



# Blue Cross & Blue Shield of Mississippi Foundation

A Subsidiary of Blue Cross & Blue Shield of Mississippi.



## Building a Healthy Mississippi

Summer 2016

### The City of Morton is Mississippi's Healthiest Hometown City of Magee also Honored as a Healthy Hometown



The Blue Cross & Blue Shield of Mississippi Foundation established the **Healthy Hometown Awards Program** to encourage and reward exemplary community health and wellness efforts. 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 2016 Healthy Hometown Awards Program at the Mississippi Municipal League Annual Conference in Biloxi on June 29, 2016.

In the seventh year of the Program, the **City of Morton** was named "**Mississippi's Healthiest Hometown**," and the **City of Magee** received a Healthy Hometown honor. Morton received a **\$50,000** grant from the Foundation to support ongoing community health initiatives, and Magee received a **\$25,000** grant to continue its wellness efforts.

The Morton Healthy Hometown Committee, led by Mayor Greg Butler, established goals to improve healthy living in Morton by promoting health and wellness, providing exemplary leadership and engaging municipal stakeholders. The city 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.

Healthy Hometown applications are evaluated by a panel of known health and wellness champions from around the country. Judges for the 2016 Healthy Hometown Awards Program were: Bill Weir of New York City, an anchor and reporter at CNN who travels the world in search of unique people, places and cultures. He is the producer and host of "The Wonder List with Bill Weir" on CNN; Dr. Ian Thomas from Columbia, Missouri, a city council member and former

school teacher who serves as a state and local program director for the America Walks organization; and Marc Fomby of Pearl, Mississippi, founder and CEO of FTC Prevention Services that specializes in the development of health and wellness initiatives and training programs for African-American youth.

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](http://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

#### Inside this issue:

The City of Morton is Mississippi's Healthiest Hometown	1
East Mississippi Community College Takes "Pride" in Health	2
Mississippi Kids Get Fit at Summer Camps	2
Healthy School Awards Program	3
Central Mississippi Students Get Ready to Run	3

# East Mississippi Community College Takes “Pride” in Health



Making Strides Toward Optimal Health  
Made Possible Through A Grant From  
Blue Cross & Blue Shield of Mississippi Foundation

A Subsidiary of Blue Cross & Blue Shield of Mississippi.

A comprehensive health and wellness program at East Mississippi Community College seeks to create a healthy campus culture with Our Pride Making Strides Toward Optimal Health, an initiative designed to assess and monitor the health status of students and employees, including support for making lifestyle modifications to improve wellness and reach fitness goals.

The initiative is aligned with the Blue Cross & Blue Shield of Mississippi Foundation’s University and College Health and Wellness Model. The Model 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 enhance the health and quality of life for Mississippians,” said Sheila Grogan, Executive Director of the Blue Cross & Blue Shield of Mississippi Foundation. “We’re proud to partner with East Mississippi Community College in its efforts to promote healthy lifestyle habits

to students, staff and faculty and to the local schools and communities through the Our Pride Making Strides initiative.”

The initiative includes new fitness equipment, individualized health planning, healthier vending and dining options, a youth summer camp and healthy eating and exercise opportunities for elementary students in the Kemper County Public School District. The college also adopted a tobacco-free policy for all of its campuses.

The Blue Cross & Blue Shield of Mississippi Foundation is committed to supporting Mississippi’s universities and colleges in implementing healthy eating and exercise initiatives that extend from the campus to the local communities and schools.

## Mississippi Kids Get Fit at Summer Camps



Mississippi kids beat the heat at summer camps hosted by universities and colleges across the state 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 healthy 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: 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; Itawamba Community College; and Pearl River 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

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



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 2017 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](http://www.healthiermississippi.org) or email [healthyschoolawards@bcbsms.com](mailto:healthyschoolawards@bcbsms.com).



Kick off the school year with **Blue Cross & Blue Shield of Mississippi's Get Ready to Run School Program!** For the fourth year, the Company is excited to offer this Program to Central Mississippi elementary students in grades K-5 during the fall of 2016!

## 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 7, 2017! 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](mailto:getreadytorun@bcbsms.com) to indicate that your school would like to 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](http://www.healthiermississippi.org).