

Cleveland County
Community Themes and Strengths Assessment
Norman – May 4, 2010
Moore- May 19, 2010

Perceived Strengths

- OU/Schools
- Community Partnerships/working together
- Parks/ Free family events
- New Hospitals (Moore/Norman)
- Moore/Norman has strong city structure
- Active community
- Culturally Diverse
- Lots of resources

Perceived Weaknesses

- Low-income housing
- Access to healthy foods
- Public Transportation
- Lack of After-School Programs
- Lack of high-quality daycares
- Lack of Non-Profit headquarters in Norman
- Lack of physical activity options
- Shelter crisis
- Decrease in doctor's accepting Medicaid
- Lack of Counseling services/Closing of substance abuse center
- Lack of prevention education
- Population acceptance of alcohol & substance abuse
- Services for women over 59

Themes Emerging from Assessment

- The community has a lot of resources and community partners, but could work better on the coordination and non-duplication of efforts
- Communities within the county have a strong structure and leadership

Summary

This assessment resulted in a strong understanding of community issues and concerns, perceptions about quality of life, and a map of our community assets within our county. The *overall* responses to the Community Themes and Strengths assessment included:

Strengths

- Abundance of Health /Education resources and potential partnerships
- Active and culturally diverse communities within the county
- County population continues to flourish as one of the 10 best counties in Oklahoma for overall health

Community Opportunities

- OU
- Moore/Norman Technology Center
- Availability of walking trails
- Moore Master Trail Plan
- Walk ability Zones
- Cultural growth
- Arts council
- Land use-reserving areas for healthy eating
- Public transportation
- Resource Van
- Pioneer Library System
- Workforce
- Junior League of Norman

Community Threats

- Substance Abuse
- Land Use
- Fast-Food
- Funding
- Transportation
- Lack of sidewalks
- Lack of healthy restaurants
- Increase in class size in public schools

Weakness

- Lack of sidewalks, parks, and walking trails contribute to physical inactivity within the county
- Unequal distribution of resources between the county seat and communities within the county
- Insufficient opportunities for quality child care
- Inadequate mental health services available for county needs
- Insufficient prevention education resources for communities within the county

Opportunities

- Local communities implementing master plans to implement physical activity resources, and land usage for health related businesses
- Community partnerships collaborating to work more efficiently at providing needs of the County
- Education/Transportation services improving to ensure economic and cultural growth of the county

Threats

- Inadequate access and number to health food venues (i.e. whole food stores, fresh fruit/vegetable outlets, healthy choice restaurants)
- Abundance of Fast Food restaurant chains within the county
- Increased class sizes k-12th grade contribute to the decreased education capacity within the communities of the county