



Blue Cross & Blue Shield of Mississippi Foundation

A Subsidiary of Blue Cross & Blue Shield of Mississippi.



Building a Healthy Mississippi

Summer 2015

The Town of Walnut is Mississippi's Healthiest Hometown Oxford, Kosciusko and Morton also Honored as Healthy Hometowns



The Blue Cross & Blue Shield of Mississippi Foundation established the **Healthy Hometown Awards Program** to encourage and reward exemplary community health and wellness. The winning municipalities are those that have made the most strides in creating a healthy community and demonstrated the highest level of commitment to a healthy culture.

The Foundation announced the winners of the 2015 Healthy Hometown Awards Program during the Mississippi Municipal League Annual Conference in Biloxi on June 24, 2015. The **Town of Walnut** took top honors and was named "**Mississippi's Healthiest Hometown.**" Walnut received **\$50,000** to enhance its wellness programs.

The Walnut Health and Wellness Committee, led by Mayor Vicki Skinner, established goals to improve healthy living in Walnut by promoting health and wellness, providing exemplary leadership and engaging

municipal stakeholders. The town enhanced its smoke-free ordinance to prohibit the use of electronic cigarettes, and in support of a tobacco-free environment, discouraged the use of smokeless tobacco by educating the community at large about the dangers of all tobacco products.

Other honorees of the 2015 Healthy Hometown Awards Program include the **City of Oxford** (15,000 or more residents), led by Mayor George "Pat" Patterson; the **City of Kosciusko** (5,001—14,999 residents), led by Mayor Jimmy Cockroft; and the **City of Morton** (5,000 or fewer residents), led by Mayor Greg Butler. Each municipality will receive **\$25,000** for their respective community wellness programs.

A team of prestigious health and wellness champions from around the country reviewed and scored the Healthy Hometown applications. Judges for the 2015 Program were: Coach Ken Carter,

a motivational speaker and bestselling author, whose life was portrayed by Samuel L. Jackson in the movie, "Coach Carter."; Jordan Friedman, a motivational keynote speaker and founder of The Stress Coach brand, who provides workplace wellness training; and Meridan Zerner, MS, RDN, CSSD, LD, a Registered Dietician, Nutritionist and Certified Wellness Coach employed by the internationally recognized Cooper Aerobics Center.

The Healthy Hometown Awards Program was established in 2010 to reward municipalities taking initiatives to improve the health and lives of citizens. The Program assists municipal leaders in their efforts to make their communities, and ultimately our state, a healthier place to live.

For more information about the Healthy Hometown Awards Program and winning municipalities, **visit the Foundation's website at www.healthiermississippi.org.**

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

- Communities
- Universities and Colleges
- Schools

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Jones County Junior College Takes Next Steps in Health



A comprehensive health and wellness program at Jones County Junior College seeks to create a healthy campus culture with Next Steps in Health, an initiative designed to assess and monitor the health status of students and employees,

including support in making lifestyle modifications to improve wellness and reach fitness goals.

The Next Steps in Health initiative is aligned with the Blue Cross & Blue Shield of Mississippi Foundation's University and College Health and Wellness Model. The Model includes best practices based on the Foundation's partnership with Delta State University and is designed to support the development of health and wellness cultures that reach from campuses into the surrounding communities and schools.

"The Blue Cross & Blue Shield of Mississippi Foundation provides targeted grants to organizations working

to build a healthy future for all Mississippians," said Sheila Grogan, Executive Director of the Blue Cross & Blue Shield of Mississippi Foundation. "We applaud Jones County Junior College's efforts as they partner with the Foundation to create a healthy campus environment that reaches into the surrounding communities and schools through the Next Steps in Health initiative."

The Next Steps in Health initiative includes new fitness equipment, individualized health planning, a recipe exchange to change unhealthy dishes into healthier versions, healthy food preparation demonstrations and various physical activities.

Mississippi Kids Get Fit at Summer Camps



Mississippi kids beat the heat at summer camps hosted by universities and colleges across the state and funded by the Blue Cross & Blue Shield of Mississippi Foundation. The week-long summer camps are part of the Foundation's University and College Health and Wellness Model designed to create a culture of health and wellness on campus that extends into the surrounding communities and schools.

Campers learned the benefits of a healthy lifestyle by participating in fun indoor and outdoor games and activities that incorporated cardio, strength and flexibility. They also

learned ways to fuel their bodies through nutrition education, including how to identify tasty fruits and vegetables.

Universities that hosted youth summer camps funded by the Foundation included: Delta State University—Coahoma County; Jackson State University; Mississippi State University; Mississippi Valley State University; The University of Southern Mississippi; and the University of Mississippi.

Several community colleges also hosted Foundation-funded youth summer camps and included: Copiah-Lincoln Community College; Hinds Community College; Itawamba Community College; and Northeast Mississippi Community College.

By partnering with Mississippi universities and colleges to offer youth summer camps with a focus on healthy eating and exercise, the Foundation is helping children gain a lifelong appreciation for physical fitness and healthy nutrition.



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.



Kick off the school year with **Blue Cross & Blue Shield of Mississippi's Get Ready to Run School Program!** For the third year, the Company is excited to offer this Program to Central Mississippi elementary students in grades K-5 during the fall of 2015!

Program Overview

The Get Ready to Run School 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 the Get Ready to Run School Program will be eligible to participate in the Get Ready to Run Kids' One-Mile Fun Run at no cost on January 9, 2016! The One-Mile Fun Run will be limited to 3,000 participants. The spots will be available on a first-come, first-served basis, upon registration. Make sure students register between October 19—November 6 to guarantee their spots!
- Participating schools will also have the opportunity to win up to \$2,000 to support their P.E. programs!

How to Get Started

Email getreadytorun@bcbsms.com to indicate that your school would like to participate this fall or receive additional information about the program. Happy Running!



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