Substance Abuse
Alcohol, tobacco, and other drug use negatively impact the health of residents in Comanche County. The use of these substances is associated with poor health outcomes and increased health care costs (HHS, 2014; HHS, 2016). The cost of healthcare due to smoking alone in Comanche County has been estimated to be $480.4 million (CDC, 2002). Sadly, issues related to alcohol, tobacco, and drug misuse are not isolated to adults; youth are also adversely impacted. To improve outcomes on substance abuse issues in Comanche County, existing resources were identified. The Alcohol, Tobacco, and Other Drug Work Group has been separated into three sub-committees, each focusing on a different piece of the puzzle.

Alcohol
Alcohol use presents a challenge within Comanche County. Adult chronic or heavy drinking and adult binge drinking percentages are higher for the county than for the state of Oklahoma (Behavioral Risk Factor Surveillance System, 2003-2009). The purchase and consumption of alcohol by individuals under the age of 21 is even more concerning. According to the 2014 Oklahoma Prevention Needs Assessment (OPNA), the percentage of Comanche County 6th, 8th, and 10th graders that reported ever having consumed alcohol was greater than the state percentages for each grade in 2014. The percentage of 12th graders ever having consumed alcohol in Comanche County was the same as the state, at 66.2% (OPNA, 2014). The ease with which youth may purchase alcohol from restaurants, bars, and liquor stores is referred to as “retail availability”. In 2015, reported alcohol sales to minors were 26% (WMPN, 2016). In addition to retail availability, social availability also poses a challenge. Over 25% of students in 6th, 8th, 10th, and 12th grade reported obtaining alcohol from home with a parent’s permission (OPNA, 2014). Underage drinking is associated with an increased risk of school and social problems, unintentional injury, and heavy drinking later in life (HHS, 2007). Reducing underage consumption would have multiple benefits on an individual and societal level.

Combining Resources
The Wichita Mountains Prevention Network (WMPN) has volunteered to take the lead on efforts concerning alcohol. The WMPN works closely with the Lawton Ft. Sill Community Coalition (LFSCC), which is a diverse coalition comprised of multiple local and state organizations. The LFSCC Community Advocates for Sober Teens (CAST) will serve as the work group for preventive efforts concerning alcohol. Efforts will be focused around advocacy, policy work, and enforcement. By working to decrease both social and retail availability of alcohol, the coalition hopes to ultimately reduce the burden of underage drinking in Comanche County.

Tobacco
Tobacco use was identified as a priority for Comanche County in 2010, under the previous Community Health Improvement Plan. During this time, the youth smoking rate decreased as did the adult prevalence rate. All school districts implemented a 24/7 tobacco-free policy, as well as the City of Lawton. Large businesses throughout the county adopted tobacco-free policies during this time (Comanche County Community Health Assessment, 2015).
Although advances have been made, much work remains. Tobacco-related morbidity and mortality still threaten the lives of citizens in Comanche County. The leading causes of death are heart disease, cancer, and chronic lower respiratory disease (State of the State, 2014).

The prevalence of smoking for adults remains above the state and national averages. (RWJ County Rankings). Thus, a multi-faceted approach will be needed to further reduce tobacco use over the next five years.

**Healthy Living**

The Comanche County Memorial Hospital TSET Healthy Living Program has volunteered to take the lead on efforts concerning tobacco use and prevention. The Healthy Living Program Advisory Committee is working to advance these efforts. The Healthy Living Program Advisory Committee consists of key stakeholders committed to promoting health and well-being throughout Comanche County. Beyond providing resources for current smokers, strategies will be enacted to prevent youth from becoming new users. Creating and updating tobacco-free policies will reduce the burden of second-hand smoke in Comanche County.

Through evidence-based prevention strategies and policy work, efforts will be made to ensure that Comanche County residents can “breathe easy” throughout the day.

**Prescription Drug Abuse**

Prescription drug abuse is an emerging threat to the health and safety of Comanche County residents. The misuse of prescription drugs are increasingly recognized as problematic throughout the country, and Comanche County is no exception.

Per SAMHSA 2015 National Survey on Drug Use and Health (NSDUH) questionnaire, misuse of prescription psychotherapeutic drugs is second only to marijuana as the nation’s most prevalent illicit drug use issue. Misuse was redefined in 2015 as use in any way not directed by a doctor, including use without a prescription of one’s own; use in greater amounts, more often, or longer than told to take a drug; or use in any other way not directed by a doctor.

**Prescription Drug Mailbox**

The Oklahoma Bureau of Narcotics (OBN) has installed prescription drug drop boxes at the Comanche County Sheriff’s Department and Lawton Police Department. Anyone with expired prescriptions can bring them to either location, drop them in the box, which looks similar to a United States Post Office box, and feel confident the drugs will be destroyed.

**Changes to the Prescription Monitoring Program in Oklahoma**

Alina Istrate, OBN Prescription Monitoring Program Educator as part of an ongoing initiative by the Oklahoma Bureau of Narcotics (OBN) to enhance the PMP’s capabilities, beginning as of November 1, 2014, OBN began sharing dispensary information with neighboring states, including Kansas, Arkansas, Texas, New Mexico, and Colorado. Data sharing is subject to the terms and conditions established by each state. The Prescription Monitoring Program (PMP) is a statewide electronic system that collects data on all controlled substances dispensed in Oklahoma. Data are collected in real time, allowing system users to review dispensary information from around the state. Dispensary information from the PMP is used by physicians, pharmacists, law enforcement, and regulatory boards to reduce prescription drug abuse.

The Crime in Oklahoma report for 2014 (available online) reported

Drug and alcohol related arrests made up approximately 21% of all arrests for Comanche County in 2014.
After marijuana and alcohol, the most common drugs teens are misusing or abusing are prescription medications. After 12-17 year olds abuse prescription drugs more than ecstasy, heroin, crack/cocaine and methamphetamines combined.

Smoking kills more Oklahomans than alcohol, auto accidents, AIDS, suicides, murders, and illegal drugs combined.

One in five teens (20%) who have abused prescription drugs did so before the age of 14.

10 Drug poisoning deaths in Comanche County

26

Comanche County Community Health Improvement Plan 2015-2020

Substance Abuse

$3,300.00 Per Person in Comanche County health care costs for Tobacco Use

43% Alcohol-impaired driving deaths in Comanche County

47% Agree "Alcohol-impaired driving deaths in Comanche County"

43% Alcohol-impaired driving deaths in Comanche County

25

Substance Abuse

Drug poisoning deaths in Comanche County

12-17 year olds abuse prescription drugs more than ecstasy, heroin, crack/cocaine and methamphetamines combined.

18% is the rate of Excessive drinking in Comanche County

Oklahoma Tobacco Helpline 1-800-Quit Now (1-800-784-8669), OKhelpline.com

One in five teens (20%) who have abused prescription drugs did so before the age of 14.

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Comanche County Survey Result

60.9% Disagree "Prescription medications are locked up"

59% Agree "Drug abuse is one of the 3 biggest risky behaviors"

47% Agree "Alcohol abuse is one of the 3 biggest risky behaviors"

7% Agree "Alcohol is one of the 3 most common ways to manage stress"

23% Disagree "They were aware of the Social Host Law"

http://socialhost.drugfree.com

21% Agree "Tobacco use is one of 3 biggest risky behaviors"

91% Disagree "They are aware of anyone serving alcohol to minors"

Source: Comanche County Health Assessment Appendix F

“Prescription Subcommittee Key Stakeholders”

Lawton Police Department, Sheriff’s Department, District Attorney’s Office, Public Defender, Comanche County Juvenile Services Unit, Office of Juvenile Affairs (Custody Youth/Non-Secure and Secure Placements), Juvenile Court, Victim Services, Lawton Public Schools Police Department, Premier Behavioral Health Counseling, Marie Detty Youth and Family Services, Department of Criminal Justice & Sociology, Cameron University, Comanche County Health Department, Way Station Outreach, Unity Lawton, Galilee Missionary Baptist Church, The Next Step Program, Jim Taliaferro Community Mental Health Center and Individuals not affiliated with a particular organization
“Alcohol Subcommittee Key Stakeholders”

Department of Corrections, TSET, WMPN, Lawton Police Department-Community Oriented Policing (COP), Fort Sill Army Substance Abuse Program (ASAP), ABLE, OSDH Office of Partnership Engagement, Marie Detty, Next Step, Comanche Nation IAMNDN, ODMHSAS, CAST, Premier Behavioral Health and Individuals not affiliated with an organization

“Tobacco Subcommittee Keystakeholders”

Healthy Living Advisory Council (formerly known as the Southwest Tobacco Free Oklahoma Coalition), Fit Kids of Southwest Oklahoma, Comanche County Memorial Hospital, Comanche County Health Department, The many school districts, businesses, organizations and city governments that continue to put community health first, and Individuals not affiliated with an organization
Comanche County Health Improvement Plan 2015 – 2020

Core Measures & Objectives: Alcohol

**Goal 1:**
Decrease social availability of alcohol for underage youth.

**Strategy 1:**
Advocacy: Increase community awareness of the Oklahoma Social Host Law. Conduct a public information campaign to deter adults from hosting parties and providing alcohol to minors. Disseminate information through media advocacy on social host to educate community members of the law.

**Strategy 2:**
Laws/Policies: Increase law enforcement knowledge of the statewide Social Host Law. Educate local law enforcement and the judicial system about social host.

**Goal 2:**
Decrease retail availability of alcohol for underage youth.

**Strategy 1:**
Advocacy: Build community support and recognition through media for retailers, law enforcement, and members of the judicial system who are being proactive in reducing alcohol retail availability to underage youth.

**Strategy 2:**
Laws/Policies: Increase the number of retailer memorandum of understanding for server trainings in Comanche County, and talk with city officials about mandatory Responsible Beverage Sales and Service Training (RBSST). Increase the number of retailers and servers that have completed RBSST.

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By 2020, reduce the percentage of Comanche County students in 6th, 8th, 10th and 12th grades that state they obtained alcohol from home with parent’s permission by 5%.

Reduce the number of alcohol sales to minors from 26% to 20% in 2020.

By 2020, reduce Comanche County’s reported rate of poor mental health days from 4.3 to 4.1.

Workplan

Intentionally left blank

Intentionally left blank

Intentionally left blank
STRATEGY 3:
Enforcement: Decrease the number of youth that obtain alcohol from home with parent’s permission. Conduct Social Host Party Patrols.

STRATEGY 3:
Enforcement: Conduct Alcohol Compliance Checks to reduce the number of alcohol sales to minors. Increase the number of local businesses that participate in Cops N Shops (shopping with a police officer) to deter youth from attempting to purchase alcohol.

This will be measured as reduction from baseline of 39.1% of 6th graders, 27.7% of 8th graders, 29% of 10th graders, and 25.3% of 12th graders (2014 OPNA) to 34.1% of 6th graders, 22.7% of 8th graders, 24% of 10th graders, and 20.3% of 12th graders (2018 OPNA).

This will be measured using WMPN data from FY2015 and FY2019.
Strategy 1:
Increase the number of communities that have strong policies prohibiting tobacco use on their properties from two to five by 2020.

Strategy 2:
Increase the number of worksites that have adopted strong policies prohibiting tobacco use on their properties from 1 to 16 by 2020.

Strategy 3:
Increase the number of organizations that have policies in place prohibiting tobacco use on their properties by 20 by 2020.

Goal 1:
Protect against exposure to secondhand smoke by creating and strengthening policies that prohibit tobacco use.

Goal 2:
Prevent youth and young adults from using tobacco.
**Strategy 4:**
Increase the number of schools that have adopted strong policies prohibiting tobacco use on their properties from 2 to 8 by 2020.

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1. This will be measured by Behavioral Risk Factor Surveillance System (BRFSS) data for Comanche County, reported by the Oklahoma State Department of Health for 2015 (baseline) and 2019.
2. This will be measured by Oklahoma Prevention Needs Assessment (OPNA) data for Comanche County for 2014 (baseline) and 2018.
3. "Strong Policy" refers to a policy also prohibiting e-cigarettes and vapors, 24/7 on all owned and leased property.
Drugs

Goal 1:
Change social norms/perceived seriousness of prescription drug misuse and abuse in Comanche County.

Strategy 1:
Partner with local media to educate adult residents on the risks associated with prescription drug misuse and abuse.

Strategy 2:
Educate middle and high school students about harm and risks associated with prescription drug misuse and abuse.

Goal 2:
Increase safe storage of prescription drugs to deter access by those without a prescription.

Strategy 1:
Promote and educate about proper storage of prescription drugs.

Strategy 2:
Increase access to means of safe storage in populations identified as having high risk of prescription theft and limited ability to safely store medications.

Goal 3:
Increase proper disposal and/or proper destruction of prescription drugs.

Strategy 1:
Promote and educate about proper disposal and/or proper destruction of prescription drugs.

Strategy 2:
Increase access to means of proper disposal in populations that have limited ability to safely dispose of unused medications.

Core Measures & Objectives:

Reduce the percentage of 10th and 12th grade students that report using prescription drugs without a prescription in the past 30 days from 12.8% and 12.1% (2014) to 78% and 7.1% respectively by 2020.

Increase the percentage of individuals that report securely storing their prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Increase the percentage of individuals that report properly destroying and/or disposing of their old prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Goal 1:
Change social norms/perceived seriousness of prescription drug misuse and abuse in Comanche County.

Goal 2:
Increase the percentage of individuals that report properly disposing of prescription drugs without a prescription by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Goal 3:
Increase the percentage of individuals that report properly disposing of prescription drugs without a prescription by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

By 2020 reduce Comanche County’s reported rate of poor mental health days from 4.3 to 4.1, when now known.

Reduce the percentage of 10th and 12th grade students that report using prescription drugs without a prescription in the past 30 days from 12.8% and 12.1% (2014) to 78% and 7.1% respectively by 2020.

Increase the percentage of individuals that report securely storing their prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Increase the percentage of individuals that report properly disposing of their old prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

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Change social norms/perceived seriousness of prescription drug misuse and abuse in Comanche County.

Goal 2:
Increase the percentage of individuals that report securely storing their prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Goal 3:
Increase the percentage of individuals that report properly disposing of their old prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Workplan

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Core Measures & Objectives:

Drugs

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Change social norms/perceived seriousness of prescription drug misuse and abuse in Comanche County.

Strategy 1:
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Educate middle and high school students about harm and risks associated with prescription drug misuse and abuse.

Goal 2:
Increase safe storage of prescription drugs to deter access by those without a prescription.

Strategy 1:
Promote and educate about proper storage of prescription drugs.

Strategy 2:
Increase access to means of safe storage in populations identified as having high risk of prescription theft and limited ability to safely store medications.

Goal 3:
Increase proper disposal and/or proper destruction of prescription drugs.

Strategy 1:
Promote and educate about proper disposal and/or proper destruction of prescription drugs.

Strategy 2:
Increase access to means of proper disposal in populations that have limited ability to safely dispose of unused medications.

Core Measures & Objectives:

Reduce the percentage of 10th and 12th grade students that report using prescription drugs without a prescription in the past 30 days from 12.8% and 12.1% (2014) to 78% and 7.1% respectively by 2020.

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Increase the percentage of individuals that report properly disposing of their old prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Goal 1:
Change social norms/perceived seriousness of prescription drug misuse and abuse in Comanche County.

Goal 2:
Increase the percentage of individuals that report securely storing their prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].

Goal 3:
Increase the percentage of individuals that report properly disposing of their old prescription medications by 5% from 2016 to 2020 [baseline data needed being gathered by survey].
**Goal 4:**
Increase awareness about naloxone availability and the benefits of naloxone in opioid overdose.

**STRATEGY 1:**
Collaborate with the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) to provide local trainings about naloxone.

**STRATEGY 2:**
Partner with local media to increase awareness about naloxone and its role in reversing the effects of opioid overdose.