

Cleveland County Community Health Improvement Plan

Year 1 Progress Brief, March 2013

PRIORITY AREA – TOBACCO USE PREVENTION

Objectives:

By 2016, reduce Cleveland County's adult smoking rate from 21.6% (BRFSS 2007-2009) to 20.0%

By 2016, reduce tobacco use in Cleveland County from 21.4% to 20.0%

By 2016, increase annual average utilization of the Oklahoma Tobacco Helpline in Cleveland County from 139.75 to 150.0

Results:

Cleveland County's adult smoking rate has been reduced from 21.6% to 19.7% (BRFSS 2008-2010)

Cleveland County annual average utilization of the Oklahoma Tobacco Helpline increased to 147.3 (OK Tobacco Helpline 2012)

Successes:

- Continued to expand and maintain SWAT Programs in middle and high schools
- Increased from 4 to 5 the number of schools with a 24/7 tobacco policy
- Increased the number of 5 A's Tobacco Cessation Counseling Program training with healthcare providers
- Increased the number of workplaces from 0 to 6 with a tobacco free policy
- Increased the number of communities with tobacco free park/city owned property ordinances from 2 to 3
- Increased the number of media pieces that promote tobacco prevention

PRIORITY AREA – OBESITY REDUCTION

Objectives:

By 2016, reduce Cleveland County's obesity rate from 28.4% (BRFSS 2007-2009) to 27%.

By 2016, increase Cleveland County's fruit and vegetable consumption from 16.1% to 20.0%

By 2016, increase Cleveland County's physical activity percent from 73.7% to 76.0%

Results:

Cleveland County's obesity rate has been reduced from 28.4% to 27.5% (BRFSS 2008-2010)

The Norman Public School District Elementary School overweight or obesity rate dropped from 31.5% in 2011 to 30.25% in 2012.

Successes:

- Increased the number of certified healthy businesses, schools, restaurants, campuses, and communities from 33 in 2011 to 45 in 2012
- Increased from 0 coalition members addressing nutrition and fitness to 25 in 2012
- Increased media pieces placed addressing nutrition and fitness
- Hosted the 1st Cleveland County Nutrition and Fitness Community Forum with Sherrie Coale as guest speaker and over 75 attendees

PRIORITY AREA – CHILDREN'S HEALTH

Objectives:

By 2016, reduce Cleveland County's infant mortality rate from 6.3 (OK2SHARE, Vital Statistics 2003-2007) to 6 per 100,000 population.

By 2016, reduce sleep-related

By 2016, increase Cleveland County's immunizations < 3 years from 70.9% to 75.0%

By 2016, increase car seat checks completed

Results:

Cleveland County's infant mortality rate has reduced from 6.3 to 5.6 (OK2SHARE, Vital Statistics 2005-2009 per 100,000 population)

Between the years of 2010 and 2011, sleep related deaths have decreased from 5 to 3.

Successes:

- Performed infant death case reviews
- Provided 5 car seat check events through coalition partnerships
- Hired an oral health educator to provide dental health education in Cleveland County schools
- Hosted a professional development immunization awareness luncheon
- Participation in Buzzer Beater Program to bring children up to date on immunizations

Cleveland County Community Health Improvement Plan

Year 1 Progress Brief, March 2013

PRIORITY AREA – TOBACCO USE PREVENTION

Strategies for 2013:

- Identify and train 4 advocates in Cleveland County who will advocate for local clean indoor air ordinances or laws that meet the provisions of the Oklahoma Smoking in Public Places and indoor Workplaces Act.
- Increase to 6 the number of Cleveland County school districts to pass the 24/7 tobacco free school policy.
- Increase by 2 the number of health care providers in Cleveland County that adopt the 5 A's Tobacco Cessation program approach as standard intake.
- Increase by 5 the number of tobacco-free worksites in Cleveland County
- Increase by 5 the number of earned media pieces that expose the practices of the tobacco industry delivered by coalition spokespersons.
- Train and maintain at least 10 SWAT teams in Cleveland County

PRIORITY AREA – OBESITY REDUCTION

Strategies for 2013:

- Increase from 0-2 the number of total nutrition policies adopted by worksites without food service.
- Increase from 0 to 1 the number of total nutrition policies adopted by school districts.
- Increase from 0 to 1 the number of total nutrition policies adopted by after-school programs.
- Increase by 2 the number of municipalities that have an ordinance or legal code supporting elements of the policy checklist.
- Increase from 0 to 2 the number of communities with an ordinance or legal code that ensures equal consideration for the safety and mobility of all users within all transportation systems in Cleveland County.
- Increase from 0 to 2 the number of total physical activity policies adopted by worksites.
- Increase from 0 to 1 the number of total physical activity policies adopted by school districts.
- Increase from 0 to 4 earned media pieces delivered by coalition spokespersons on the importance of healthy eating and physical activity.
- Increase by 2 the number of key opinion leaders in Cleveland County who are committed to advocating for healthy communities.

PRIORITY AREA – CHILDREN'S HEALTH

Strategies for 2013:

- Increase by 7% Cleveland County immunization rates for 4:3:1:3:3:1:4.
- Train 5 coalition members in Community Immunity process.
- Hold 1 professional education opportunity for Cleveland County immunization healthcare providers.
- Participate in at least 5 car seat events in Cleveland and/or McClain County.
- Increase the number of certified car seat technicians
- Promote car seat events with at least 5 different media venues.
- Increase number of car seats checked/installed by 10%.
- Provide safe sleep education by participating in at least 2 community events for new parents.
- Implement marketing campaign to educate the public on risky behaviors that lead to infant injury and death