



About Us...

In 2000, the original coalition, Western Oklahoma Coalition for Community Strengthening (WOCCS) was formed. WOCCS consisted of many agencies focused on collaborating with multiple agencies serving youth. WOCCS was initially formed for a TITLE V planning grant with the Office of Juvenile Affairs. WOCCS laid the ground work for the current coalition: Oklahoma Unified Resources (OUR) Turning Point Coalition.

OUR Turning Point Coalition was formed on the belief that a diverse, yet unified group of people and organizations can have the greatest impact to make changes and improve the quality of life for all people in the counties it serves.

In 2007, there were three groups meeting regularly within Beckham and Roger Mills Counties. These were Systems of Care, Western Okla-

homa Tobacco Control Coalition and the Sayre Resource Network. With guidance from the Area Prevention Resource Center, members from these three groups met to discuss merging into one large coalition. All parties agreed to this and the Oklahoma Unified Resources (OUR) Turning Point Coalition was formed to serve Beckham and Roger Mills Counties.

OUR Turning Point has 4 priority areas it is currently focusing on: Access; Alcohol, Tobacco, and Other Drugs; Positive Youth Development; and Wellness.

The Access committee is chaired by Nancy McKinnon. The primary goal of the Access committee has been to provide a free health clinic and dental clinic to the uninsured population.

Tiffany Davis chairs Western Oklahoma Tobacco Control Coalition. The primary focus of this committee is to reduce the harms and hazards of tobacco use and promote cessation.

The Positive Youth Development Committee is chaired by Cindy Buckmaster and is supported by a Systems of Care Grant.

Rick Garrison chairs the Wellness Committee. The Wellness Committee recently was awarded the TSET Nutrition & Fitness Grant and has completed the first phase for a Safe Routes to School grant.

OUR Turning Point meets the third Thursday of every month in the conference room at City of Elk City Hall, 320 West Third, from 12 noon to 1 p.m.



Our Turning Point Coalition

OKLAHOMA UNIFIED RESOURCES TURNING POINT

Vision

By the year 2012, the quality of life in both Beckham and Roger Mills Counties will have improved.

Mission

The mission of this organization will be to improve the quality of life for all people in the counties served by this coalition.

Partnership Priorities

- Access
- Alcohol, Tobacco and Other Drugs
- Positive Youth Development
- Wellness



Cheyenne, Roger Mills, Washita Battlefield Museum

“OUR Turning Point Coalition is a true collaborative effort from a variety of perspectives who work together striving to meet the needs in OUR community.” — Tracy Howell, Chairman



Elk City, Beckham County, Home of Route 66 Museum

Community Profile: Strengths and Challenges

The major strength to this community is the dedication of visionary individuals who reside within the two counties.

Although, OUR Turning Point Coalition has been in existence since 2007, the foundation was laid by multiple organizations dedicated to a common purpose of improving the quality of lives for Western Oklahoma residents.

OUR Turning Point has representation from 25 partnering organizations and a

small group of concerned citizens.

Their partners have successfully leveraged state and local dollars to fund coalition projects. For example Western Oklahoma Tobacco Control Coalition (WOTCC) is in Round 2 of funding from the Oklahoma Tobacco Settlement Trust. To date, WOTCC has received \$979,775 to fund tobacco prevention and cessation efforts.

Another partner, Western Oklahoma Family Care

Center, has renovated a vacated armory to provide a one stop shop for services to the uninsured and underprivileged population. This project has been presented to the Oklahoma Turning Point Council for other communities to emulate.

The rural climate makes social norm changes progress slower than the coalition wants. Also, while the oil boom creates a healthy economy, it also brings an unpredictable environment for the counties.

Description of Assessments

According to the 2011 County Health Rankings by the University of Wisconsin Health Institute, Beckham County ranks 60 out of 77 and Roger Mills ranks 35 in health factors.

Health Factors include health behaviors, clinical care, social and economic factors, and physical environment.

Nearly one-third, 30.2%, of the service area population is obese, higher than the state rate of 28.8%. And, almost two-thirds, 64.9%, is overweight.

More than half of the population, 55%, lack access to

healthy food with 82.9% of adults reporting they do not eat the daily recommended fruit and vegetable portions.

In addition, 35.7% report inadequate physical activities. These factors lead to the diabetes death rate of 46/100,000 versus 30.3 for Oklahoma.

Twenty eight percent of the population smokes, higher than the 24.9% of the Oklahoma population.

According to Oklahoma Vital Statistics, Beckham County has a teen birth rate of 84 in 2011, while Roger Mills is 64. This is slightly

higher than the Oklahoma average of 59 per 1,000.

The state average of uninsured population under the age of 65 is 23% compared to 26% for Beckham and 35% for Roger Mills.

Heart disease is the leading cause of death for all ages in both counties. From 2006-2008, the total charges for all heart disease related hospitalizations for Beckham County was \$29,107,108 and Roger Mills County was \$4,938,098. The direct and indirect costs of this disease are actually much higher.

Western Oklahoma Family Care Center

Western Oklahoma Family Care Center, Inc. (WOFCC) was incorporated as a non-profit in 2007 to meet the growing needs of struggling families in rural, western Oklahoma. In 2007, we hosted a Coats & Care for Kids. We distributed 750 vouchers valued at \$100 to purchase coats, shoes and warm clothing for children. In 2008, Elk City public schools mandated school uniforms. We met the need of lower socio-economic families who could not af-

ford to purchase the uniforms by providing 500 children with 3 sets of school uniforms. We continue to assist families in need of uniforms. To cover our growing expenses, we opened Christi's Bazaar Thrift Store in April 2009. This store has not only provided revenue to cover opera-

tional expenses but also has provided an additional avenue to assist people in need with furniture, clothing, and appliances. In 2010, we became an agency for the

Homeless Prevention and Rapid Rehousing Program to provide housing to homeless families and assist people from being evicted during the current harsh economic times. To date, we have assisted 87

families with \$49,471 in providing shelter or helping them to retain their home. In 2010, the City of Elk City donated the vacated Armory building to WOFCC. We house a Career Center in conjunction with Workforce Oklahoma; Counseling Center; a food pantry provided by Help, Inc; a free Hope Dental Clinic provided by a grant through Delta Dental; Pharmacy through RX Oklahoma; and a free Hope Medical Clinic.



**One-Stop Center
Western Oklahoma
Family Care Center
Agencies**

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: 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 Services**

- ◇ **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: Specific Prevention Framework/State Incentive Grant**
- ◇ **Purpose: Substance Abuse**
- ◇ **Funding Period: July 2011-June 2016**
- ◇ **Funder: Oklahoma Department of Mental Health and Substance Abuse Services**

Impact

OUR Turning Point has worked with schools over the past three years to participate in International Walk to School day with great success. They have passed the first application phase for a Safe Routes to School grant.

Over the past two years, WOTCC has been working with Southwestern Oklahoma State University (SWOSU) to become a tobacco free campus. On July 1, 2011, SWOSU became tobacco free and now

5,100 of college students are no longer exposed to the harms of tobacco use in Weatherford and Sayre.

Several county health care providers have been trained in best practice implementation of the 5 A's (Ask, Advise, Assess, Assist, Arrange) tobacco cessation practice, which in turn has increased calls to the helpline.

OUR Turning Point has partnered with Oklahoma Commission on Children and Youth to work with WOFCC on board development.



Clint Miller, OUR Turning Point Coalition member recording # of students leaving school by car for Safe Routes to School Grant.

Contact Information



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Department of Health**

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Organizational Members

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| Beckham County Health Department | Lincoln Teen Center |
| Cheyenne Public Schools | Office of Juvenile Affairs |
| City of Elk City | Oklahoma Commission on Children & Youth |
| Concerned Citizens | Oklahoma Turning Point |
| Elk City CHIP | OSU Extension Office |
| Elk City Community Church | Red Rock Area Prevention Resource Center |
| Elk City Youth & Family | Southwestern Oklahoma State University-Sayre |
| Elk City Public Schools | Students Working Against Tobacco |
| Department of Human Services | Western Technology Center |
| Great Plains Regional Medical Ctr. | Western Oklahoma Family Care Center (WOFCC) |
| Great Plains Systems of Care | Western Oklahoma Tobacco Control Coalition (WOTCC) |
| Hammon Public Schools | |
| Hutchinson Oil Company | |
| Integris Clinton Regional Hospital | |
| Leedey Public Schools | |

Partnership Outcomes



**Sarah Senger
presenting a 24/7
Tobacco Free School
Certificate to Erick
Public Schools.**

In 2010, 473 calls were made to the Oklahoma Tobacco helpline by residents in the four service counties, thus resulting in an average of 39.4 calls per month.

All four school districts in Beckham County (Elk City, Erick, Merritt, and Sayre) are Tobacco Free Schools resulting in 100% of the student population learning in a smoke free environment.

Three of the five school districts in Roger Mills County (Cheyenne,

Hammon, and Leedey) are 24/7 Tobacco Free School Properties, 77% of the county student population attend school in a tobacco free environment.

There have been 89 visits to the Hope Dental Clinic with 112 X-Rays conducted, 8 temporary fillings, and 137 extractions with a market value of \$22,160.

Southwestern Oklahoma State University became tobacco free on July 1, 2011. Approximately

5,100 students and 210 full time faculty are no longer exposed to secondhand smoke.

At a 2011 National Car Seat check, OUR Turning Point assisted 10 families by conducting car seat installation safety checks and distributed and installed 8 Oklahoma Safe Kids Car Seats.

Positive Youth Development and Systems of Care provided services to 127 clients and 20 families in wrap around services.