

The Mississippi County Coalition for a Tobacco-Free Arkansas (MCCTFA) is a current grantee of the Minority Initiative Sub-Recipient Grant Office (MISRGO).

Below lists just some of the accomplishments of the MCCTFA during the MISRGO grant period:

- Raised additional funds, in the amount of \$17,460.00, which was invested in Mississippi County for cessation treatment through the Leslie Cam Stop Smoking Center. Out of 144 people who received the treatment, 100 people have reported themselves as smoke-free!
- Sponsored a youth workshop, *The Health Consequences of Smoking*, on August 28, 2004.
- As of April 2005, MCCTFA has conducted coalition meetings in (7) cities in Mississippi County this year in order to raise awareness and impact diverse markets.
- Sponsored a Special Recognition Luncheon for Community Support on January 27, 2005. Representatives from various industries attended and received *kudos* for their support: banking and finance, radio and newspaper, chamber of commerce, economic development, churches, grassroots volunteers, etc.

Educative Impact:

Program Coordinator, Elroy Brown, represents an example of Best Practices and is often selected to speak at conferences and workshops to share ideas with other grantees on how to market, raise awareness, collaborate with media and other community partners, etc. This extends MCCTFA's impact far beyond the boundaries of its local community.

National Collaborative Partners include:

The National Cancer Institute, The American Heart Association, The American Lung Association, and The American Cancer Society.

In addition, upcoming MCCTFA sponsored events include, but are not limited to:

- Banquet, on April 22, 2005, honoring the Arkansas Legislative Black Caucus, for their role in securing funds, from the Master Tobacco Settlement, to serve *Communities of Color*.
- *My Teeth and Tobacco* Workshop on April 30, 2005
- Basketball Tournament on May 7, 2005.
- Girls Softball Tournament, on May 14-15, 2005, Titled The First Annual Mississippi County Tobacco-Free Coalition's Coke Classic Tournament.
- Attendees at the 2005 National Tobacco Conference, in Chicago, on May 4-6 2005.