

Mississippi Chronic Illness Coalition

Mission Statement:

The Mississippi Chronic Illness Coalition is a volunteer-driven partnership with the mission of reducing chronic illness and associated health disparities to improve the health of all Mississippians by facilitation of health promotion and disease prevention.

Goals:

- I. Identify, recruit and coordinate statewide partners and resources that will aid in accomplishing MCIC's mission
- II. Identify and share resources to empower the general public to take ownership of their health through behavior change
- III. Identify and share resources to empower system-level change to reduce the burden of chronic illness in Mississippi (proposed)
- IV. Promote healthcare provider education relating to chronic illness throughout the state

Activities and Accomplishments

Membership:

MCIC consists of active and supporting members from over 130 member organizations with a vested interest in decreasing and preventing chronic illness in the state of Mississippi.

Capitol Day:

An awareness, education, and screening program held at the Mississippi State Capital for legislators and the public

- Conducted for the past five years
- Over 600 people have been screened for body mass index (BMI), cholesterol, blood pressure, and cholesterol

“Know Your Numbers” Campaign:

The *Know Your Numbers* public education campaign was created and developed by a Mississippi Chronic Illness Coalition subcommittee with the assistance of Mitcham Strategic Partners. Materials for public and professional education include posters, brochures, mail stuffers and a PowerPoint public educational presentation

- Educational materials are available in English and Spanish.
- Over 25,000 brochures have been distributed statewide. To increase distribution, partnerships have been formed with several organizations including the following:

Mississippi Department of Health
University of Southern Mississippi
Mississippi State University Extension Service
McKesson
Subway

- Over 150 people have been trained as part of a Speaker’s Bureau to provide community education
- Numerous power point public educational presentations have been conducted to date

State Action Plans:

Members of the Mississippi Chronic Illness Coalition have been involved in planning multiple action plans to address the chronic illness needs in the state.

- *Mississippi State Plan: Diabetes Prevention and Control*
- *Mississippi State Plan for Heart Disease and Stroke Prevention and Control*
- *Mississippi Asthma State Plan*
- *Answering Mississippi’s Cancer Challenge*