



### About Us...

Jackson County Community Health Action Team (JCCHAT) is an active coalition working towards improving the health of all communities within Jackson County.

JCCHAT began meeting in March 2002 as a partner of the Oklahoma Turning Point Initiative.

JCCHAT was founded on the idea that local people working together can better identify and influence the issues affecting the health and quality of life within their community. To ensure sustainability of their efforts, JCCHAT seeks to establish policy changes within schools, businesses, and communities.

According to the 2011 Oklahoma County Health Rankings, Jackson County is ranked 31 out of 77 counties. JCCHAT's goal is to make Jackson County the healthiest (#1) county in Oklahoma.

As part of this goal, JCCHAT re-

cently began the Mobilizing for Action through Planning and Partnerships (MAPP) process. Through conducted assessments they identified five priority areas to realign their efforts to work towards making an impact within the community.

Jimmie Ewing is committee chair for Access to Health Care. The focus of the committee is on the Jackson County Free Health Clinic and seeking qualified health professionals to the area.

Community Based Services is chaired by Gayle Ledbetter and David Brad-dock. Identified community issues are housing, mentoring, employment, and teen pregnancy.

Wendi Jakubiak and Aaron Brink co-chair the Health and Wellness committee. Priority areas under this committee include Diabetes, Heart Disease, Nutrition, Physical Fitness, and Immunizations.

Substance Awareness is broken into

two sub-committees, Tobacco co-chaired by Mike Bell and Veronica Damron and Alcohol, Illegal and Prescription Drugs chaired by Katie Adkins.

Amber Pascal heads up the Systems of Care Committee which focuses on providing wrap around services to at-risk families.

Membership in JCCHAT is available to all community members and organizations interested in supporting the mission and vision of JCCHAT.



*Jackson County Community Health Action Team lunch meeting at Jackson County Memorial Hospital.*

## **JACKSON COUNTY COMMUNITY HEALTH ACTION TEAM (JCCHAT)**

### **Vision**

Creating a Healthy County where we work and play.

### **Mission**

JCCHAT will promote strategies that will **IGNITE** a culture of healthy lifestyles.

## **Partnership Priorities**

- Access to Health Care
- Community Based Services
- Health & Wellness
- Substance Awareness
- Systems of Care



**“Crossing the Red”  
Jackson County  
Courthouse,  
Altus, OK**

***“The JCCHAT partnership provides a forum for community leaders to work together to make Altus a healthy community. This common goal ensures the sustainability of our community as succeeding generations are given a better start in live.” —***

***Barbara Burleson,  
Vice-Chair***



***“Refueling in air.”  
Altus Air Force Base  
C-17 training .***

## Community Profile: Strengths and Challenges

Jackson County Community Health Action Team is committed to making a difference to improve the lives of residents.

This is evident through passage of policies and ordinances targeted to improve health outcomes for the county.

In JCCHAT’s nine years of existence they have advocated for Seat Belt, Social Host, Clean Indoor Air, Prevention of Youth Access to Tobacco, Tobacco Free Parks, 24/7 Tobacco Free

School Properties, Tobacco Free Campus, and Tobacco Free Worksites ordinances and policies.

JCCHAT has established a free health clinic, hosted community walks and health fairs, established a community garden and farmers market, and implemented Coordinated Approach to Child Health (CATCH) Early Childhood programs in two day care centers.

JCCHAT’s strengths included support from local

media, an active and engaged coalition, and a strong partnership with the Altus Air Force Base.

JCCHAT does face challenges. They work in a rural climate of rugged individualism. The culture permeates with less governmental interference, the better. This makes it more difficult to implement systematic changes. Additionally, the county population is diminishing and cities are looking for ways to entice economic growth.

## Description of Assessments

Every five years JCCHAT conducts a comprehensive community health assessment using an abbreviated version of the MAPP process. The most recent survey was conducted in October 2010. Results from the survey identified the top five community health risks as drug & alcohol use among youth, childhood obesity, obese adults, and teen pregnancy.

In addition to the comprehensive community health survey, JCCHAT partnered with Oklahoma Commission on Children and Youth and conducted 25 key informant interviews with local leaders. Questions

asked in the survey were very direct: “What do you see as the most important problems and needs facing families & children?” “What do you think can be done locally to address the problems & needs?” and “Are you willing to help?”

Coalition members identified participants based on the community sector they represented, their role in the community and their ability to influence change. Interviews were conducted at the leader’s convenience. For example, a city councilman was interviewed in his backyard as his son played on the swing set.

The interviews provided JCCHAT with great insight and garnered support for the identified issues. Priority areas recognized were transitional housing displaced youth, mentoring, and employment.

During the month of November, JCCHAT partnered with the Altus Air Force Base Medical Group and the local school systems to gather Body Mass Index Measurements on students in grades 1<sup>st</sup>–6<sup>th</sup>. Results of the BMI measurements found that 37% of students in grades 1<sup>st</sup>–6<sup>th</sup> in the county schools were overweight or obese.

## Community Based Services

The Transitional Living Program works directly with high risk and high need youth that need additional support with reaching educational and occupational success.

The coalition partnered with Southwestern Youth Services (SWYS), lead agency, to initiate this special project through funding from Oklahoma Commission on Children and Youth.

The program focuses on ad-

ressing five core areas: Housing, Education, Employment, Life Skills Training, and Mental Health/Substance Abuse issues.

SWYS has created a network of mentors, educators and employers to support our participants. Both in- and out-of-school youth aged 16-24



**Altus Air Force Airman working on renovations at donated house for transitional living program.**

receive tutoring, job readiness and retention training, and both paid and unpaid work experiences with local businesses. SWYS provides 18 months' individualized

guidance, targeting graduation or GED completion, enrollment in vocational or secondary education, and full-time, stable employment.

David Braddock, Co-Chair, has been

instrumental in utilizing his connections with the Altus Air Force Base to secure volunteer labor and supplies to renovate donated houses for the program. Gayle Ledbetter, Co-Chair, worked with local respected community leaders to create earned media focused on recruiting mentors. Gayle and David were awarded Volunteer of the Year from Oklahoma Commission on Children and Youth for their work on this project.

## Funding

- ◇ **Grant:** *Communities of Excellence (Wave 1, Round 2)*
- ◇ **Purpose:** *Tobacco Prevention & Cessation*
- ◇ **Funding Period:** *October 2004-September 2014*
- ◇ **Funder:** *Oklahoma Tobacco Settlement Endowment Trust*
- ◇ **Grant:** *Southwestern Oklahoma Development Authority*
- ◇ **Purpose:** *Mentoring*
- ◇ **Funding Period:** *August 2010-June 2011*
- ◇ **Funder:** *Oklahoma Commission on Children & Youth*
- ◇ **Grant:** *Systems of Care*
- ◇ **Purpose:** *Wrap Around Services for At-Risk Families*
- ◇ **Funding Period:** *July 2011-June 2012*
- ◇ **Funder:** *Oklahoma Department of Mental Health & Substance Abuse Svc*
- ◇ **Grant:** *OCCY Partnership & Special Project*
- ◇ **Purpose:** *Board Funds*
- ◇ **Funding Period:** *July 2011-June 2012*
- ◇ **Funder:** *Oklahoma Commission on Children & Youth*
- ◇ **Grant:** *Communities of Excellence*
- ◇ **Purpose:** *Nutrition and Fitness*
- ◇ **Funding Period:** *July 2011-September 2015*
- ◇ **Funder:** *Oklahoma Tobacco Settlement Endowment Trust*
- ◇ **Grant:** *AmeriCorps Oklahoma Services*
- ◇ **Purpose:** *Capacity Building*
- ◇ **Funding Period:** *August 2011-July 2012*
- ◇ **Funder:** *Oklahoma Community Service Commission*
- ◇ **Grant:** *Emergency Solution Grant*
- ◇ **Purpose:** *Transitional Housing*
- ◇ **Funding Period:** *August 2011-July 2012*
- ◇ **Funder:** *Department of Commerce*

## Impact

Students Working Against Tobacco (SWAT) youth develop advocacy skills through training received at the SWAT Leadership Retreat. From the skills learned at this retreat, they have created earned media that exposes the deceptive tactics of the tobacco industry, picked up cigarette butts to advocate for tobacco free parks and schools, hosted a legislative forums, and spoke before city councils and school boards for tobacco free policies/ordinances.



**"There's a snake in our parks!" SWAT youth gathered cigarette butts to show to Altus City Council to request a Tobacco Free Park ordinance.**

With passage of the Navajo 24/7 Tobacco Free School Policy, 97% of the county student population attend school in a tobacco free environment.

The Altus Public Schools One-Stop Enrollment and Free Shot Clinic is an annual event which allows parents to enroll new students in all Altus schools at one location and receive free immunizations. At the most recent clinic, 80 clients were served with 213 doses administered, and 240 records reviewed.

## Contact Information

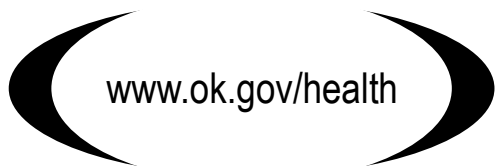


Oklahoma State Department of Health

### Oklahoma State Department of Health

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### Organizational Members

- 3rd District CASA
- Altus Air Force Base
- Altus Chamber of Commerce
- Altus Christian Academy
- Altus Community Foundation
- Altus FM Broadcasting
- Altus Police Department
- Altus Public Schools
- Blair Public School
- City of Altus
- Department of Human Services
- Drug Demand Reduction Office
- Duke Public School
- First Baptist Church-Blair
- First National Bank
- First State Bank
- First United Methodist-Altus
- Grace Day

- Jackson County Free Health Clinic
- Jackson County Health Department
- Jackson County Memorial Hospital
- Lawton Support Services
- Local & State Elected Officials
- McDonalds
- Main Street Altus
- Next Generation
- Oklahoma Commission on Children & Youth
- Oklahoma Highway Patrol
- Jackson County Juvenile Services
- Oklahoma Turning Point
- OSU Extension
- Southern Prairie Library System
- Southwest Technology Center
- Southwestern Youth Services
- Tipton Homes
- Western Oklahoma State College
- Wichita Mtn Prevention Network, RPC

## Partnership Outcomes



**Fire Marshal Neil Bonds documenting installation of a car seat .**

JCCHAT is successful in implementing systematic changes at the local level in a number of public health priority areas during the 2011.

Eldorado Public Schools implemented evidence – based Botvin Life Skills Curriculum in grades 3rd—8th during the 2010-2011 school year. They plan to continue forward with implementation of this curriculum in future school years. They are the 3rd school in the county to implement this voluntary life skills training. Duke and Blair Public schools implemented previously.

Western Oklahoma State College became a 24/7 To-

bacco Free Campus August 1, 2010.

At the 2010 National Seat Check community partners assisted 33 families within 3 hours. Sixteen Oklahoma Safe Kids seats were distributed and 28 checks on installed car seats were conducted.

The City of Altus Council Members unanimously passed a comprehensive 100% Tobacco Free Park Ordinance during May 2011.

Navajo School Board adopted a 24/7 Tobacco Free School Property policy in July 2011.

There is an average of 16 phone calls each month to the Oklahoma Tobacco Helpline.

Jackson County Free Health Clinic has cared for 1,477 patients with 4,967 return visits. In addition, there have been 2,015 prescription visits. Approximately 18,900 prescriptions have been filled with a value of \$1,290,536.