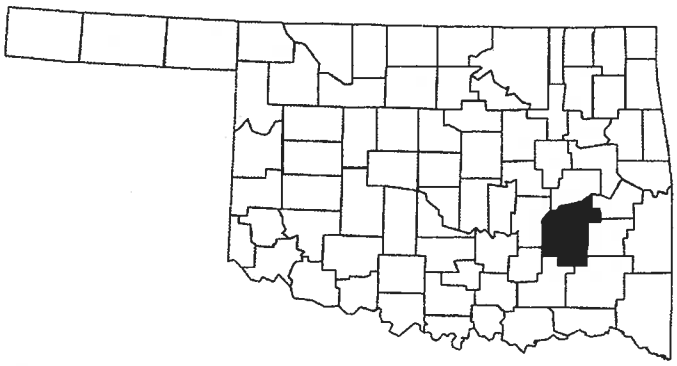
PITTSBURG COUNTY
SOUTHEAST TOBACCO-FREE OKLAHOMA COALITION

Established in September 1999—Affiliated with Turning Point in 2002



The SouthEast Tobacco-Free Oklahoma coalition was founded in September 1999. The Oklahoma State Health Department had received grant dollars to be used for tobacco prevention in Oklahoma and Pittsburg was one of five counties chosen to receive money to implement a tobacco prevention program. The purpose of forming the coalition was to have community input into the goals and activities implemented to curb tobacco use in the area. The group has continued to focus on these areas: preventing youth initiation to tobacco use, promoting cessation among youth and adults and preventing exposure to secondhand smoke. SETFOC is a very dedicated group of people from all areas of the community working to create a healthier Pittsburg County by reducing tobacco use.

Activities

- Participated in area health fairs and resource fairs.
- Partnered with Students Working Against Tobacco (SWAT) and other community groups to sponsor events for Great American Smokeout, World No Tobacco Day and Kick Butts Day yearly for four years.
- Sponsored local billboards with anti-tobacco messages.
- Partnered with the American Cancer Society to sponsor spit tobacco speaker, Rick Bender, to present to county schools.
- Held public forum.
- Sponsored educational programs for county schools.
- Counter-sponsored local rodeo event.
- Gave tobacco retailers information on sales to minors.
- Implemented BreatheEasy initiative to encourage more smoke free public places.
- Provided information and technical assistance to county schools and municipalities for tobacco policy change.
- Partnered with local radio and newspaper to sponsor educational media campaigns.
- Educated community members through local radio talk show.

Outcomes

- Conducted community needs assessment.
- Conduct the Youth Tobacco Survey in county schools.
- Partnerd with local radio and newspaper to sponsor educational media campaigns.
- Held public education forum yearly for four years.

Future Plans

- Expand the partnership.
- Increase the number of smoke-free public places.
- Increase number of restaurants with smoke-free policies.
- Encourage and publicly recognize tobacco policy change.
- Raise public awareness about the need for comprehensive tobacco prevention funding.
- Educate the community on the new Smoking in Public Places Law.
- Provide education about the new Oklahoma Tobacco Helpline to community members and medical professionals.
- Continue to provide programs and education in schools.
- Continue to sponsor events for Great American Smokeout, World No Tobacco Day, and Kick Butts Day.
- Help with statewide tobacco prevention strategic plan.
- Develop a two year strategic plan.

Participants

- McAlester Regional Hospital
- American Cancer Society
- The Oaks/SICA
- The Oaks/Area Prevention Resource Center
- OSDH Turning Point staff
- Healthy Community Council
- OSU Cooperative Extension Service
- Choctaw Nation
- Carl Albert Mental Health Center
- McAlester News Capital & Democrat
- McAlester Radio
- Students Working Against Tobacco (SWAT)
- OSDH Tobacco Use Prevention Service
- Oklahomans for Independent Living
- Pittsburg County Health Department
- Pittsburg County restaurant owners
- KJAX Productions
- Pittsburg County District Attorney
- Pittsburg County Public School Systems
- Community members at large