

2022 YEAR-END REPORT



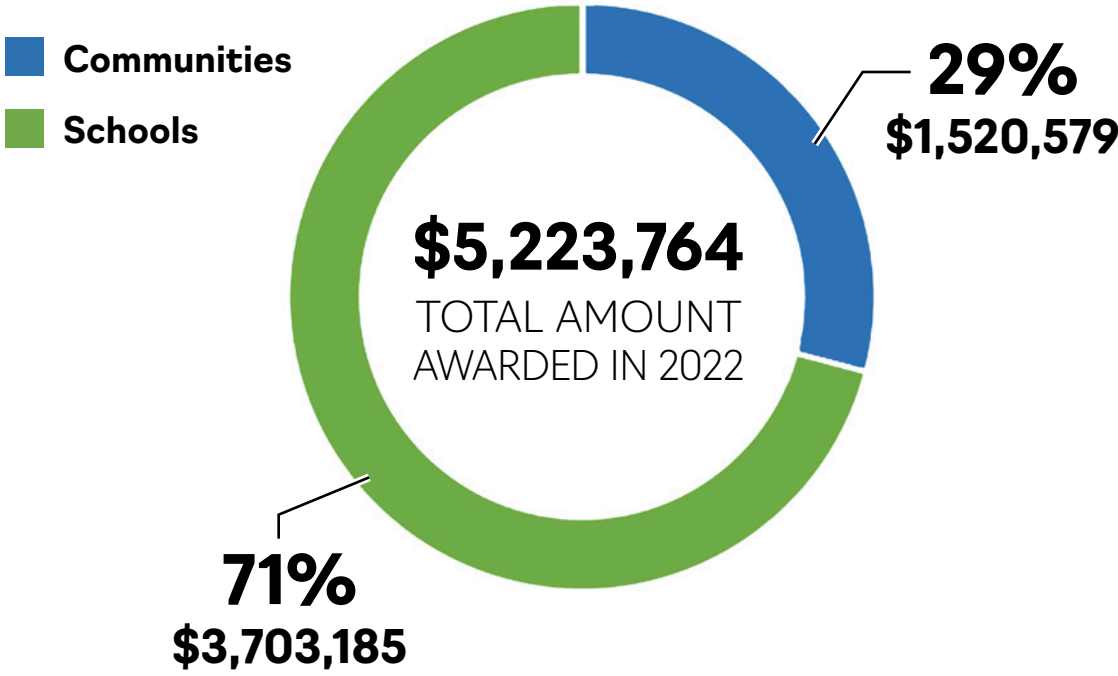


Building a Healthy Mississippi

Guided by a vision for a healthy Mississippi, the mission of the Blue Cross & Blue Shield of Mississippi Foundation is to provide leadership and targeted grant funding for sustainable initiatives and programs to improve the overall health and well-being of Mississippians. The Foundation exists to make our state a healthy place to live, work and play, and its impact is empowering lasting change that is evident both in the built environment and in the health of the people who live here.

Since its inception in 2004, the Foundation has formed relationships with community and school leaders and other stakeholders to build a healthy Mississippi. The Foundation’s targeted grant funding is provided for the following purposes:

- Increasing health literacy
- Enhancing or starting farmers' markets
- Cultivating community and school gardens
- Encouraging tobacco-free environments
- Creating outdoor play spaces
- Constructing places for physical fitness, healthy cooking classes and health education
- Providing access to high quality healthcare services aligned with national guidelines and best practices



Vision
A Healthy Mississippi



Mission
Build a healthy Mississippi by providing leadership and targeted grant funding for sustainable initiatives and programs to improve the overall health and well-being of Mississippians



Strategy
Communities and Schools

Communities	
South Sunflower County Hospital Foundation	\$83,000
Mississippi Department of Wildlife, Fisheries & Parks Foundation	546,000
Mississippi Children’s Museum	400,000
Healthy Heroes Program	391,579
Strengthen Tobacco-Free College Campus Policies	100,000
Schools	
Building Healthy Schools Playgrounds	\$3,608,143
School Garden Programs	95,042

Building Healthy Schools | Playgrounds

Goals for School Playgrounds:

- Create and increase opportunities for physical activity
- Encourage healthy lifestyles
- Support emotional growth and build self-esteem
- Improve student behavior by making recess a positive experience
- Increase the overall academic performance of the school



Union Elementary School strives to accommodate the whole child, and productive play is an integral component in developing a child's cognitive, social and physical skills. The new playground equipment provides abundant opportunities to support students' needs through positive play experiences.

— Hannah Wren | Principal
Union Elementary School
Union Public School District



Houston Lower Elementary School
Chickasaw County Public School District

Building
HEALTHY
SCHOOLS

Funded by:
 MISSISSIPPI Foundation



Weddington Elementary School
Greenville Municipal Public School District



Weddington Elementary School
Greenville Municipal Public School District



School Playground Rendering



Union Elementary School
Union Municipal Public School District



Houston Upper Elementary School
Chickasaw County Public School District



Houston Lower Elementary School
Chickasaw County Public School District



Houston Lower Elementary School
Chickasaw County Public School District

EACH
5,380
SQUARE-FOOT
PLAYGROUND HAS
24
PIECES OF PLAY
EQUIPMENT



Chickasaw County Public School District

- Houlika Attendance Center
- Houston Lower Elementary School
- Houston Upper Elementary School

Coahoma County Public School District

- Friars Point Elementary School
- Jonestown Elementary School
- Lyon Elementary School

Franklin County Public School District

- Franklin County Upper Elementary School

Greenville Municipal Public School District

- Weddington Elementary School

Perry County Public School District

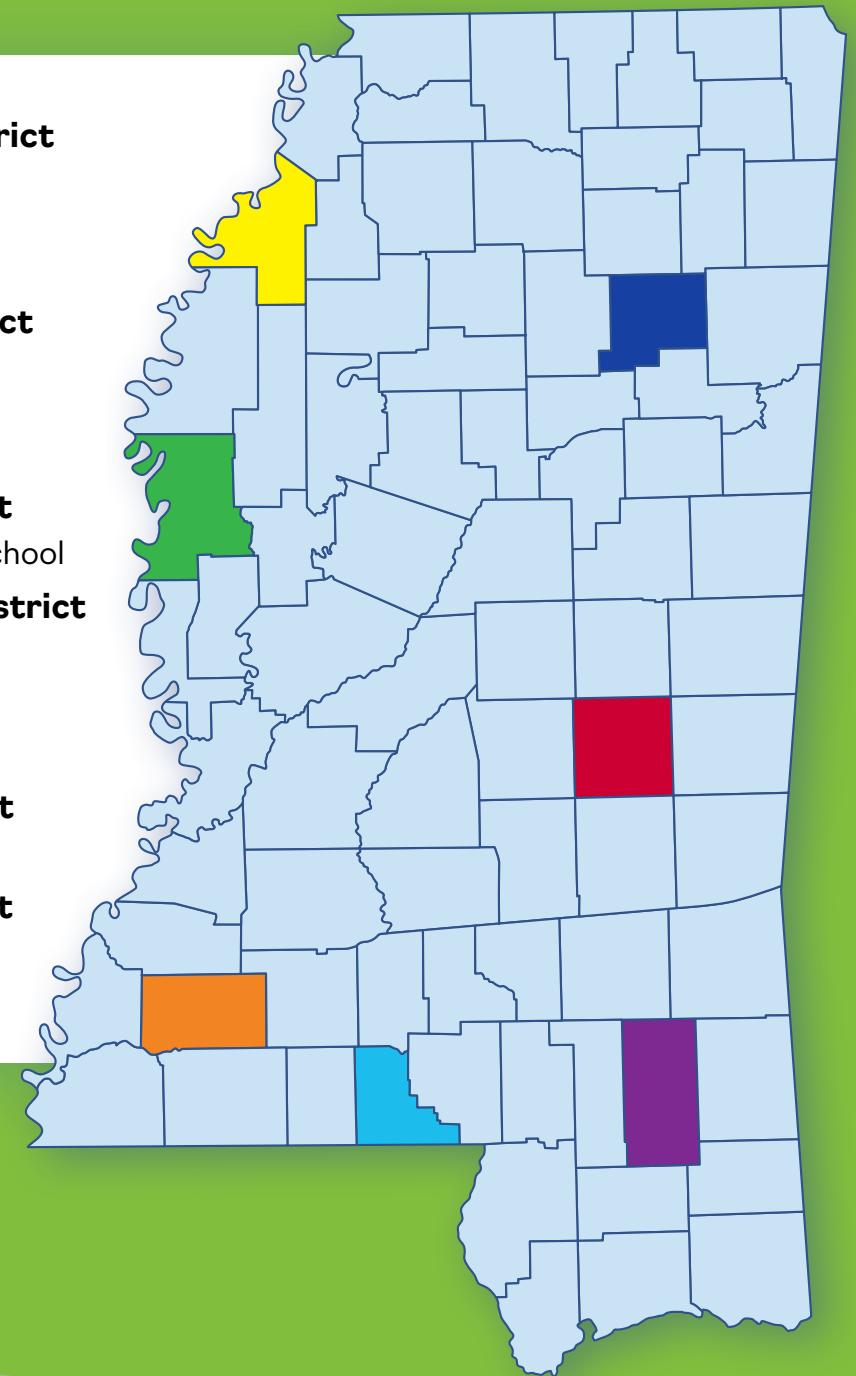
- Richton Elementary School

Union Municipal Public School District

- Union Elementary School

Walthall County Public School District

- Salem Attendance Center



Franklin County Upper Elementary
Franklin County Public School District

School Garden Program

The Blue Cross & Blue Shield of Mississippi Foundation's School Garden Program continues to provide opportunities for K-12 students to gain hands-on learning and participate in healthy activities associated with growing and harvesting fruits, vegetables and herbs.

Overall Program Impact:

\$2,052,578
IN GRANT
FUNDING



OVER
40,200
STUDENTS
IMPACTED



Mannsdale Elementary School
Madison County School District

78%

Developed a school culture of health and wellness by increasing health literacy resulting in individuals taking accountability for their own health

81%

Increased sustainable healthy nutrition habits of school personnel, students and their families by raising awareness of the importance of eating healthy foods

84%

Increased student knowledge of growing vegetables and fruits



We are appreciative of the added value of a school garden and access to fresh fruits, herbs and vegetables, along with having the outdoor classroom as a resource. New teachers say the garden was one of the reasons they chose to teach at our school.

Connie Skrmetta | Physical Education Teacher
DeLisle Elementary School
Pass Christian Public School District



DeLisle Elementary School
Pass Christian Public School District

Healthy Heroes Program

“Healthy Heroes” are uniformed police officers and firefighters who visit K-5 schools. They lead physical fitness activities, teach healthy nutrition lessons and hold community walks with students, parents, school personnel and neighborhood residents. The Program’s curricula is aligned with the Mississippi Department of Education to increase health literacy and develop lasting healthy behaviors in school children.

“Elementary students who begin exercising and eating nutritious food while they are young helps create lifelong healthy habits. The Saltillo ‘Healthy Heroes’ are honored to serve as mentors and healthy role models to elementary school students to create good rapport and build positive relationships inside and outside the classroom.”

— Saltillo Fire Chief Mark Nowell



Saltillo Elementary School
Lee County School District



Tobacco-Free Colleges and Universities

Strengthening University and College Campus Tobacco-Free Policies

The Blue Cross & Blue Shield of Mississippi Foundation is providing ongoing support to Mississippi's universities and colleges by encouraging strengthened tobacco-free policies that align with the *Model Policy for a Smoke-free College/University* as published by the American Nonsmokers' Rights Foundation (ANRF). The Foundation is using a tiered approach for awarding grant funds to universities and colleges willing to adopt tobacco-free policies that include 100 percent of the elements in the *Model Policy*. Grant funds are provided for support of general health and wellness at the university or college, excluding support of athletic teams. Tier 1 grants support the updating of tobacco-free policies, Tier 2 grants support the initial implementation of the updated policies, and Tier 3 grants support the enforcement of the updated policies.

In 2022, East Mississippi Community College successfully completed Tier 3 of the initiative and used grant funds to purchase new tobacco-free signage and build an outdoor recreation area available to college personnel and students and community members.

The following universities and colleges have received grants from the Foundation to strengthen their tobacco-free policies:

Participating Universities:

- Alcorn State University
- Delta State University
- Mississippi State University
- Mississippi Valley State University
- The University of Southern Mississippi

Participating Community Colleges:

- Coahoma Community College
- Copiah-Lincoln Community College
- East Mississippi Community College
- Jones County Junior College
- Mississippi Delta Community College
- Mississippi Gulf Coast Community College
- Northeast Mississippi Community College
- Northwest Mississippi Community College
- Pearl River Community College
- Southwest Mississippi Community College



East Mississippi Community College is committed to promote a culture of health and wellness for its constituents and encourage healthy, productive living and learning environments for all members of the campus community. Choosing to be tobacco-free is one of the most important decisions one can make for their overall health and well-being while setting a positive example for family, friends and future generations.

Dr. Scott Alsobrooks | President and CEO
East Mississippi Community College



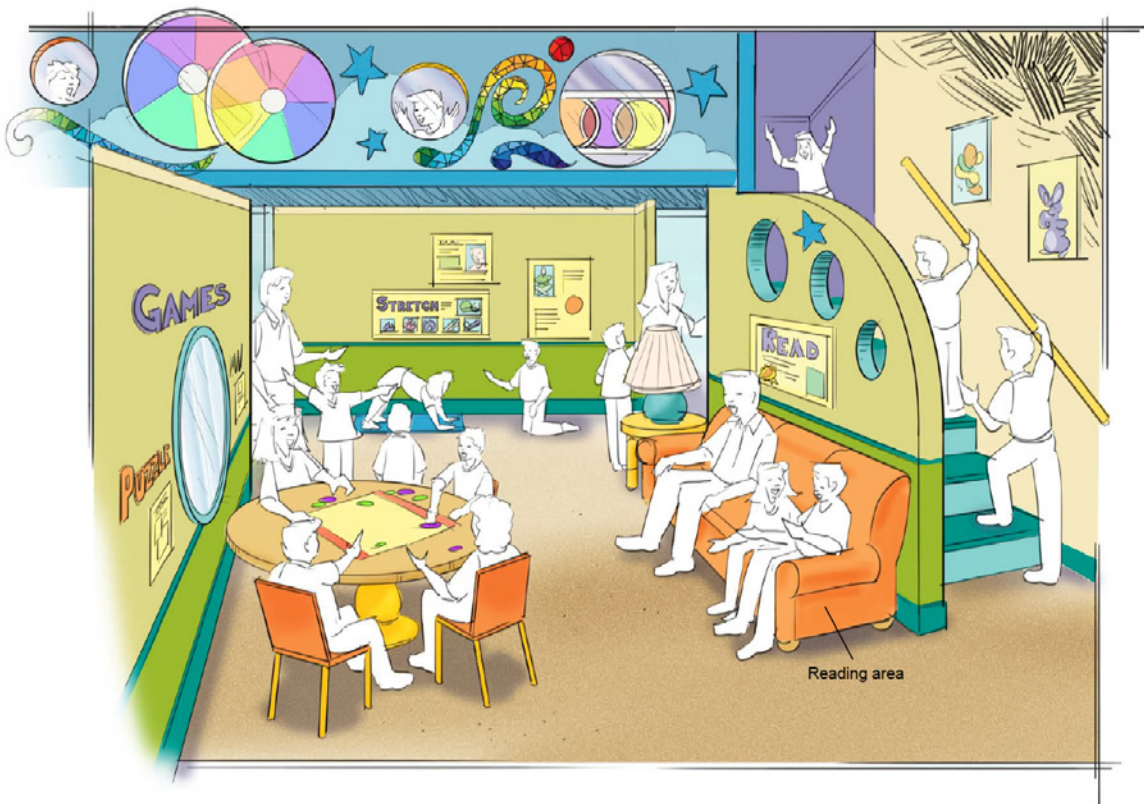
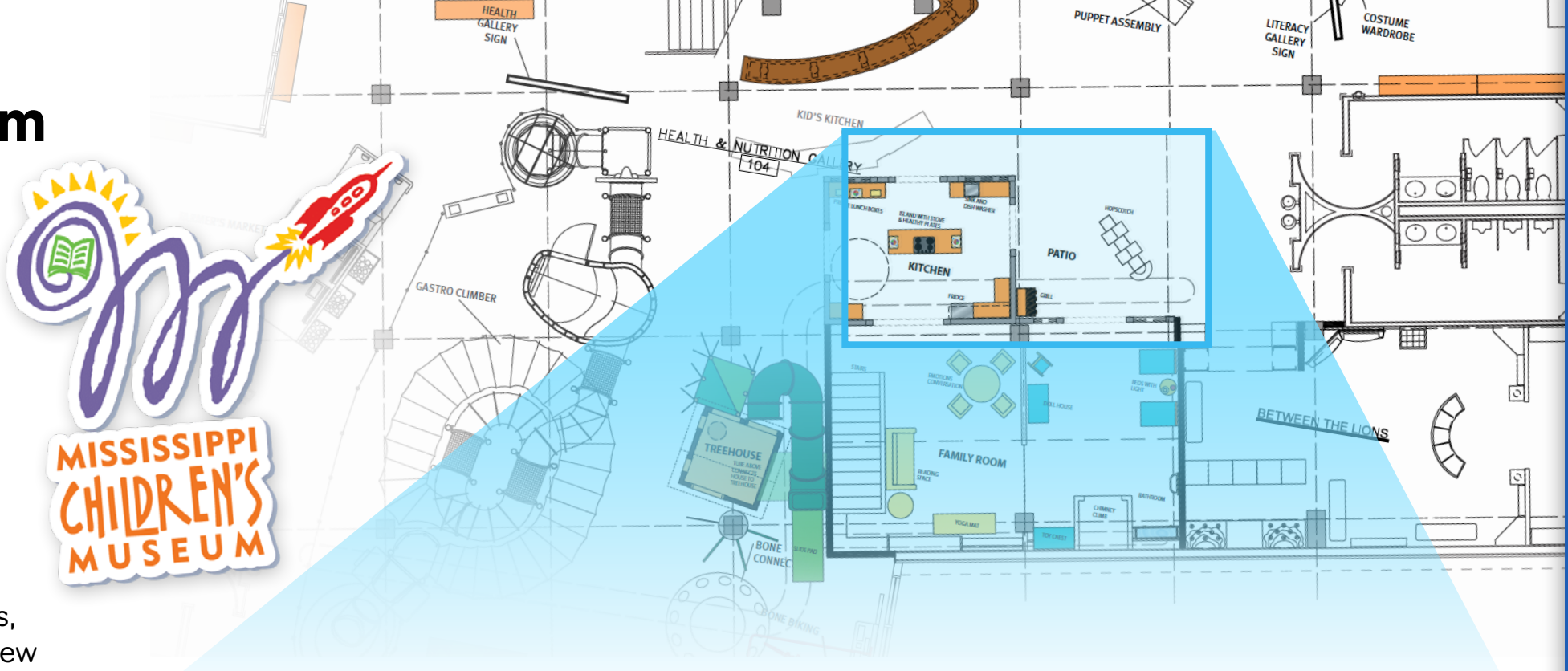
Mississippi Children's Museum

The Blue Cross & Blue Shield of Mississippi Foundation became the signature sponsor of the Mississippi Children's Museum (MCM) – Jackson's Health Gallery in 2006 with a \$500,000 grant award, part of which created and built the "Gastro Climber," an interactive climbing structure allowing children to travel through the human digestive system.

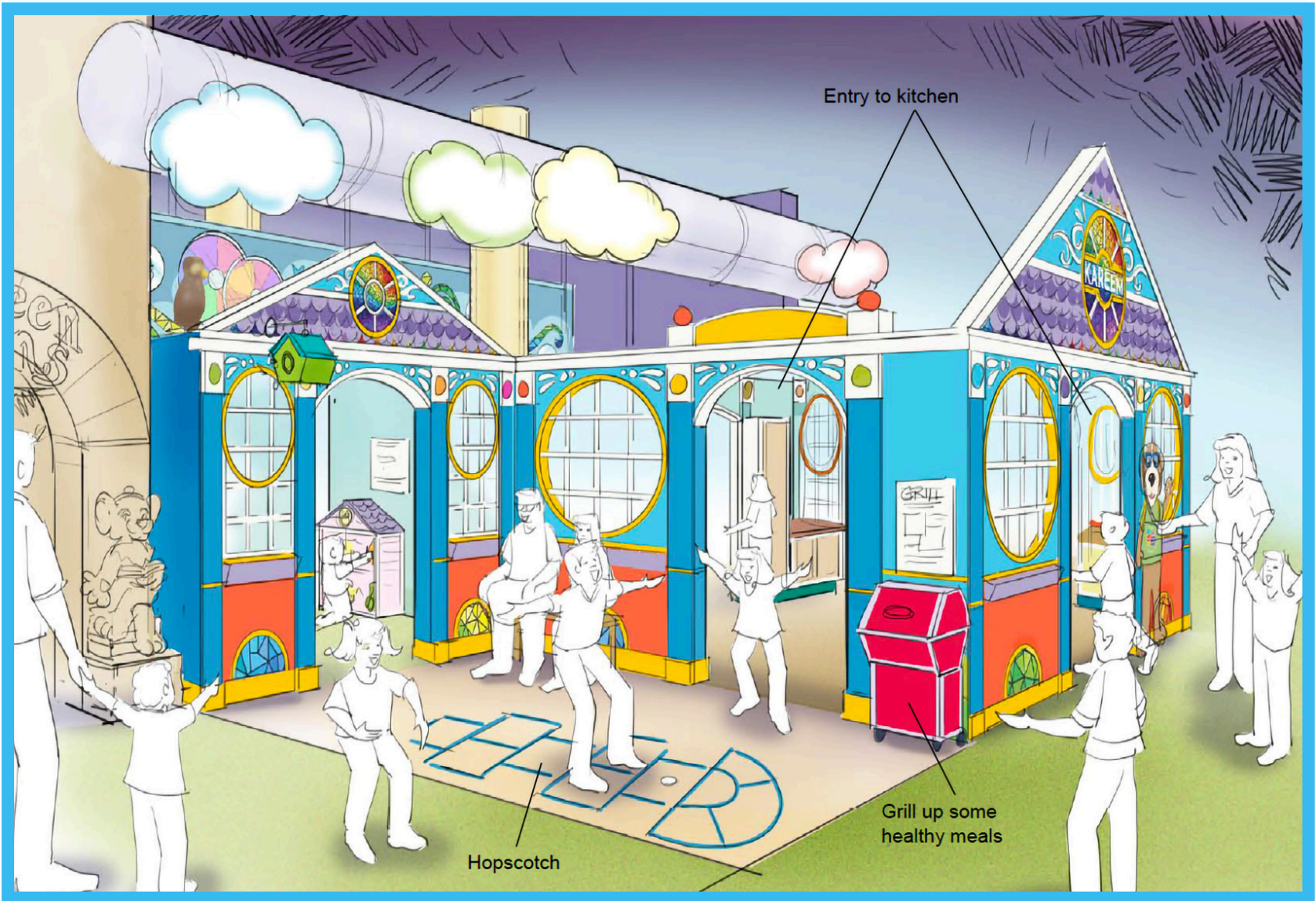
Coming Spring 2023

Healthy Habits at Home Exhibit

In 2022, the Foundation awarded a \$400,000 grant to MCM to reimagine the Health Gallery's original conceptual designs, schematic designs and construction and installation of the new Healthy Habits at Home Exhibit. While the "Gastro Climber" will remain in place, new unique, engaging exhibit components and activities will introduce children and families to the steps of a healthy bedtime routine and the importance of sound sleep. Other plans for the exhibit include an interactive modern kitchen experience introducing guests to a vast array of healthy foods and teaching them about the health benefits of proper nutrition.



Healthy Habits at Home - Living Room Concept Design
Images provided courtesy of the Mississippi Children's Museum



Healthy Habits at Home - Patio Concept Design

Hello!
I'm **Spotter**
the **Otter**.



LeFleur's Bluff State Park

Twenty years ago, Blue Cross & Blue Shield of Mississippi employees built a wooden playground at LeFleur's Bluff, which was a modern playground at that time. The Blue Cross & Blue Shield of Mississippi Foundation's generous \$4.3 million grant made possible a new 21st Century state-of-the-art playground, an outdoor classroom and pavilion and walking trail. The colorful modern playground has welcomed more than 100,000 visitors since opening in December of 2021.

Coming Summer 2023

Spotter's Adventure Trail

Spotter's Adventure Trail will safely connect the Mississippi Museum of Natural Science, the Mississippi Children's Museum and the LeFleur's Bluff Playground. The trail will feature a fun and interactive outdoor experience with Spotter the Otter and his friends.



The Den

The Den, located west of the playground, is an outdoor classroom and pavilion that includes tables and seating providing a place for children to learn and enjoy their lunches. The Den may be used as a venue school field trips, events, programs and festivals.

THANK YOU FOR VIEWING

