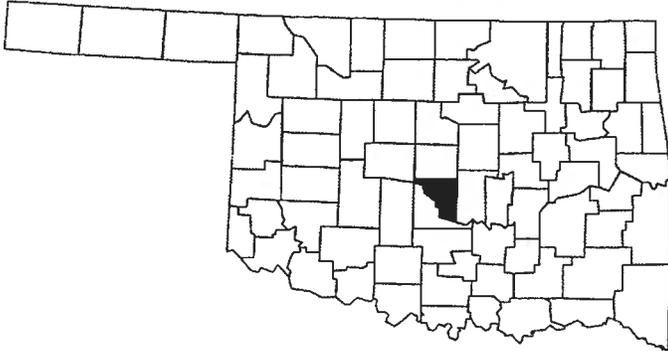


CLEVELAND COUNTY

CLEVELAND COUNTY TURNING POINT PARTNERSHIP

Established in August 2000



The Cleveland County Turning Point was established in 2001 in response to the Oklahoma State Board of Health's report that stressed the importance of working together to reverse the trends of poor health in Oklahoma. The mission of the CCTP is to create a healthy and thriving Cleveland County that promotes wellness through prevention, education, and community action. The CCTP partnership is composed of over 90 individuals representing a variety of local organizations/agencies in Cleveland County. CCTP members want to see "more community dialogue, participation, people working together on solutions". During the first year of the partnership, the CCTP developed a logo, bylaws, and identified the following priority areas for Cleveland County: tobacco use/prevention, physical activity, mental health, nutrition/healthy eating, substance abuse, diabetes, and teenage pregnancy. During the second year of the partnership, the CCTP focused on implementing strategies related to tobacco use/prevention and physical activity. Under tobacco use/prevention, the CCTP supported legislation for smoke-free establishments in Oklahoma. As part of their physical activity initiative, the CCTP is implementing the Walk this Way one year pilot project from October 2003 through September 2004. They also have supported the implementation of a Success by Six Project which has developed a strategic plan to improve children's readiness for school.

Activities

- Cleveland County Turning Point established: Summer 2000 was the first meeting – More than 60 attended.
- Conducting assessments: Surveyed first group to see what issues were important to group.
- Offered classes on how to use a pedometer in coordination with Norman Regional Hospital.
- Sponsored county-wide Walk For Health.
- Assessed communities' health.
- Investigated innovative community programs.

- Recruited new partners.
- Supported policy changes to decrease nicotine addiction.
- Advocated for comprehensive school health programs in Norman Public Schools.
- Participated in National Turning Point Forum.
- Developed plan to establish brand identification for Cleveland County Turning Point.
- Assisted with assessment of children's needs and available community resources.

Outcomes

- Presented survey information to group.
- Presentation of Norman issues by stakeholders.
- Adopted bylaws, mission, and vision statements.
- Increased community awareness of benefits of walking.
- Developed Turning Point Logo.
- Partnership conducted Community Health Needs Assessment.
- Partnership prioritized health issues.
 - Physical Activity
 - Clean Indoor Air
 - Children's Issues
- Development of Survey to assist with establishing a master trails and recreation plan for Norman.
- Partnered with child advocacy groups to establish a "Success by Six" plan to increase day care quality.
- Partnership reflects broad community participation.
- Routine attendance of 30 members.
- Drafted resolution regarding comprehensive school health programs.
- Implemented "Get Cleveland County Moving Campaign," a year-long walking initiative.
- Weekly news article in Norman Transcript related to local health issues.

Future Plans

- Expand the partnership.
- Do marketing and public relations.
- Increase participation in walk for health.
- Implement strategic plan for health improvement.
- Advocate for system change through a slate of policy issues that pertain to public health priorities.
- Support \$1.00 increase in cigarette excise tax.
- Support elimination of pre-emption.
- Reduce initiation of tobacco use among children and adolescents.

- Increase the proportion of persons age 2 and over who consume at least two daily servings of fruit, six daily servings of grain products, and three daily servings of vegetables.
- Increase the number of worksites that offer nutrition and weight management classes.
- Establish two workplace wellness programs per year.
- Increase the proportion of persons with diabetes whose condition has been diagnosed, and those with diabetes who have at least on HgA1C.
- Increase the proportion of adults with diabetes who have annual dilated eye exam.
- Develop Cleveland County Turning Point Web site.
- Increase proportion of adults who engage regularly in moderate physical activity.

Participants

- CASA
- Cleveland County Health Department
- Center for Children & Families
- Department of Human Services
- Griffin Memorial Hospital
- Health for Friends
- Healthy Start

- LINK Norman
- Local physicians
- Mental Health Services
- N.P.H.O.
- NAIC
- Neighborhood Centers
- Norman Chamber of Commerce
- Norman City
- Norman Prevention Coalition
- Norman Public Schools
- Norman Radiology
- Norman Regional Hospital
- Norman Transcript
- Oklahoma State Department of Health Turning Point staff
- Oklahoma University Medical Center
- Oklahoma State University Cooperative Service
- Rural Electric Cooperative Association
- Sarkey Foundation
- Social Service Coordinating Council
- Teen Parenting Program
- Thunderbird Club House
- University of Oklahoma