

Cleveland County Turning Point Coalition

Cleveland County

2007



Coalition Priorities:

1. Decrease Tobacco Use with Cleveland County residents
2. Increase Business Group participation in the Coalition
3. Decrease Obesity rates in Cleveland County Residents
4. Reduce underage drinking in Cleveland County Youth

Significant Outcomes:

Tobacco Free Cleveland County:

- ◆ Local Ordinances: City of Moore and Norman passed the provisions of the Oklahoma Smoking in Public Places and Indoor Workplaces Act and Oklahoma Prevention of Youth Access to Tobacco Act. This affects at least 3/4 of Cleveland County population.
- ◆ Moore Public Schools, second largest school district in the state of Oklahoma, adopted 24/7 policies.
- ◆ Sysco Foods of Oklahoma adopted a tobacco free workplace campus and is providing tobacco dependence treatment coverage to its employees, consistent with the U.S. Public Health clinical practice guidelines
- ◆ Awarded \$244,393 for GY2008

Business Participation Subcommittee:

- ◆ Hosted 3 Lunch and Learn Education Series
 - Tobacco Education and Cessation Products
 - OEPIC Health Insurance Program
 - Healthier Holiday Eating Habits & Tips

Family and Individual Obesity Subcommittee:

- ◆ Recipient of \$5,000.00 WIC/Oklahoma Turning Point grant
- ◆ Healthy Lifestyle folders for Noble Public School Students K-5th grade
- ◆ Walking Trails and Signage around each Noble Public School facility
- ◆ Collaborated with community partners to promote a community 6 week walking program

Underage Drinking Subcommittee:

- ◆ Collaborated with community partners to promote prevention forums.
- ◆ Collaborating with community partners and local municipalities to create a Social Host Ordinance
- ◆ Promoting Youth driven underage drinking campaigns

Partners:

Cleveland County Health Department
NAIC-Norman Alcohol Information Center
Noble PTA
Noble OPAT
Norman Police Department
Norman Public Schools
Norman Regional Hospital
OCCY
Oklahoma State Department of Health
Oklahoma Turning Point Coalition
OSU Cooperative Extension
The United Way
Parents Helping Parents
Success by Six
Work Force Oklahoma

Key Activities:

- **Walking Trails and Signage for the Noble Public Schools**
- **Healthy Lifestyle Folders for Noble public School Students**
- **2nd largest School District adopts 24/7 policy**
- **Moore Passes Youth Access to Tobacco Act ordinance & Oklahoma Smoking in Public Places ordinance**
- **Recipient of \$5,000 WIC/Oklahoma Turning Point grant**
- **Underage Drinking Prevention Forums**
- **City of Norman Social Host Ordinance**
- **Hosted Three (3) Community Education**

About Us...

As most coalition efforts begin, we had a great need for addressing public health issues in Cleveland County. Specifically when Tobacco Settlement monies became available to communities in Oklahoma. Cleveland County like many other counties had a high incident of tobacco use. To address this public health issue, Cleveland County Turning Point Coalition was one of the first coalitions to receive the T-SET (Tobacco Settlement Endowment Trust) funds. Today, the coalition continues to collaborate with community partners to identify and address needs specific to our county. We continue to promote positive public health changes for families and individuals in our communities.

