



“Healthy Heroes” Teach School Children



The Blue Cross & Blue Shield of Mississippi Foundation Executive Director, Sheila Grogan (front row left), and Health and Fitness Coordinator, Eugenia King (front row right), host the 2016 Healthy Heroes Training Conference.



The Blue Cross & Blue Shield of Mississippi Foundation hosted a **Healthy Heroes** Training Conference for the cities of **Hernando, Moss Point, Oxford, Pascagoula, Ridgeland, Starkville, and Walnut, and for the Hinds County Sheriff’s Department.** More than 20 Police officers, sheriff’s deputies and firefighters received training by the **Mississippi Department of Education Office of Healthy Schools** as to how to teach healthy eating and exercise lessons to students in grades K-5.

In September 2016, with educational materials provided by the Foundation, uniformed police officers, sheriff’s deputies and firefighters began visiting their local K-5 schools, teaching students the value of making healthy food choices. They led activities and a community walk at each school for students, faculty, staff, parents and neighborhood residents.

“This is an exciting and unique opportunity for police officers, firefighters and sheriff’s deputies to extend their roles as community leaders,” said Sheila Grogan, Executive Director of the Blue Cross & Blue Shield of Mississippi Foundation. “Uniformed police officers teaching healthy eating lessons and leading fun fitness activities will encourage children to adopt lifestyles of health and wellness that will carry them beyond their elementary school years.”

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

- Schools
- Communities
- Universities and Colleges

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MSU on the Move Period Three Kickoff Celebration



With a grant provided by the **Blue Cross & Blue Shield of Mississippi Foundation**, **Mississippi State University** began period three of the **MSU on the Move** initiative with a kickoff celebration that included fun physical activities for campus and community members.

University executives and Starkville municipal leaders were on hand to speak alongside Sheila Grogan, Executive Director of the Blue Cross & Blue Shield of Mississippi Foundation, in support of the MSU on the Move initiative. Speakers included: **Mississippi State University President Dr. Mark E. Keenum**; **Vice President for Student Affairs, Dr. Regina Hyatt**; **Director of Health Promotion and Wellness, Dr. Joyce Yates**; and **Starkville Mayor Parker Wiseman**. Through the initiative, the university will continue to build a culture of health and wellness on campus that extends into the surrounding communities and schools.



The celebration culminated with an adult trike race at the MSU Old Main Plaza with campus leaders pursuing a **“Golden Trike Award”** by piloting trikes provided by the Foundation as part of the initiative. MSU plans to hold a trike race once per quarter by engaging various university departments to participate with winners advancing to a final championship race. The first quarter winner was **MSU Head Women’s Softball Coach Vann Stuedeman**. The trikes are used daily by MSU administrators, faculty and staff in lieu of driving cars or golf carts.

On September 10, 2016, the Foundation’s Executive Director made a check presentation to Mississippi State University leaders on Scott Field at Davis Wade Stadium during the pre-game activities prior to the Mississippi State University vs. South Carolina football game.



City of Morton Celebrates as “Mississippi’s Healthiest Hometown” 2016



The **City of Morton** celebrated being selected as **“Mississippi’s Healthiest Hometown”** in the seventh year of the **Blue Cross & Blue Shield of Mississippi Foundation Healthy Hometown Awards Program**. The selection was based on the municipality’s application, as judged by a panel of known health and wellness champions from around the country. Morton 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. 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.

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, visit the Blue Cross & Blue Shield of Mississippi Foundation website at www.healthiermississippi.org or email healthyschoolawards@bcbsms.com.



Gary Road Elementary Students "Get Ready to Run"

Students in Central Mississippi are lacing up their shoes and getting a running start in preparation for the **2017 Get Ready to Run Kids' One-Mile Fun Run** to be held on January 7, 2017 in downtown Jackson.

The **Get Ready to Run School Program** officially kicked off this fall as students at **Gary Road Elementary School** in Byram 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**, the Get Ready to Run School 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.getreadytorunms.com or email getreadytorun@bcbsms.com.

