

# Cleveland County Community Health Improvement Plan Year 2 Progress Brief, March 2014

## PRIORITY AREA – TOBACCO USE PREVENTION

### Objectives:

By 2016, reduce Cleveland County's adult smoking rate from 21.6% (BRFSS 2007-2009) to 17.9%

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

By 2016, increase annual average utilization of Registered Callers to 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 20.3% (BRFSS 2012 Estimate)

Cleveland County annual average utilization of the Oklahoma Tobacco Helpline decreased from 147.3 in 2012 to 100.4 in 2013 (OK Tobacco Helpline 2013)

### Successes:

- Continued to expand and maintain SWAT Programs in middle and high schools
- Lexington, Moore, and Norman have added language to prohibit e-cigarettes on their school campuses
- Increased the number of workplaces from 6 to 7 with a tobacco free policy
- Moore and Norman have a smoke free park/city owned property ordinance
- Lexington and Noble have a tobacco free park/city owned property ordinance
- 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 26.9%.

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% (BRFSS 2005-2010)

### Results:

Cleveland County's obesity rate has increased from 28.4% to 30.0% (BRFSS 2012 Estimate)

Cleveland County's fruit consumption percent is 48.5%, Cleveland County's vegetable consumption is 24.8% (BRFSS 2012 Estimate)

Cleveland County's physically active adult rate has increased from 73.7% to 77.2% (BRFSS 2012 Estimate)

### Successes:

- Increased the number of certified healthy businesses, schools, restaurants, campuses, and communities from 45 in 2012 to 81 in 2013
- Increased the number of worksite wellness policies from 0 to 1
- Sectors of the coalition were selected to serve on the National Leadership Academy for the Public's Health
- Hosted the 2<sup>nd</sup> Annual Cleveland County Nutrition and Fitness Community Forum with over 100 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 5.6 per 100,000 population.

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

By 2016, increase the number of car seat checks completed

### Results:

Cleveland County's infant mortality rate has increased from 6.3 to 7.7 (OK2SHARE, Vital Statistics 2008-2012 per 100,000 population)

Cleveland County's immunization rate has increased from 70.9% to 72% in 2013

Cleveland County has increased from 31 to 67 car seat checks completed in 2013

### Successes:

- Hosted a successful panel discussion "Vaccines: Just the Facts. How to talk to parents about vaccines"
- Educated over 500 healthcare providers on immunizations through various visits, health fairs, discussions and presentations
- Trained 2 coalition members in Community Immunity process
- Participation in Buzzer Beater Program to bring children up to date on immunizations

# Cleveland County Community Health Improvement Plan

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### PRIORITY AREA – TOBACCO USE PREVENTION

#### Strategies for 2014:

- Increase by 2 the number of communities in Cleveland County that have adopted an ordinance or policy designating all indoor and/or outdoor city-owned/operated property tobacco-free and/or smoke-free
- Increase by 3 the number of multi-unit housing complexes in Cleveland County that have adopted a policy designating the entire complex smoke-free and/or designating at least one residential building as smoke-free
- Increase by 2 the number of school districts and/or private schools in Cleveland County that have adopted a 24/7 tobacco-free campus policy including e-cigarettes
- Increase by 3 the number of worksites that have adopted a policy designating their indoor and outdoor worksite property and off-site events tobacco-free and/or policy
- 6 coalition spokespersons or community partners will generate a minimum of 7 published advocacy centered earned media pieces that expose tobacco industry practices in Cleveland County

### PRIORITY AREA – OBESITY REDUCTION

#### Strategies for 2014:

- Increase from 1 to 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 from 0 to 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 schools that have a joint use policy to allow the community to encourage physical activity and utilize their property and equipment
- Increase from 1 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

### PRIORITY AREA – CHILDREN’S HEALTH

#### Strategies for 2014:

- Participate in at least 5 car seat events in Cleveland County
- Increase the number of certified car seat technicians
- Promote car seat events with at least 5 different media venues
- Implement marketing campaign to educate the public on risky behaviors that lead to infant injury and death
- Increase the amount of school physical providers offering immunizations from 0 to 1
- Increase providers entering private immunization doses from 10 to 15 providers by December 2014
- Engage more local providers/partners & parents in coalition activities by: Holding 2 professional education opportunities for county healthcare providers before October 2014