



### Foundation Grant Provides New Fitness Equipment for Starkville's J.L. King Senior Park

Building upon community health and wellness, the City of Starkville now has additional opportunities for residents to be physically active. The city unveiled two new pieces of fitness equipment at J. L. King Senior Memorial Park, purchased with a \$25,000 grant award as part of Starkville's recognition as a Healthy Hometown, an honor bestowed by the Blue Cross & Blue Shield of Mississippi Foundation.



Starkville's goal was to increase exercise and play opportunities by adding a fitness station for adults and older youth, as well as a piece of playground equipment for younger children.

More than 130 local elementary students were given the opportunity to select

the piece of playground equipment for the park. Among the options given, the students selected a Transglide, which can accommodate special needs children.

For adults and older youth, a multi-functional piece of stationary exercise equipment was installed to support a variety of upper body exercises.



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
- Schools
- Colleges and Universities

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### Is Your Town Mississippi's Healthiest Hometown?



The Blue Cross & Blue Shield of Mississippi Foundation is pleased to partner with the Mississippi Municipal League to promote community health through the Blue Cross & Blue Shield of Mississippi Foundation Healthy Hometown Awards.

At the 2015 Mississippi Municipal League Annual Conference, up to three municipalities will receive \$25,000 in recognition of their success in being healthy communities. One municipality will be recognized as the Blue Cross & Blue Shield of Mississippi Foundation "Healthiest

Hometown" and will receive a \$50,000 award. The application and criteria are available online at [www.healthiermississippi.org](http://www.healthiermississippi.org). Applications are due by April 1, 2015.

# Healthy SCHOOL Awards

 Blue Cross & Blue Shield of Mississippi Foundation  
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The Blue Cross & Blue Shield of Mississippi Foundation **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. **Winning schools will be announced in March 2015.**

For more information about the Blue Cross & Blue Shield of Mississippi Foundation Healthy School Awards program, please visit the Blue Cross & Blue Shield of Mississippi Foundation website at [www.healthiermississippi.org](http://www.healthiermississippi.org) or email [healthyschoolawards@bcbsms.com](mailto:healthyschoolawards@bcbsms.com).

## Wolfpack Wellness at Copiah-Lincoln Community College



Project goals for a second year grant from the Blue Cross & Blue Shield of Mississippi Foundation for Copiah-Lincoln Community College’s Wolfpack Wellness initiative include building relationships with local schools and the surrounding community.

Plans are in place to begin a student-driven health and wellness organization to promote and host physical activity events in the local elementary schools. The organization will assist K-5 students with physical activity goal setting and engage them in fun events like bike-a-thons throughout the school year.

The college will invite local residents and members of the community to participate in indoor and outdoor fitness activities and family fun walks and health fairs.

On the Wesson campus, new exercise equipment will be purchased for use by faculty, staff and students with a wellness program designed to include pre and post health screenings. Participants will track measurable goals and have access to a nutritionist and personal trainer. A module will be added to orientation classes and aligned with the college’s Culinary Arts Department to introduce incoming students to “healthy cooking in the dorm.”

Other features of the Wolfpack Wellness initiative include rerouting and resurfacing the campus nature trail, expanding healthy options available in the dining hall, and hosting a health fair with physical activities and health screenings.

## Health is Golden at Southern Miss

Health and wellness is key to university leaders at The University of Southern Mississippi, who took steps to initiate the Health is Golden campaign to create a culture of wellness through marketing, education, empowerment of individuals, and environmental change. More opportunities are provided on campus to make healthy choices by increasing the amount of healthy food options and opportunities for fun physical activity events.

Students, faculty, staff and members of the Hattiesburg community who make an effort to live healthy a lifestyle are identified as

“Health Champions” and serve as campus and community role models and team leads for Health is Golden events and activities.

Environmental changes on campus include increased availability of healthy snacks offered in vending machines and banners with encouraging health and wellness messages visible from sidewalks and walking trails.

With overwhelming support from students, faculty and staff, university administrators are working to develop and implement a campus-wide smoke-free policy by 2016.

**• SOUTHERN MISS •**

# HEALTH IS GOLDEN

**EDUCATING AND EMPOWERING  
A HEALTHY CAMPUS AND COMMUNITY**

 Blue Cross & Blue Shield of Mississippi Foundation  
A Subsidiary of Blue Cross & Blue Shield of Mississippi.



## “Get Ready to Run” Program Rocks the Mississippi Blues Marathon Kids’ One-Mile Fun Run

Blue Cross & Blue Shield of Mississippi, in partnership with the Blue Cross & Blue Shield of Mississippi Foundation and the Mississippi Blues Marathon, helped more than 13,000 elementary students learn about the benefits of an active lifestyle through the **Get Ready to Run** program.

Invitations to participate were sent to public and private schools in Central Mississippi, with 26 schools electing to participate. Students in grades K-5 received incentives as they completed lessons from the **Get Ready to Run Lessons & Activity Guide**. The guide was developed by health and wellness experts at Blue Cross & Blue Shield of Mississippi in cooperation with the Mississippi Department of Education to ensure that the lessons fully support the Mississippi Framework for Physical Education and the National Association for Sport and Physical Education Standards.

The program culminated on Saturday, January 10, 2015, as nearly 700 elementary students gathered in downtown Jackson by the Mississippi Museum of Art, laced up their blue shoelaces in below-freezing temperatures and ran the **2015 Mississippi Blues Marathon Kids’ One-Mile Fun Run**. Participants received finishers’ medals as they crossed the finish line.

**Get Ready to Run** schools competed to win award money for their P.E. programs. Award criteria included completing the seven lessons and activities, creating a storyboard of the program experience and driving the highest percentage of students participating in the Kids’ One-Mile Fun Run. The winning schools are:

**1st Place : Camden Elementary School \$2,000**

**2nd Place: Davis Magnet School \$1,500**

**3rd Place: Christ Covenant School \$1,000**

**Storyboard Winner: Highland Elementary School \$500**

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 additional information about the Blue Cross & Blue Shield of Mississippi Foundation, please visit our website at [www.healthiermississippi.org](http://www.healthiermississippi.org).

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