health Council. The school Principal and the Superintendent must attest to the best of their knowledge the accuracy of the Healthy School Award application and approve its submission.

AWARDS: The Foundation will award up to four grants. A school from each of these categories will receive a **\$25,000** grant:

Category 1: 900 or more students

Category 2: 401-899 students

Category 3: 400 or fewer students

One school will be designated as "**The Healthiest School in Mississippi**" and will be awarded a **\$50,000** grant from the Blue Cross & Blue Shield of Mississippi Foundation. A school of any size may receive this designation.

RECOGNITION: Winning schools will be announced at the 2015 Mississippi Association of School Superintendents and the Alliance of Educational Leaders of Mississippi Winter Convention in January 2015.

For more information about the Healthy Schools Awards or to apply, please visit our website at www.healthiermississippi.org/healthy-school-awards.html.



Get Ready to Run is Back!

Kick off your school year with Blue Cross & Blue Shield of Mississippi's Get Ready to Run program! For the second year, the Company is excited to offer this program to Central Mississippi elementary students in grades K-5 during the fall of 2014!

Program Overview

The Get Ready to Run program introduces students to the benefits of running, physical fitness and healthy lifestyle choices in a fun and rewarding way!

Benefits of Get Ready to Run

- Schools will receive the Get Ready to Run Lessons and Activities Guide.
- Students participating in Get Ready to Run will be eligible to participate in the Mississippi Blues Marathon Kids' One-Mile Fun Run on January 10, 2015, in downtown Jackson at no cost! (Note: The One-Mile Fun Run will be limited to 3,000 participants. Registrations accepted on a first-come, first-served basis.)
- Students can also help win a reward for their schools! The top three schools with the most participants on race day will receive up to \$2,000 to support the schools' P.E. programs!

How to Get Started

Communicate with your school leaders, faculty and parents as soon as possible to ensure there is support for the program, then email getreadytorun@bcbsms.com to indicate your school would like to participate this fall or receive additional information about the program.



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

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