



Blue Cross & Blue Shield of Mississippi Foundation

A Subsidiary of Blue Cross & Blue Shield of Mississippi.

News

Building a Healthy Mississippi

Summer 2023

Foundation Announces 2023 Healthy Awards Winners



The **Blue Cross & Blue Shield of Mississippi Foundation** has a vision for a healthy Mississippi and supports schools and communities in their efforts to create and sustain healthy environments for living and learning.

The Blue Cross & Blue Shield of Mississippi Foundation announced Itawamba Agricultural High School in Fulton as the 2023 Healthy School Award winner at the Mississippi Association of School Superintendents Summer Convention in Biloxi. The school earned the title “Healthy School” in recognition of implementing exemplary school health and wellness initiatives and programs. Itawamba Agricultural High

School received a \$50,000 grant award from the Blue Cross & Blue Shield of Mississippi Foundation to support ongoing efforts to create and sustain a healthy school environment.



Pictured above: Blue Cross & Blue Shield of Mississippi Foundation Director, Eugenia King (far left), presents the 2023 Healthy School Award to Itawamba Agricultural High School in Fulton. Accepting the award are (L to R) Trae Wiygul, Superintendent, Itawamba Public Schools, and Dr. Karen Gray, Principal, Itawamba Agricultural High School.

Blue Cross & Blue Shield of Mississippi Foundation

Vision

A Healthy Mississippi

Mission

Provide leadership and targeted grant funding for sustainable initiatives and programs to improve the overall health and well-being of Mississippians

Strategic Focus

- Schools
- Communities
- Access to High Quality Healthcare Services

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Healthy SCHOOL Award



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Pictured above: Itawamba Agricultural High School students embrace the school's health and wellness culture.

"The Blue Cross & Blue Shield of Mississippi Foundation Healthy School Awards Program sets the bar for what a 21st-century healthy learning environment should be for Mississippi's students," said Eugenia King, Foundation Director. "We celebrate the achievements of

Itawamba Agricultural High School for emphasizing wellness among personnel, students and parents to create a healthy future generation of Mississippians."

Learn more about the Blue Cross & Blue Shield of Mississippi Foundation Healthy School

Awards Program by visiting the Foundation's website at www.healthiermississippi.org and downloading the 2024 Healthy School Awards application. Applications are due March 1, 2024.

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Pictured above: Residents of Baldwyn and Wesson engage in healthy activities available in their respective communities.

The Blue Cross & Blue Shield of Mississippi Foundation announced two cities as 2023 Healthy Hometown Award winners at the Mississippi Municipal League Annual Conference in Biloxi.

The cities of Baldwyn and Wesson both earned the title “Healthy Hometown” in recognition of exemplary community health and wellness. Each received a \$100,000 grant award from the Blue Cross & Blue Shield of Mississippi Foundation to assist in continued

efforts to ensure their respective communities are healthy places to live, work and play.

“The Blue Cross & Blue Shield of Mississippi Foundation celebrates the achievements of Baldwyn and Wesson city leaders and Healthy Hometown committee members, respectively, for creating and sustaining opportunities for residents to make healthy decisions,” said Eugenia King, Foundation Director. “Adopting health and wellness as a key community initiative improves

well-being and sets a positive example for building healthy hometowns across Mississippi.”

The Blue Cross & Blue Shield of Mississippi Foundation established the Healthy Hometown Awards Program in 2010 to reward cities making the most progress and displaying the highest level of commitment in creating a healthy community culture.

The 2024 Healthy Hometown application is available at www.healthiermississippi.org. Applications are due March 1, 2024.

Farmers' Markets: Connecting Mississippians to Healthy Foods

Recognizing a healthful diet is fundamental for healthy living, the Blue Cross & Blue Shield of Mississippi Foundation encourages communities to establish farmers' markets in the heart of their own cities and towns to reinforce healthy nutrition and promote overall good health.

"The addition of a farmers' market in downtown Nettleton not only offers the community greater access to healthy foods, it also provides a friendly atmosphere where families, friends and neighbors can gather to create new business opportunities, try new recipes and learn about sustainable food sources. We value our partnership with the Blue Cross & Blue Shield of Mississippi Foundation to bring fresh, seasonal and delicious food directly from producers to our citizens."

Mayor Phillip Baulch
City of Nettleton



made in the state. The designation identifies the farmers' market as a place to purchase local produce apart from markets that are flea markets or rummage sales.



The Blue Cross & Blue Shield of Mississippi Foundation supports farmers' markets in its efforts to achieve branding as a "Mississippi Certified Farmers' Market" - a program administered by the Mississippi Department of Agriculture and Commerce to promote and identify a market place specifically for Mississippi grown fruits, vegetables and other products

Through grant funding opportunities to start a farmers' market or enhance an existing farmers' market, the Blue Cross & Blue Shield of Mississippi Foundation is expanding community access to healthy food and nutrition education while creating a sustainable and vibrant community centerpiece for health and well-being.

"The City of luka and the Tishomingo County Farmers' Market Committee are honored to partner with the Blue Cross & Blue Shield of Mississippi Foundation to expand access to farm-to-table produce. The Foundation's generous support illustrates a commitment to our efforts in creating a healthy community."

Mayor Joel Robertson
City of luka