

# OUR Turning Point Coalition

Beckham and Roger Mills County

2010

## 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.

OUR Turning Point has participated in the International Walk to School day the past three years with great success. The coalition updated their community health improvement plan which includes the following priority areas: **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.

## Key Activities:

- Coalition planning and development
- 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 and other tobacco free holidays.
- Advocated for SWOSU to become a tobacco free campus effective June 2011
- Gruen Von Bruens presented spit tobacco info at local schools.
- Relay for Life
- Partnered with the City of Elk City to begin their Community Garden Project
- 100% Beckham County School passed 24/7 Tobacco Free Policy
- Large banner posted inside arena at Elk City PRCA rodeo "Be Threw with Chew It's Tobacco Too" with Helpline info.



## Significant Outcomes:

- ◆ Awarded Communities of Excellence, Wave II grant focusing on tobacco prevention
- ◆ 100% school districts passed 24/7 tobacco free policies!
- ◆ SWOSU passed tobacco free campus policy that will become in effect 6/2011.

## 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  
Western Oklahoma Family Care Center