

# OUR Turning Point Coalition

Beckham and Roger Mills County

2009

## Coalition Priorities:

1. Positive Youth Development:
2. Health & Wellness
3. ATOD (Alcohol, Tobacco and Other Drugs)

## About Us...

OUR Turning Point Coalition has found another gear! It's so exciting to see communities work together towards a common goal and that is exactly what you will see if you visit Beckham County.

They are in there last year of a 3-year Meth Prevention grant funded by Oklahoma Dept of Mental Health and Substance Abuse. They implemented an edgy media campaign to call attention to the dangers of meth us. Additionally they researched an evidenced based curriculum, Creating Lasting Family Connections (CLFC) and offered it to high risk families through various systems. There efforts have been sustained by partnering with a local organization to agree to offer CLFC. CLFC will increase awareness of the significant dangers of meth use, interrupt the cycle of parents passing their habits on to their children, prevent initiation and help those who are seeking an intervention.

OUR Turning Point has participated in the International Walk to School day the past two years with great success. The coalition recently went through a strategic planning process where they have identified the following issues as their priorities: **Wellness** (community garden, SRTS, promote active living) **Access to Healthcare, Tobacco Prevention** and **Positive Youth development** (Mentoring, Tutoring and After School Programs).

The members are excited about making a positive impact on their counties health status and without a doubt they will.

## Partners:

Red Rock Area Prevention Resource Center  
Beckham Co Health Dept  
SWAT  
City of Elk City  
Great Plains Child Care Resource and Referral  
Office of Juvenile Affairs  
Elk City Youth & Family  
Lincoln Teen Center  
Great Plains System of Care  
Dept of Human Services  
Western Technology Center  
Concerned Citizens  
Integris Clinton Regional Hospital  
Elk City Schools

## Key Activities:

- Coalition planning and development
- Meth Prevention Project
- SWAT Team float in Rodeo Parade
- Promotion of tobacco free policies among cities and schools
- Elk City Schools Participated in International Walk to School Day
- Extensive media coverage of local tobacco prevention efforts
- SWAT Teams participated in Kick Butts events including Project 1200.
- Hosted Youth Speak Out
- Advocated for SWOSU to become a tobacco free campus
- Promoted and Hosted Crystal Darkness Campaign
- Gruen Von Bruens presented spit tobacco info at local schools.

## Significant Outcomes:

- ◆ Awarded \$20,000 Meth Prevention grant through ODMHSAS
- ◆ Awarded Communities of Excellence, Wave II grant focusing on tobacco prevention
- ◆ Sustained Creating Lasting Family Connections Curriculum
- ◆ Ten school districts have passed 24/7 tobacco free policies
- ◆ SWOSU passed tobacco free campus policy
- ◆ Successful International Walk to School day events
- ◆ Effective Two year Action Plan

