



# U-Turn Consortium

## Bryan and Marshall County

### 2010



#### 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:

- ◆ Through With Chew Week
- ◆ Prevention of Youth Access Policies
- ◆ Clean Indoor Air Policies
- ◆ Tobacco Free Communities
- ◆ Smoke-Free Homes Activities
  - with local Day Cares
  - with local Fire Dept.
- ◆ Employee Wellness Initiative
- ◆ Great American Smoke Out
- ◆ 24/7 Policy promotion
- ◆ World No Tobacco Day
- ◆ Business Health Fair
- ◆ Free Oral Health Screenings
- ◆ Reward/Reminder Visits
- ◆ Kick Butts Day Activities
- ◆ S.W.A.T. Team Development
- ◆ 2nd & 3rd Hand Smoke Education
- ◆ Organizational Policy Changes
- ◆ Magnolia Festival
- ◆ Marshall Co. Fair
- ◆ Sand Bass Festival
- ◆ Girl Power/Wize Guyz

#### 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:

- Westside Family Dentistry
- Choctaw Nation Youth Empowerment Program
- Salitas Mexican Restaurant
- Romas Italian Restaurant
- Children First Program
- Red Onion Grill Restaurant
- Guerreros Mexican Restaurant
- Madill Community Day Care
- Big 5 Head Start Centers
- Madill Fire Department
- Caddo Police Department
- Southeastern Okla. State University
- E.T.S. Lindgren
- First United Bank
- Madill Public Schools
- Durant Police Department
- 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



#### Durant SWAT Youth and U-Turn Staff



#### Significant Outcomes:

- ◆ Youth Access to tobacco prevention ordinance passed in Colbert
- ◆ 24/7 passed in Durant Public Schools.
- ◆ Increased in earned media by local media outlets (print, radio, web, outdoor)
- ◆ Increase in healthcare professionals that systematically disseminate the Okla.
- ◆ Tobacco Help line materials, helpline registrants increased tremendously.
- ◆ One daycare, thirteen head starts, Madill Fire Dept., and several businesses partnered to implement components of a joint smoke free homes campaign
- ◆ Recruited & trained advocates from respected community leaders & non-traditional allies.
- ◆ One hospitals agreeing to implement using the 5 A's to promote cessation to their patients.
- ◆ Assisted one business in writing and implementing a tobacco free worksite policy.
- ◆ Coalition member's overall satisfaction rate well exceeded it's goal of 78% and overall satisfaction was actually 84.6 %.
- ◆ Additional S.W.A.T. team developed.
- ◆ S.W.A.T. Adult partners trained.Increase in adult tobacco control activism activities & number of those who participated.
- ◆ Increase in youth tobacco control participants & number of activism activities.
- ◆ Decrease in tobacco signage at tobacco retailers—Increased education to tobacco retailers.