

Shape your future

Cleveland County
Health Department



COMMUNITY HEALTH IMPROVEMENT PLAN

Cleveland County, Oklahoma

January 2012



Creating
a State
of Health

<http://cleveland.health.ok.gov>

www.shapeyourfutureok.com

Cleveland County Turning Point Meeting, May 6, 2014
Amanda James, Health Education Supervisor

Mobilizing for Action through Planning & Partnerships (MAPP)

- The Cleveland County Turning Point Coalition along with community partnerships participated in a year long assessment process
- The committee conducted 4 assessments to look at health status, community assets, the local public health system, and forces of change
- The group summarized the 4 assessment findings to prioritize goals and strategies for the county
- The action cycle begins



Priority Area-Tobacco Use Prevention

Objectives & Results:

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

Cleveland County's adult smoking rate has been reduced from 21.6% to 20.3% (BRFSS 2012 Estimate)

By 2016, reduce tobacco use in Cleveland County from 21.4% to 20.0%
No Current Data

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

Cleveland County annual average utilization of the Oklahoma Tobacco Helpline decreased from 139.75 to 100.41 (OK Tobacco Helpline 2013)



Tobacco Prevention-Successes

- Continued to expand and maintain SWAT Programs in middle and high schools
- Lexington, Moore, and Norman have added language to prohibit e-cigarettes from 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



Priority Area-Obesity Reduction

Objectives & Results:

By 2016, reduce Cleveland County's obesity rate from 28.4% (BRFSS 2007-2009) to 26.9%.

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

The Norman Public School District Elementary School overweight or obesity rate dropped from 31.5% in 2011 to 30.25% in 2012 and increased to 31.3% for the 2013-2014 school year

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

Cleveland County's fruit consumption is 48.5%, Cleveland County's vegetable consumption is 24.8% (BRFSS 2012 Estimate, reported less than 1 serving per day)

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

Cleveland County's physical activity percent has increased from 73.7% to 77.2% (BRFSS 2012 Estimate)

Obesity Reduction-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 2nd Annual Cleveland County Nutrition and Fitness Community Forum with over 100 attendees



Priority Area-Children's Health

Objectives & Results:

By 2016, reduce Cleveland County's infant mortality rate from 6.3 (OK2SHARE, Vital Statistics 2003-2007) to 5.6 per 100,000 population.

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

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

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

By 2016, increase car seat checks completed

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



Children's Health-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



CHIP Revisions

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

By 2016, increase average utilization of the Oklahoma Tobacco Helpline in Cleveland County from 139.75 to 150.

Current-100.41

By 2016, reduce Cleveland County's obesity rate from 28.4% to 26.9%.

Current: 30%

By 2016, increase Cleveland County's fruit consumption rate from 48.5% to 50%.

By 2016, increase Cleveland County's vegetable consumption rate from 24.8% to 27%.

By 2016, increase Cleveland County's physical activity percent from 73.7% to 76%.

Current-77.2%

National Average-77.1%

HP 2020 Goal-67.4%

THANK YOU!!

To join our efforts to improve the health of
Cleveland County please contact:

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