
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: GOVERNOR
FROM: SMITH
SUBJECT: GOVERNOR'S MISSISSIPPI ALLIANCE FOR PREVENTION PROJECT-KICKOFF CAMPAIGN
DATE: 11/13/01
CC: MAYO, JUMPER, PHILLIP, RENICK, RILEY

The Governor's Mississippi Alliance for Prevention (MAP) Project will redraw the map of Mississippi's prevention efforts by coordinating funding streams, developing a more comprehensive state prevention system with a strong emphasis on science-based programming and a clearer focus on sustainability, and measuring progress through **proactive** commitment to evaluating prevention programs. **Led by the Governor and the Mississippi Department of Mental Health, Division of Alcohol and Drug Abuse**, MAP will build on current cross-agency collaboration at the state level and grassroots providers with funds from the **State Incentive Grant (SIG)**. Together, Mississippi will develop a new map reflecting our cultural and other diversities and our commitment to state-of-the-art substance abuse prevention services for all Mississippians, present and future.

Mississippi formed the *Partnership for a Healthy Mississippi (PHM)* which, among other tobacco prevention initiatives, is coordinating a statewide community-based sub-grant program to seed tobacco prevention programs at the local level based on a model very similar to the State Incentive Grant (SIG) model. **The Governor's Mississippi Alliance for Prevention (MAP) can benefit from both the successes and failures of the Partnership for a Healthy Mississippi community partnerships. The Partnership for a Healthy Mississippi will continue to take the state's lead in tobacco prevention, leaving the Governor's Mississippi Alliance for Prevention (MAP) Project free to address other serious substance abuse problems.**

The kickoff campaign is scheduled for May 21st at 2:30. Lee Ann, Kelly, and I will be working on this project together. Kelly has suggested that Madison Central High School will be a good site. The State Incentive Grant was funded through the Substance Abuse and Mental Health Services Administrations' Center for Substance Abuse Protection and federal representatives will be present for the event. We also plan to get community leaders, representatives, senators,

youth leaders and possibly a celebrity to attend. **Would you like to do this? I have asked Jill to put it on your calendar tentatively until you decide.**

YES _____

NO _____