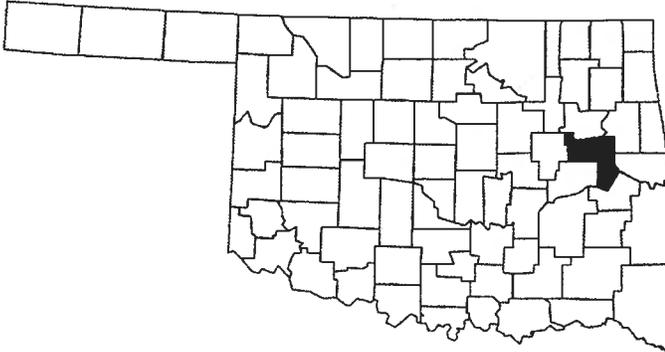


MUSKOGEE COUNTY

MUSKOGEE COUNTY TURNING POINT

Established in October 2000



The Muskogee Turning Point Partnership was one of the first new partnerships following the original three community Turning Point pilot sites. As with many new health initiatives the community responded as the coalition began its planning process. As the coalition began to produce programs that the community saw as successful new enthusiasm was generated and participation increased. Key successes include completing and distributing 10,000 health resource directories, hosting a town hall meeting for Covered the Uninsured Week in March of 2003, and having huge community participation in the What This Weigh campaign.

Activities

- Initially engaged in a public awareness campaign to educate the local community on pressing health issues.
- Three committees were formed to address the concerns identified by the partnership: Healthy Lifestyles, Medical Access, and Methamphetamine Intervention.
- Healthy Lifestyles Committee's focus is on decreasing tobacco use by working with existing SWAT groups and with the State Health Department Tobacco Use Prevention Service. Plans are underway to use the Medical Alliance's statewide "Extinguisher Program" in the middle schools.
- Medical Access Committee conducted a community assessment on medical strengths and weaknesses. They developed a resource and referral list. They are also working with the local media to create a calendar that will be available to the community.

- Methamphetamine Intervention Committee identified areas of concern including health and safety issues, law enforcement and education/prevention issues. They participated with the Oklahoma Bureau of Narcotics and Dangerous Drug Control as a presenter.
- Participated in the Walk This Weigh pilot kick-off on October 2, 2003.

Outcomes

- Approximately 75 members of the coalition.
- Made two presentations concerning the drug issue.
- Many of the fore mentioned activities are ongoing for next year.
- A video on meth was developed to help with community education.
- Developed of a speaker's bureau.
- Developed of a prevention-training program for classroom teachers.
- Distributed approximately 10,000 health resource guides.
- Hosted a town hall meeting for Covered the Uninsured Week in March 2003. The local cable station aired the event and well over 50 people attended.
- Hosted Senior Health Fitness Day in May 2003.
- Approximately 1,700 adults and students are participating in the Walk This Weigh initiative.

Participants

- Muskogee County Health Department
- Muskogee Parks and Recreation
- Department Human Services
- Muskogee Regional Medical Center
- State Legislator
- Local businesses
- Chamber of Commerce
- Muskogee Schools
- Bacone School of Nursing