



# Atoka/Coal Partnership for Change

Atoka and Coal Counties

2013

## About Us . . .

**Partnership for Change** is an active group of individuals working to improve the health of citizens of Atoka and Coal Counties. Since its development in 2001, the partnership has maintained a successful collaborative effort striving to meet the needs of the families and communities of both counties.

PFC has not only networked to pull local resources, but has through grants and other funding opportunities brought much needed resources and services to their communities.

This coalition has become well-known throughout the state for its tobacco control and prevention TSET grant. This year's campaign

with James Capps (local educator) has been very successful targeting dip users. James suffered throat cancer due to years of dipping and now advocates and teaches throughout Atoka and Coal Counties, whether it is to a group of 5th through 7th graders at Lane Public School or State Senator Josh Breechen at the State Capitol on the harmful effects of dip tobacco (see pictures below). For more information on James' story check out [www.ok.gov/tset.com](http://www.ok.gov/tset.com).

The tobacco hotline numbers have doubled since last year and this coalition is proud of the fact that they continue to grow the smoke-free home campaign by adding new agencies to adopt organizational changes. Big Five Headstart in Coal County and the Kiamichi

Technology Center in Atoka County have both adopted policies this year.

In July of 2012 the Stringtown Public School District adopted a 24/7 No Tobacco Policy for all school properties and the City of Atoka mirrored the state's Clean Indoor Air Law.

Partnership for Change continues to improve the health of the area through a strong and dedicated coalition challenged to make a difference!

Project ACTIVE a TSET grant working toward nutrition and physical activity for all communities, school districts, and work-sites hosted its first ever Shape Your Future 5K Run/Walk this spring!



**James Capps advocating for Tobacco Control and Prevention!**

### Coalition Contact Information:

Jerry Speck @ (580) 212-6708  
[jerrys@health.ok.gov](mailto:jerrys@health.ok.gov)

### Partnership Priorities

- Tobacco Prevention *and Control*
- Substance Abuse
- Nutrition *and Physical Activity*
- Poverty



City of Atoka receiving Certified Healthy Communities Award

**Vision**

“To develop and sustain a progressive safe, healthy and fun community.”

**Mission**

Partnership for Change will build partnerships to achieve a healthy, safe, drug-free, economical, viable and positive community.

**Officers**

**Teresa Workman**

Chairperson

**Jerri Sanders**

Vice Chairperson

**Malissa Rains**

Secretary

**Activities**

Behind the Glamour Event

Tobacco Retreat

Strategic Planning

Media Campaigns

Reward Reminder Visits

Substance Abuse Prevention Team

Alcohol Compliance Checks

World No Tobacco Day

GASO Event

Kick Butts Day Events

TSET Day at the Capitol

**Outcomes/Impacts**

Nutrition and Physical Activity Grant Work Plans Submitted

Caney School District adopted 24/7 No Tobacco Policy

Tobacco Work Plans Submitted

Atoka mirrored Clean Indoor Air Law

Tobacco Media Campaign

Raised Community awareness of Underage Drinking issues

Reward Reminder Visits

Responsible Beverage Sales and Service Training

Secondhand Smoke Education

**Partnerships**

Choctaw Nation of Oklahoma  
Youth Empowerment  
Oklahoma State University  
Cooperative Extension Service  
Oklahoma State Department of Human Services  
Girl Scouts of America  
Atoka and Coal County Health Departments  
City of Atoka  
HOPE  
Cities of Atoka and Coalgate  
Project ACTIVE ~ Nutrition and Fitness  
County School Districts  
Systems of Care  
Tobacco Prevention and Control  
INCA Community Services  
Atoka Regional Medical Center  
Oklahoma Health Care Authority  
Regional Prevention Coordinator  
Oklahoma Blood Institute  
Coal County Chamber of Commerce

**FUNDING**

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**Communities of Excellence in Tobacco Control and Prevention**

**\$140,000.00 ~ GY 2013-14**

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**Project ACTIVE**

**A**toka and **C**oal **T**ogether **I**nspiring  
**V**aluable **E**nvironmental  
**C**ommunities of Excellence in  
**N**utrition and Fitness  
**\$135,000.00 ~ GY 2012-13**

