

FREEstyle Campaign

Presented by The Partnership for a Healthy Mississippi
Funded by a grant from the MS State Dept. of Health

The Partnership for a Healthy Mississippi has received funding from the Mississippi State Department of Health's Office of Tobacco Control to provide tobacco prevention and education youth programs for the state of Mississippi for the 2008-2009 school year. Through this funding, the Partnership is coordinating *The Freestyle Campaign* to reach our high school population through nontraditional delivery methods in order to reduce the prevalence of tobacco use among young people in Mississippi. Youth smoking rates have begun to stagnate rather than decrease and smokeless tobacco use is on the rise, so it is imperative that action is taken now to ensure that the health of our future generations isn't jeopardized.

The plan for *The Freestyle Campaign* is to reach young people where they commonly congregate and socialize to engage them in exciting activities while familiarizing them with our brand (FREE) and informing them of some of the health effects of tobacco. For the fall of 2008, the Partnership for a Healthy Mississippi will offer this program at selected football game sites (e.g. parking lots outside fields/stadiums) and will include DJ music, interactive games & activities, and free merchandise. Some of the activities will include:

- *Top 40 FREEstyle Karaoke*: Youth sing the words to a popular song, then switch and make up their own words.
- *So You Think You Can Dance? FREEstyle*: Youth get 15-20 seconds to do their best freestyle dance moves.
- *FREEstyle Battle*: Emcees and rappers get to battle in 30 second rounds.
- *FREEstyle Football Toss*: Participants have to throw footballs through a target using nontraditional passing methods.
- *FREEstyle Quiz Show*: Pop culture and tobacco-related questions.
- *FREEstyle Photo Shoot*: Youth get to take crazy pictures with a backdrop or props.

If you have any questions about this campaign, please call Jason Thompson at 601.940.7059 or send an e-mail to jason.thompson@healthy-miss.org.

Current schedule of *The Freestyle Campaign*:

9/19/2008	McComb, MS	Brookhaven High School; McComb High School	5:00 - 7:30 PM
9/19/2008	Tylertown, MS	Tylertown High School; North Pike High School	8:00 - 9:30 PM
10/10/2008	Batesville, MS	South Panola Homecoming Celebration	12:00 -2:00 PM
10/10/2008	Oxford, MS	Oxford High School; North Panola High School	5:00 - 7:30 PM
10/10/2008	Oxford, MS	Lafayette High School; Clarksdale High School	8:00 - 9:30 PM
10/31/2008	Clarksdale, MS	Clarksdale High School; Columbus High School	5:00 - 7:30 PM
11/7/2008	Starkville, MS	Starkville High School; Columbus High School	5:00 - 7:30 PM
11/7/2008	Columbus, MS	West Lowndes High School; East Webster High School	8:00 - 9:30 PM