



# U-Turn Consortium

## Bryan and Marshall County

### 2009



#### Consortium Priorities:

- ◆ Preventing the initiation of tobacco use among young people
- ◆ Promoting quitting among young people and adults
- ◆ Eliminating nonsmokers' exposure to secondhand smoke
- ◆ Identifying and Eliminating disparities related to tobacco use and its effect among the different population groups

#### Key Activities:

- ◆ Great American Smoke-Out
- ◆ Business Health Fair
- ◆ Employee Wellness initiative
- ◆ Kick Butts Day Activities
- ◆ SWAT Team Development
- ◆ Tobacco Free Communities
- ◆ Second—Hand Smoke Education
- ◆ World No Tobacco Day
- ◆ Reward Reminder Visits
- ◆ Operation Storefront
- ◆ Health Fair Booths
- ◆ Sand Bass Festival
- ◆ Magnolia Festival
- ◆ 24/7 Policy Promotion
- ◆ Clean Indoor Air Policies
- ◆ Youth Access Policies

#### About Us...

The U Turn Consortium is a collaborative between the Bryan County Turning Point Coalition and the Marshall County Partners in Progress Community Coalition. Together, this consortium was funded as a TSET Grantee to address tobacco control and tobacco prevention in Bryan and Marshall counties, located in Southeastern Oklahoma.

Although very young, just two years, Project U-Turn has made great strides in the area of tobacco control and awareness. Attitudes regarding tobacco control, prevention, and cessation are being discussed and addressed.

The focus of tobacco control is to change perceptions and attitudes regarding tobacco usage and to educate individuals about the harmful effects of involuntary smoke exposure. Tobacco is the leading preventable cause of death. U-Turn Consortium provides encouragement, support and education to all citizens in Bryan and Marshall Counties to work together for a healthy and tobacco-free community. Project U-Turn has the potential to mobilize the community by giving community members accurate information and the opportunity to understand the dangers of second hand smoke and the deceitful practices of BIG TOBACCO.

#### Partners:

Bryan County Turning Point Coalition  
 Marshall County - Partners In Progress  
 Choctaw Nation Healthy Lifestyles Program  
 APRC  
 Durant Public Schools  
 Kingston Public Schools  
 Medical Center of SE Oklahoma  
 OSU Extension Office  
 Big Five Community Action Agency  
 Substance Abuse Prev. Org.  
 INCA Community Services~ Law Enforcement  
 Faith-based Organizations~ Youth Organizations  
 All About Smiles Dentistry~ KLBC/KSEO  
 The Buzz ~ Durant Daily Democrat  
 The Madill Record ~ Mays Home Health  
 Health Care Providers ~ Youth Organizations  
 Local Health Department ~ Hospitals  
 Voluntary Organizations ~ Elected Officials  
 Businesses ~ Schools  
 Civic Organizations ~ Law Enforcement  
 Dept. of Corrections, Probation and Parole  
 Colleges, Universities, and Technical Schools

#### TOBACCO AWARENESS BOOTH



#### SWAT STUDENTS ~ Kick Butts Day



#### Significant Outcomes:

- ◆ Clean Indoor Air Ordinances passed in Calera and Kingston
- ◆ Youth Access to Prevention Ordinances passed in Kingston and Calera
- ◆ Students Working Against Tobacco Team Development
- ◆ Increase in QUIT Helpline registrants from service area
- ◆ Decrease in tobacco signage in retailers
- ◆ Community partners in the Health care field have agreed to educate all patients regarding dangers of second-hand smoke exposure, harmful health effects of tobacco use to tobacco users and promotion of smoke free homes and the Oklahoma Tobacco Helpline.
- ◆ 24/7 Tobacco Free policy adopted in Kingston Schools
- ◆ Increase in earned media regarding exposure of deceptive practices of Big Tobacco Companies targeting youth and supporting local programs.
- ◆ Increase in coalition/consortium satisfaction
- ◆ Increase in Adult and Youth Consortium members in activities that promote activism in tobacco control
- ◆ Increase in ethnic/cultural diversity among consortium members supporting tobacco control program.