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Cleveland County
Health Department



COMMUNITY HEALTH
ASSESSMENT

Cleveland County, Oklahoma

JUNE 2011



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Cleveland County Health Assessment 2011

Introduction

In the fall of 2010, the Cleveland County Health Department convened a Community Health Improvement Planning Team with the goal of conducting a comprehensive assessment of the county's health status. The Planning Team utilized the Mobilizing for Action through Planning and Partnerships (MAPP) strategic planning tool to conduct these community based assessments. The MAPP model consists of four assessments: the Community Themes and Strengths Assessment; the Local Public Health System Assessment; the Forces of Change Assessment; and the Community Health Status Assessment. Together, these assessments provided a broad analysis of the current state of the community's health and a foundational understanding of the real and perceived issues about which residents are concerned.

Results of the assessments revealed a wide range of issues within the community. Although Cleveland County fares better than most Oklahoma state averages, it still falls well below national benchmarks for many health indicators. Prevalent health issues discussed throughout the process included:

- Child Health;
- Physical Activity and Nutrition;
- Tobacco Use;
- Access to Preventative Health Care Resources; and
- Health Policy and Advocacy.

Demographics

Cleveland County is the third largest in the state and is growing rapidly. In the past decade, the population has increased 23%. Among the rapidly growing population are the Hispanic and Asian communities which have increased 75% and 36% respectively. The majority (79.3%) of county residents report being white, 7.0% Hispanic/Latino, 4.7% American Indian/Alaskan Native, 4.2% Black, and 3.8% Asian. Nearly one-quarter (23.1%) of residents are under 18 years of age, 10.2% are 64 years or older, and the male to female ratio is 1:1. More than 5% of residents are foreign born and 9% of households report a language other than English is spoken in their home, both of which are higher than the state average.

2010 Demographics	Oklahoma	%	Cleveland Co.	%
Total Population	3,751,351		255,755	
Age				
Under 18 Years	929,666	25%	59,176	23%
18-64 Years	2,314,970	62%	170,402	67%
65+ Years	506,715	14%	26,177	10%
Race/Ethnicity				
White	2,706,845	72%	202,811	79%
Hispanic or Latino	332,007	9%	17,892	7%
African American	277,644	7%	10,848	4%
Asian	65,076	2%	9,698	4%
American Indian & Alaska Native	321,687	9%	11,978	5%
Native Hawaiian & Pacific Islander	4,369	<1%	118	<1%
Other	154,409	4%	5,972	2%
Identified by two or more	221,321	6%	14,258	6%

*2010 Census Bureau Report

The typical Cleveland County resident is educated and middle-income. Around 90% of adults are high school graduates and 31.2% currently have a bachelors degree or higher. This exceeds both the state and national rates. The median household income is \$52,688, and the

percentage of those whose income is below the poverty level is 12.9%, both of which are better than the state averages.

Community Health Issues

Through the MAPP process, several recurring themes surfaced regarding the community's health. Each topic was examined in detail which is described below. After completing these discussions, the community will prioritize selected issues in order to achieve a focused approach to health improvement efforts. The resulting plan will be known as the Cleveland County Community Health Improvement Plan.

Child Health

Improving child health was among the issues about which the community is most concerned. Frequent discussions focused on the need for collaborative community partnerships to address child health deficiencies and improved health education for parents and children less than 18 years. The Child Health focus intersects with several of the most important categories determined by the community. It includes the health and safety of children ages 0-18 years, and focuses on a broad range of issues affecting parents, caregivers, children and partners who are directly involved in child health initiatives.

In recent years, Cleveland County has experienced a slight decrease in immunization rates, dropping to 70.7%. This is a 10% decrease between the 2009 and 2011 State of the State and County Health Report, putting Cleveland County below the state average of 72.3%. Improving partnerships with providers and caregivers is necessary to keep our children safe from vaccine-preventable diseases.

Infant health was another focal point during the assessments. While the infant mortality rate for the county is only 6.3/1,000, Fetal and Infant Mortality Review Board (FIMR) data indicated unsafe sleep practices and tobacco use during pregnancy are issues that were directly related to the deaths occurring in our community between 2009 and 2011. More parental education is needed to reduce the number of babies experiencing harm as a result of these practices.

Furthermore, residents were concerned with teens' access to substances of abuse. According to the 2008 Youth Risk Behavior Survey, 45% of Norman High School students reported drinking alcohol on one or more days in the 30 days prior to completing the survey and 30% had five or more drinks of alcohol. Other child health issues discussed centered on tobacco use and physical activity and nutrition, which are described further in the following sections.

Cleveland County houses the University of Oklahoma in Norman as well as a large amount of resources for the community. The committee found that there are very few high risk populations in the county, but there are pockets in each small community that are at greater risk for poor health outcomes. The Nottingham apartment complex in Moore is government housing and has a high crime rate. The committee has partnered with the University of Oklahoma in the past to complete a windshield survey as well as a phone survey with students and parents in the Norman Public School district and found the most at-risk schools. The Forces

of Change Assessment revealed there are approximately 30 languages identified by children in the Moore Public School District. These findings indicate populations which will require outreach during future health initiatives.

Physical Activity and Nutrition

Another strong community concern centered on the barriers associated with getting adequate physical activity, which may contribute to the rising obesity rates in our county. Assessments identified a lack of physical activity opportunities including walking trails, parks, and safe areas to be active that are accessible to all demographics. There is not a strong public transportation system in the county, resulting in residents heavily relying on cars for transportation. There is also a limited amount of land to be used for physical activity opportunities to the general public. According to the 2011 State of the State and County Health Report, 28.4% of residents are obese, which is a 21% increase from the previous year's report. The report also showed 26.3% of residents reported no physical activity at all, which is a 19% increase from the previous report.

Additionally, nutritional barriers contributing to obesity also exist including a lack of accessible healthy food venues such as whole food stores, restaurants offering healthy choices, and vendors with fresh fruits and vegetables. There is an abundance of fast food restaurants throughout Cleveland County which encourages residents to eat less nutritious, higher calorie meals. As much as 85% of youth attending Norman High School reported eating less than the recommended 5 servings of fruits and vegetables daily on the YRBS survey. Only 16% of Cleveland County residents reported consuming recommended daily servings of fruits and vegetables, as indicated by the 2011 Oklahoma State of the State and County Health Report.

Tobacco Use

The prevalence of tobacco use by residents is a concern of the community. Although Cleveland County fairs better than many other Oklahoma counties, it remains an ever-present health barrier for our residents. As many as 21.6% percent of Cleveland County residents reported smoking in the 2011 Oklahoma State of the State and County Health Report, and 30% of youth attending Norman High School who reported using tobacco regularly in the YRBS survey smoke at least one cigarette per day. Moreover, the leading causes of death in Cleveland County are heart disease, cancer and stroke, all of which are impacted by the large proportion of tobacco users.

Access to Preventative Health Care Resources

Availability and accessibility of resources affect health outcomes in Cleveland County. A lack of public transportation leaves those without a personal vehicle unable to easily access health care services and resources, particularly in the more rural areas of the county. Nearly 15% of residents do not have health insurance coverage. Due to the declining economy and an inadequate number of healthcare providers willing to accept Medicaid patients, more clients seeking assistance are unable to obtain services. Cleveland County has seen an increase in mental health and substance abuse problems however there are inadequate counseling and

treatment centers available to the public. There is also a lack of services available specifically to women over the age of 59 who are of lower socio-economic status. Dental care continues to be an issue in the county with only 69% of adults receiving regular dental visits. Budget constraints and staffing problems have made providing services to residents somewhat difficult as well.

With an unequal distribution of resources between the county seat and other surrounding communities, it is difficult to sufficiently address all of these barriers in every community. This is something which will need to be addressed by a broad range of partners on a continual basis.

Health Policy and Advocacy

More educational opportunities are needed by the public. With increased class sizes of public K-12 schools, education capacity overall is decreased. There is also a lack of prevention education, and a community wide focus of these identified health issues that need to be made a priority for all residents and agencies in the Cleveland County area. Additionally, there is a lack of school nurses for the large number of students in our school districts making health education limited, if it is offered at all.

Health Data and Statistics

A variety of sources were utilized during the community health assessment process in order to better understand the current health status of the community and to prioritize and plan future health improvement efforts. A listing of these data sources can be found below.

- Behavioral Risk Factor Surveillance Survey (BRFSS)
- Youth Risk Behavioral Survey (YRBS)
- 2011 State of the State and County Health Report
- Oklahoma Health Improvement Plan
- 2011 United Health Foundation Report
- Get Fit, Eat Smart Physical Activity and Nutrition State Plan
- Oklahoma State Plan for Tobacco Use Prevention and Cessation
- Cleveland County focus groups
- Community surveys distributed to partners

Appendix A: Community Health Assessment Team

American Lung Association
Cleveland County Health Department
Cleveland County OSU Cooperative Extension
Service Cleveland County Department of Human
Services
Cleveland County YMCA
Crossroads Youth & Family Services
Center for Children & Families
City of Moore
City of Noble
Cleveland County Pioneer Library System
Copelin's Office Center
Cleveland County Emergency Management
Services
Department of Mental Health & Substance Abuse
Services
Girl Scouts of Western OK Association
Health for Friends
Infant Crisis Center
Moore Chamber of Commerce

Moore-Norman Technology Center
Moore Public Schools
Noble Public Schools
Norman Public Schools
Norman Regional Health System
Nottingham Apartments of Moore
Norman Addiction & Information Center
OK Healthcare Authority
Oklahoma Institute for Child Advocacy
Oklahoma Metro Transit
Oklahoma Parents as Teachers-Noble
Rainbow Fleet
Sarkeys Foundation
Sodexo Nutrition Services
Turning Point-Oklahoma State Department of Health
United Way of Norman
University of Oklahoma

Cleveland County Board of Health

George Skinner, President
Peggy Stockwell
Michael Messerli
Thomas Thurston, MD
Alan Grubb

Appendix B: Existing Community Initiatives and Resources to Mobilize

Cleveland County Turning Point, CCTP

Stephanie McGinnis
Community Health & Wellness Coordinator
Norman Regional Health System
901 North Porter Ave Norman, OK 73071
(405)307-3176 smcginnis@nrh-ok.com

Nutrition and Fitness Coalition

Sara Raney, Program Coordinator
Communities of Excellence Nutrition and Fitness Program
Norman Regional Health System
901 North Porter Ave Norman, OK 73071
(405)307-6602 sraney@nrh-ok.com
This grant through the Cleveland County Turning Point coalition (CCTP) will support the planning and implementation to promote healthy eating and physical activity.

Member Organizations:

Cleveland County Health Department, Cleveland County YMCA, OSU Cooperative Extension Service, Cleveland County Conservation District, City of Norman, City of Moore, Noble Public Schools, Oklahoma Healthcare Authority, United Way of Norman, Absentee Shawnee Tribe- REACH, NEXTEP Health Source, Center for Children & Families, Oklahoma Department of Mental Health & Substance Abuse, COCMHC, Oklahoma State Department of Health-Turning Point

Tobacco Free Cleveland County Coalition, TFCC

Travis Humphrey, Program Coordinator
Communities of Excellence Tobacco Program
Norman Regional Health System
901 North Porter Ave Norman, OK 73071
(405)912-3584 thumphrey@nrh-ok.com
This grant is in its 6th grant year and supports the planning and implementation of tobacco prevention and cessation.

Member Organizations:

Cleveland County Health Department, Norman Regional Health System, Sooner Success, American Lung Association City of Norman, City of Moore, City of Noble, City of Norman Police Department, University of Oklahoma, Southwest Prevention Coordinator, Big Brothers Big Sisters, Oklahoma Healthcare Authority, Medical Reserve Corps, Norman Public Schools, Moore Public Schools, Noble Public Schools, Oklahoma State Department of Health-Turning Point

Noble Wellness Coalition

Eva Dunn, Nutrition Services Coordinator
Noble Public Schools
(405) 872-5866 edunn@nobleps.com
The Noble Wellness Coalition focuses on the health of the citizens of Noble through Healthy Youth Screenings, bicycle and walking events, healthy cooking classes, promoting healthy nutrition policies and community gardens.

Member Organizations:

Cleveland County Health Department, Norman Regional Health System, Noble Public Schools, City of Noble, Oklahoma State Department of Health, Loving Care Hospice, Noble Chamber of Commerce, First Baptist Church of Noble, Noble-Oklahoma Parents As Teachers, Robin Stead-Attorney at Law, The University of Oklahoma, Health Exercise Science Division, Noble Police/Fire Department, Noble Chiropractic Care, Noble Pharmacy, Dental Lodge, The University of Oklahoma School of Nursing and Dentistry, Noble Farmer's Market, The Rock Fitness Center, Super C Grocery Store

Noble Community Coalition, NCC

Travis Humphrey, Program Coordinator
Communities of Excellence Tobacco Program
Norman Regional Health System
901 North Porter Ave Norman, OK 73071
(405)912-3584 thumphrey@nrh-ok.com
The Noble Community Coalition focuses on preventing substance abuse in the youth of Noble as well as improving children's health.

Member Organizations:

Noble Public Library, City of Noble, Cleveland County Health Department, Norman Regional Health System, Sooner Success, Noble Public Schools, Noble Police Department, McClain Bank, Office of Juvenile Affairs, Noble Parks Board National Guard, Norman Addiction & Information Center

Fetal Infant Mortality Action Team, FIMR

April Jewell, RN, Children First Program, Lead Nurse
Cleveland County Health Department
250 12th Ave NE Norman, OK 73071
405-579-2243 AprilJ@health.ok.gov
FIMR identifies factors associated with fetal death, determines barriers or gaps in service delivery, and develops recommendations for change. Cleveland County Community Action Team gathers information from the Case Review Team to put recommendations into action.

Member Organizations:

Cleveland County Health Department, Norman Regional Health System, Oklahoma City-County Health Department, Norman Pediatric Associates, United Way Success by Six, Center for Children and Families

Healthy Community Coalition, HCC

Stephanie McGinnis, RN
Norman Regional Health System
405-307-3176 smcginnis@nrh-ok.com

Healthy Community Coalition focuses on preventing obesity, hypertension, tobacco and improving nutrition.

Member Organizations:

Norman Regional Health System, Association of Central Oklahoma Governments, Arvest Bank, Bancfirst, City of Norman, Cleveland County OSU Extension Office, Cleveland County YMCA, Cleveland County Health Department, Health Back Home Health Care, Johnson Controls, Life care Oklahoma Home Health, Meals on Wheels, Moore Chamber of Commerce, Moore Norman Technology Center, Murrell, Hall, McIntosh & Co. PLLP, NCED – Marriott Postal Training Center, Norman Chamber of Commerce, New Look Media, Inc, Norman Public School System, Oklahoma Electric Cooperative, OfficeMax, Oklahoma State Department of Health, Rely On Rehab, Republic Bank & Trust, Sysco Foods of Oklahoma, United Way of Norman, University of Oklahoma, First American Bank

Moore Community Coalition, MCC

Kevin Walker
City of Moore
405-793-5000 KevinW@cityofmoore.com

The Moore Community Coalition focuses on preventing alcohol, tobacco, and other drugs, promotes walking & bicycle events, and improving child health.

Member Organizations:

Oklahoma Healthcare Authority, Moore Public Schools, Cleveland County Health Department, Norman Regional Health System, Oklahoma Department of Mental Health & Substance Abuse, Center for Children & Families, Moore Public Library, Platt College, Oklahoma Metro Transit, Moore Chamber of Commerce, Oklahoma State Department of Health-Turning Point, City of Moore, Crossroads Youth and Family Services, Department of Human Services, Moore-Norman Technology Center, Center for Children & Families

Cleveland County Immunization Coalition

Megan Scott
Cleveland County Health Department
250 12th Ave NE Norman, OK 73071
(405) 579-2252 MeganLS@health.ok.gov

The Cleveland County Immunization Coalition focuses on increasing childhood immunization rates.

Member Organizations:

Affordable Quality Care, Absentee Shawnee Tribal Clinic, MedImmune Pharmaceuticals, Merck Pharmaceuticals, Norman Pediatric Associates, Sanofi Pasteur Pharmaceuticals, GlaxoSmithKline Pharmaceuticals, Norman Public Schools Moore Public Schools, Oklahoma City County Health Department, Cleveland County Health Department, Novartis Pharmaceuticals

University of Oklahoma Southwest Prevention Center, Area Resource Prevention Center

Charlene Shroder
University Of Oklahoma
405-354-7899 Charlenes@ou.edu

The Area Prevention Resource center is the area prevention resource center focusing on preventing youth initiation of alcohol use and reducing adult binge drinking.

Member Organizations:

University of Oklahoma, Cleveland County Health Department, Norman Addiction Information Center, Norman Public Schools, Moore Public Schools, Oklahoma Department of Mental Health & Substance Abuse

United Way Success by Six Health and Wellness Committee

Christy Emig
United Way of Norman
405-364-3800 cemig@unitedway-norman.org

The Health & Wellness Committee focuses on the health of the early childhood population along with families.

Member Organizations:

Cleveland County Health Department, Norman Public Schools, Norman Regional Health System

Cleveland County Community Resources

Norman

Norman Public Library's After School Special: for children in kindergarten, first or second grades. Takes place weekly at 3:30 pm on Wednesday's in the Story Time Room of the library. Registration is not required to take part.

Norman Public Library's Creative Space Program: Tailored for children in third, fourth or fifth grade. Program is at 6:30pm on Thursday nights in the Story Time Room of the library.

Norman Farmers Market: Cleveland County Fairgrounds. Opens the first Saturday in April and ends the last Wednesday/Saturday of October. Open Saturdays & Wednesdays from 8:00 am – Noon. Now accepts SNAP, WIC, Chickasaw vouchers, and Senior Nutrition Cards.

Local Restaurant (Norman): Serves fresh, locally grown and harvested food. Open Tuesday-Saturday at 11 am – 10 pm. Sunday Brunch is from 10 am – 3 pm.

The Earth Deli (Norman): 750 Asp, Norman, OK: \$5-\$10 price range

Coolgreens (Norman): 3700 W. Robinson, Daily 11 am – 8 pm; \$10-\$15 price range

First Baptist (Norman):

Aerobics class meets on Monday and Thursday at 5:20 pm, cost is \$4 per class

Pilates: class meets on Monday, Wednesday and Friday at 8:00 a.m., cost is \$40 for 10 classes

Zumba: class meets on Wednesdays at 6:30 pm, cost is currently free

Kinderdance: dance classes for children ages two through fourth grade. Classes meet once a week from September through May. Cost is \$15. A child may register at any time throughout the year depending on space.

St. Joseph Catholic Church (Norman): On Tuesdays and Thursdays from 9:00 – 9:45 am they welcome anyone who wants to participate in a walk. All are welcome and free to join.

Norman Parks and Recreation: Walking/Jogging trails, splash pad, dog park, skate park. Visit: <http://www.ci.norman.ok.us/parks/park-directory> for a complete list and maps.

Disc Golf, Colonial Estates (Norman): 1614 E. Lindsey Street, 18-hole course is perfect for all levels of play

Disc Golf, Lions northeast (Norman): 1800 Northcliff Avenue, 18 hole course is for advanced play

Sooner Bowling Center (Norman): 550 24th Ave. N.W., 24 lane bowling alley and 5 pool tables. This is a fun way for the whole family to get moving.

Cleveland County YMCA: 1350 Lexington Ave, Norman, OK 73069. Offers financial assistance to those who cannot afford membership.

Earlywine Park YMCA: 11801 S May Avenue, Oklahoma City, OK 73170. YMCA memberships can be used at any local YMCA. Financial assistance available upon request.

Moore

Moore Public Library Zumba: Thursdays at 6pm in Room A&B of the Moore Public Library. Free

Buck Thomas Park (Moore): 1903 NE 12th St., 129 acres, large playground, skate park, sand volleyball court, 0.41 miles of walking trails.

Two Olives Café (Moore): 201 N. Broadway St., open Monday-Friday 11am-2pm

Moore Farmers Market: Downtown Moore 301 S Howard. Thursday 4:00 pm – 7:30pm; Saturday 8:00-Noon. May-September 1

Moore Community Center: Located on the Northeast corner of SW 4th and I-35. The gym is normally open for basketball Monday-Friday, 2:30pm - 5pm for 15 yrs and under, and Monday and Wednesday from 5pm - 8:30pm and Saturday from 10am to 5pm for all ages. Use of the gym is free to everyone. The open gym times may be preempted by league play, special events, or other Community Center activities. A monthly calendar of gym events is posted at the Community Center, or you may call the Center at (405) 793-5090 ([or email](#)) for open gym times.

Fresh Start Community Church (Moore): Body Fit Strength Training: Every Tuesday and Thursday 9:00 am – 9:50 am. Main campus – Fireside room. FREE and open to both men and women. Designed for all age groups and fitness levels

First Christian Church (Moore): Zumba classes every Tuesday and Thursday from 7:15pm – 8:15pm

First Baptist Church (Moore): Recreation Center is open from 6:00am-5:00pm Monday-Friday and is a multi-purpose athletic facility that features two full-sized basketball/volleyball courts, two racquetball courts (equipment available to check out), elevated walking/running track (12.5 laps = 1 mile) fitness room with cardio equipment, free weights, and weight machines. Also has locker room with showers.

First United Methodist Church (Moore): Zumba classes held every Tuesday and Thursday from 7:15-8:15pm, cost is \$3 per class. Walking track is open Monday-Friday 8:00 am – 10:00 am, 1:00 pm – 3:00 pm and 5:00 pm – 7:00 pm (Wednesday's only).

Tom Strouhal/Little River Park (Moore): 700 block of SW 4th St., 52 acres, large playground, 2 small ponds and fishing allowed w/ permit, picnic tables, one mile walking trail

Veteran's Memorial Park (Moore): 1900 SE 4th St., 17 acres, large playground, walking trail: Full Loop- 0.89 mile; Half Loop- 0.34mi

Greenbriar Park (Moore): 1331 NW 6th St., 2 acres, 1 tennis court, 1/2 basketball court, small playground

Applevalley Park (Moore): 4401 Melrose Dr., 4.4 acres, large new playground, splash-pad, walking Trail coming soon

Fairmoore Park (Moore): 630 NW 5th, 18 acres, Kidsplay Moore Playground, large playground, 4 tennis courts, 8 Horseshoe pits

Madison Place Park (Moore): 420 Madison Pl., 1 acre, new playground equipment

Westmoore Trails Park (Moore): 2206 Lonnie Lane, 8 acres, small playground, community garden, 0.36 miles of walking trail

Kiwanis Park (Moore): 501 East Main St., 2 acres, midsize playground, 0.19 miles of walking trail

Cottonwood Park (Moore): 1028 SW 2nd St., 1 acre, 1/2 basketball court, small playground

City of Moore Arboretum (Moore): 1500 SW 34th St., 10.5 acres, ½ mile walking trail

Noble

Dane Park (Noble): This five acre park features a community garden and splash pad. Future plans include a multi-purpose walking trail and skateboard park.

Austin Haley Memorial Splash Pad: This multi-colored surface is covered with geographic designs and nozzles that squirt water when set off by a manual activator. Open every day (except Tuesdays) starting in May through Labor Day. There is no charge and no age limit.

Kenneth L. King Park (Noble): This park has a one mile hard surfaced walking trail located in a wooded area west of Hubbard Elementary School.

Noble Farmer's Market: 304 S Main Hwy 77, Noble, OK 73068 Saturday 8:00-1:00pm May-October

Riley Park Recreational Trail (Noble): This beautiful seven-acre park is located at 1401 N. Main Street on the north end of town. Paved walking surface about a mile long and a picnic pavilion.