Community Health Improvement Plan
Canadian County

2015
Community Contributors

Canadian County Board of Health
Canadian County District Attorney’s Office
Central Communities Health Access Network
Canadian County Health Department
Canadian County Juvenile Bureau
Canadian County Systems of Care (Red Rock)
Cheyenne and Arapaho Tribes
City of Piedmont
City of Yukon
Children’s Justice Center
Darlington Public School
El Reno Chamber of Commerce
El Reno Carnegie Library
El Reno Public Schools
El Reno Tribune
EquiBalance
Evolution Foundation
Girl Scouts of Western Oklahoma
Indian Health Services
Integris Canadian Valley Hospital
Mercy Hospital El Reno
Mustang Public Schools
Northwest Area Health Education Center
Rural Health Projects
Oklahoma City - County Health Department
Fetal and Infant Mortality Review
Oklahoma Commission on Children and Youth
Oklahoma Department of Human Services
Oklahoma Department of Mental Health and Substance Abuse Services Systems of Care
Oklahoma Department of Rehabilitation Services
Oklahoma Family Counseling Services
Oklahoma Family Network
OG&E Energy Corporation
Oklahoma LEND
Oklahoma Health Care Authority
Opportunities Mental Health Services
OU National Center for Disability Education and Training
Red Rock Regional Prevention Coordinator
Redlands Community College
Safe Kids Oklahoma
Smart Start Canadian County
Sooner Success
The Child Abuse Response Team House
Tobacco Settlement Endowment Trust
Communities of Excellence - Tobacco Control
Turning Point
Varangon Academy
Youth and Family Services of Oklahoma
Yukon Public Schools
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The Canadian County Coalition for Children & Families was organized in September 1996, when the District Child Abuse Prevention Task Force, the Oklahoma Commission on Children and youth and the El Reno Early Childhood Task Force combined into one group.

The Coalition currently serves as the “umbrella organization” for a number of programs, including the Task Force on Child abuse Prevention; OCCY Community Partnership Board; Canadian County Caring for Kids (Systems of Care): Sooner SUC-CESS; Smart Start; TSET Tobacco Prevention Grants; and the Red Rock Regional Prevention Coordinator. The coalition provides a forum for networking, sharing of information, professional training and public awareness on issues relating to children.

One of the biggest areas of concern for the Canadian County Coalition for Children and Families has been seeking access to healthcare. The process began in 2006 after coalition members attended a retreat to discuss the issues facing Canadian County residents. From that retreat, an Access to Healthcare Committee was developed with the mission to improve healthcare access for Canadian County residents. From that task force, a next step was to partner with the El Reno Community Clinic since they were already an established 501c3 non-profit organization with similar goals. In 2008, the Access to Healthcare Committee morphed into what is now called the Partnership for Healthy Central Communities (PHCC). The Oklahoma Health Care Authority funded the Health Access Network, now titled the Central Communities Health Access Network (or CC-HAN), in 2011. Since then a fulltime project/care manager has been joined by two part-time RN care managers; two other independent contractors provide IT support services. The CC-HAN has grown to include 22 Providers from six different medical home practices and has a roster of over 3,500 members who are enrolled in the state’s SoonerCare Choice (Medicaid) program. Services provided by the CC-HAN include care management for members with complex health needs, support to the contracted Providers, and various strategies to increase access to care, to improve quality of care, and to address cost reductions.

In 2011 the Coalition held its first Annual Community Baby Shower Fun Day, where participants could gather resources to improve the health of their children. From Tobacco Prevention, SIDS (Sudden Infant Death Syndrome) information, Car Seat Safety, Safe Sleep Methods, Breastfeeding Support Resources to free toys, car seats, baby items, such as swings, highchairs, and even diapers. This event helped provide resources to around 50 participants in order to increase the health of Canadian County Children.

Canadian County was awarded the SPF-SIG grant, which stands for the Strategic Prevention Framework State Incentive Grant. It is funded through Oklahoma Department of Mental Health and Substance Abuse Services. Based on data throughout the region Canadian County was picked as the county of focus and is working on the non-medical use of prescription drugs. Our goal is to reduce opiate overdose deaths by promoting the prescription monitoring program (to reduce doctor shopping) promoting prescription drop boxes, and media advocacy to increase knowledge of the dangers of prescription sharing. So far this year, there has been 3 drop boxes within Canadian County placed in order to take back prescription drugs.

The coalition has agreed to utilize the framework of Mobilizing for Action through Planning and Partnership (MAPP) as a tool to assess the health of Canadian County to strategically plan the activities, initiatives, and objectives that they pursue in order to help create a healthier Canadian County.
Beginning in the fall of 2012, the Canadian County Coalition for Children and Families began engaging the community to assess the health status of county residents. Organizers followed the “Mobilizing for Action through Planning and Partnerships” (MAPP) process. This process involved the following six phases:

1. Partnership Development / Organizing for Success
2. Visioning
3. Four community-based assessments:
   - Community Themes and Strengths
   - Local Public Health System
   - Forces of Change
   - Community Health Status
4. Identify Strategic Issues
5. Formulate Goals and Strategies
6. Action Cycle—Plan, Do, Check, Act

In November 2013, a sub-committee of the Coalition began meeting to fulfill “Phase 4: Identify Strategic Issues.” The data was reviewed and ten elements were identified as having particular importance in Canadian County:

- Child health
- Diabetes
- Heart disease
- Infant mortality
- Mental health/Substance abuse
- Obesity
- Stroke
- Suicide
- Tobacco
- Unintentional injury

Following review and discussion of the ten elements, five priority issues were chosen:

- Child Health
- Heart Disease Prevention
- Mental Health
- Obesity Prevention
- Prevention of Alcohol, Tobacco and Other Drugs

To fulfill “Phase 5: Formulate Goals and Strategies,” the sub-committee developed goals and strategies for addressing the five priority issues. These were taken to the Coalition for review, modification, and approval. The plan that follows is the final product of that process and provides the platform for “Phase 6: Action Cycle.”

While this community health improvement plan provides specific focus for five priority issues, the Canadian County Coalition for Children and Families will not limit its activities to these issues alone.
# Demographics

## 2010 Demographics

<table>
<thead>
<tr>
<th>2010 Demographics</th>
<th>Oklahoma</th>
<th>%</th>
<th>Canadian County</th>
<th>%</th>
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<tr>
<td><strong>Total Population</strong></td>
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<td>115,541</td>
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<tr>
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<td>19 years and under</td>
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<td><strong>Selected Economic Characteristics</strong></td>
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<td>Mean household income (dollars)</td>
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<tr>
<td>Median household income (dollars)</td>
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<td>Mean travel time to work (minutes)</td>
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<td>23.0</td>
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<tr>
<td>Percent unemployed</td>
<td>6.6</td>
<td>X</td>
<td>6.1</td>
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</tbody>
</table>

2010 Census Bureau Report
The community engaged in the MAPP process to conduct community-based assessments from a variety of sources.

- **Partnership Development** - The Canadian County Coalition for Children and Families was organized in September 1996 when the District Child Abuse Prevention Task Force, the Oklahoma Commission on Children and Youth, and the El Reno Early Childhood Task Force combined into one group. Its mission is to improve the quality of life for children, youth, and families through coordination of community services with a focus on child abuse prevention and community health.

- **Four MAPP Assessments** - beginning in the fall of 2012, we conducted the four assessments (Community Health Status Assessment, Community Themes and Strengths Assessment, Forces of Change Assessment, and Local Public Health Systems Assessment). The assessments were completed over a one year period.

- **Identifying Strategic Issues** - After reviewing the assessment data beginning in November 2013, ten elements were identified for closer review and discussion. The priority areas for improvement were selected from these ten elements. The ten elements were: Child Health, Diabetes, Heart Disease, Infant Mortality, Mental Health/Substance Abuse, Obesity, Stroke, Suicide, Tobacco, and Unintentional Injury.
• **Visioning** - This phase was completed in the CHIP planning meetings. Using various vision statements from participating agencies, the group discussed what a healthy Canadian County would look like. The discussion led to a consensus on a single vision statement for the CHIP development workgroups.

• **Identify Strategic Issues** - From the ten elements, the group selected five top priorities to include in the Community Health Improvement Plan. They were: Prevention of Alcohol, Tobacco and Other Drugs; Obesity Prevention; Access to Mental Health; Heart Disease Prevention; and Child Health.

• **Formulate Goals and Strategies** - Once the priorities were selected, the sub-committee formulated goals and brainstormed strategies for addressing the five priority issues. They were taken to the Canadian County Coalition for Children and Families for review, modification and approval.

• **Action Cycle** - With completion of the initial plan, the action cycle begins. Workgroups will meet as necessary to continue planning, implementation, and evaluation. We will work to ensure that organizations, agencies, coalitions, and volunteer groups throughout the county are invited to join this ongoing effort of improving health.

Note: The MAPP tool was developed by NACCHO in cooperation with the Public Health Practice Program Office, Center for Disease Control and Prevention (CDC). A work group composed of local health officials, CDC representatives, community representatives, and academicians developed MAPP between 1997 and 2000.
Situated in west-central Oklahoma, Canadian County lies mostly within the Red Bed Plains, a sub-region of the Osage Plains physiographic region. The county's northwestern corner is situated in the Gypsum Hills. Drained by the North Canadian and the Canadian rivers, which cross the county from northwest to southeast, the county consists of 905.17 square miles of land and water. At the turn of the twenty-first century incorporated towns included Calumet, Mustang, Okarche, Piedmont, Union City, Yukon, and El Reno, the county seat.

Current demographics and the way they change in Canadian County play a major role in determining what resources and services are needed in order to reach a healthier community.

Canadian County is home to approximately 115,541 residents. This represents a 31.7% increase in total population since 2000. This increase in population, over time, could potentially impact health care providers and community resources. The population density per square mile is 126.23. Total population by gender is comprised of 49.5% male and 50.5% female. The following population density graphic is taken from the Community Health Needs Assessment Report by the Institute for People, Place and Possibility:
Public Health Priority Issues

Issue One:

Child Health

According to U.S. Census data, 29.3% of the population of Canadian County is at or under the age of 19. The 2013 Integris Canadian Valley Hospital Survey indicated that of respondents:

- 74.7% reported obesity in children
- 60.3% reported tobacco use among children
- 64.9% reported underage drinking
- 60.4% reported bullying among youth
- drug use among youth was identified as the fourth most important health risk in the community.

The 2011 State of the State’s Health Report indicated infant mortality in Canadian County was 8.2 per 1000 births compared to the state at 8.6 and the U.S. at 6.8, earning Canadian County a grade of “D.” However, the recent release of the 2014 State of the State’s Health Report indicated a rate of 5.4 per 1000 births (a 34% improvement), compared to the state at 7.92 and the U.S. at 6.71, putting Canadian County in the “red” on this report’s dashboard indicator scale.

According to the Kids County Data Center:

- child and teen death rates for ages 15-19 increased 23.4%
- high school dropout rate increased 10.1%
- confirmed child abuse and neglect cases was 226, a rate of 8 per 1000

The Community Health Needs Assessment Report by the Institute for People, Place and Possibility indicated infant mortality at 6.65 per 1000, compared to the state at 7.92 and the U.S. at 6.71, putting Canadian County in the “red” on this report’s dashboard indicator scale.

The 2014 report also indicated 7.6% of babies were born with low birth weight, compared to the state at 8.4 and the U.S. at 8.1, earning a grade of “C.”

The Forces of Change Focus Group identified various tobacco issues and their possible impact on children as a community issue. Specifically, there were concerns that the state law restrictions on tobacco control could contribute to the increased use of e-cigarettes within the smoking population, particularly children. Threats to addressing this issue included: inability to pass preemption legislation at the state level, preventing stricter regulations against use of tobacco and e-cigarettes; the “appeal” of the e-cigarette to youth as another electronic device that is “cool to use.” Opportunities created by this issue included: passing of preemption could lead to stricter regulation that could keep e-cigarettes out of the hands of youth.
Child Health

Objectives:
- By 2019, decrease the number of confirmed child abuse and neglect cases from 321 to 225.
- By 2019, decrease Canadian County infant mortality rate from 5.4 per 100,000 to 5.0 per 100,000.

Strategy 1: Provide and Offer Training
- Increase the number of parenting classes offered in Canadian County
- Provide two trainings to child care workers and daycare center/home staff
- Provide the Risk Watch curriculum to the schools systems for staff and students
- Provide county wide training on importance and impact of child mental health

Strategy 2: Education
- Increase the education and awareness of child mental health, child abuse prevention, and stress management
- Support and/or host child abuse prevention efforts/projects in the month of April
- Educate parents and providers on importance of well child checks and scheduled immunizations
- Educate community on Preparing for a Lifetime Campaign - before, during, and after pregnancy through trainings and/or projects
- Collaborate with community partners to provide a car seat safety event to educate on importance of child safety

Strategy 3: Increase County Wide Communication, Media and Participation
- Increase the number of community members focused on child health to be members of the coalition/infant mental health sub-committee
- Connect and collaborate with providers through newsletters, emails, media and presentations on the child health activities in Canadian County
- Use social media to educate parents of Canadian County on importance of child health and the activities to stay involved in or participate in

Lead Organizations:
- Sooner SUCCESS
- Central Communities Health Access Network
- Canadian County Health Department
- Youth and Family Services—Smart Start
- Department of Human Services
- Oklahoma City-County Health Department, Fetal and Infant Mortality Review (FIMR)
Policy Changes Needed: None

Resources:
- Agencies that serve children
- Community centers
- Library
- Media/flyers
- Hospitals

Barriers:
- Resources
- Lack of local specialists
- Child psychiatry (lack of)
- Poverty
- Teen pregnancy
- Parenting issues
- Domestic violence
- Parents and substance abuse
- Mental health issues
- Language barriers
- Lack of interest from the parents
- Infant mortality-awareness of screening services and what results mean
Heart Disease Prevention

According to the 2014 State of the State’s Health Report, heart disease was the leading cause of death in Canadian County with a rate of 190.1 per 100,000 population, compared to the state at 235.2 and the U.S. at 179.1, earning a grade of “C” for the county.

The 2014 State of the County’s Health Report showed heart disease as the third leading cause of death for ages 35-44; the second leading cause of death for ages 45-54 and 55-64; and the leading cause of death for ages 65+ and for all ages combined.

The Community Health Needs Assessment Report by the Institute for People, Place and Possibility indicated a heart disease mortality rate of 141.18 per 100,000 population, compared to the state at 176.87 and the U.S. at 134.65. The Healthy People 2020 Target rate is 100.80. Canadian County was in the “red” on this report’s dashboard indicator scale.

However, this same report indicated a heart disease prevalence rate of 3.38%, compared to the state at 5.36% and the U.S. at 4.33%, putting the county in the “green” on this report’s dashboard indicator scale. Lower heart disease prevalence combined with higher heart disease mortality may indicate issues with access to care. This same report indicated a primary care provider rate of 44.14 primary care physicians per 100,000 population, compared to the state at 69.90 and the U.S. at 84.70, putting the county in the “red” on this report’s dashboard indicator scale.

Nearly two-thirds of Oklahomans are classified as obese or overweight. The state consistently ranks low for fruit and vegetable consumption and physical activity. Both of these factors contribute to heart disease. According to the 2014 State of the State’s Health Report, the county exhibits the following:

- Obesity rate of 31.7% (grade of D)
- Minimal fruit consumption is 50.3% (grade of F)
- Minimal vegetable consumption is 24.9% (grade of D)

Regular physical activity decreases the risk of heart disease as well as cancer, obesity, arthritis, type 2 diabetes, osteoporosis, and improves quality of life and mental health. According to the 2014 State of the State’s Health Report, 26.9% of residents reported no physical activity, compared to the state at 28.3% and the U.S. at 22.9%, earning a grade of “D.” The 2014 State of the County’s Health Report indicated that 22.0% of adult residents were smokers. This report also commented on the limitations of this statistic due to lack of reliable data concerning the use of smokeless tobacco and e-cigarettes. The 2014 County Health Rankings and Roadmaps report an adult smoking rate of 21% in Canadian County and is identified by this report as an “area to explore.”

Another contributing factor may be residents’ high blood pressure management. The Community Health Needs Assessment Report by the Institute for People, Place and Possibility indicated that 20.98% of adults with high blood pressure do not take medication, putting the county in the “red” on this report’s dashboard indicator scale.

Smoking and tobacco use is also a significant contributor to heart disease. According to the 2014 State of the State’s Health Report, the county’s smoking prevalence was 21.1%, compared to the state at 23.3% and the U.S. at 19.6%, earning a grade of “C.” The 2014 State of the County’s Health Report indicated that 22.0% of adult residents were smokers. This report also commented on the limitations of this statistic due to lack of reliable data concerning the use of smokeless tobacco and e-cigarettes. The 2014 County Health Rankings and Roadmaps report an adult smoking rate of 21% in Canadian County and is identified by this report as an “area to explore.”

However, this same report indicated a heart disease prevalence rate of 3.38%, compared to the state at 5.36% and the U.S. at 4.33%, putting the county in the “green” on this report’s dashboard indicator scale. Lower heart disease prevalence combined with higher heart disease mortality may indicate issues with access to care. This same report indicated a primary care provider rate of 44.14 primary care physicians per 100,000 population, compared to the state at 69.90 and the U.S. at 84.70, putting the county in the “red” on this report’s dashboard indicator scale.
# Heart Disease Prevention

## Objectives:
- By 2019, decrease the rate of heart disease mortality from 190.1 per 100,000 to 179 per 100,000.
- By 2019, decrease the rate of cerebrovascular disease (stroke) from 42.9 per 100,000 to 39 per 100,000.

## Strategy 1: Promotion and Education
- Support and promote participation in free screenings (blood pressure, blood sugar, and cholesterol checks)
- Promote the “Know Your Numbers Campaign” by giving out wallet cards for participants
- Promote and support activities that support physical activity and nutrition as well as tobacco cessation (ex., Walk This Way, Walktober, 1-800-QuitNow)
- Encourage businesses to pursue Certified Healthy Business status and incorporate worksite wellness policies
- Educate and engage the community by providing evidence-based programs on heart disease, tobacco cessation, physical activity, and nutrition
- Promote the A.C.T. Fast stroke campaign in the communities

## Strategy 2: Communications
- Utilize media to promote and educate on heart disease and stroke prevention
- Tie tobacco, physical activity and nutrition activities to heart disease prevention media
- Collaborate with health care providers to encourage clients to participate in chronic disease self-management programs (ex., Living Longer Living Stronger, Tools for Health Living, etc.)

## Lead Organizations:
- Canadian County Health Department
- Integris Canadian Valley Regional Hospital
- Mercy Hospital El Reno
- Central Communities Health Access Network
- City of Piedmont
- City of Yukon

## Policy Changes Needed:
- Pass Clean Indoor Air Ordinance in municipalities throughout the county
- Pass Tobacco Free 24/7 policies in all public and private schools and campuses
- Restore Local Control through the Oklahoma Legislature
Resources:
- Integris Hospital Yukon
- Mercy Hospital El Reno
- Canadian County Health Department
- Physical activity/event programs
- Changing Your Weighs
- Girls on the Run program
- Walking trails
- Parks
- School sports
- Weight Watchers
- Diabetes education

Barriers:
- Lack of knowledge/experience with heart disease prevention
- Aging population
- Tobacco use
- Substance use
- Decrease physical activity levels
- Increase obesity rates
- Low rates of routine wellness check ups
- Diabetes rates
- Heredity
- Too many fast food restaurants
- Large restaurant portions with high calorie and fat content
- Cattle producing state- increase in meat consumption
- Lack of sidewalks
Mental Health

In the 2013 Integris Canadian Valley Hospital Survey, 36.1% reported stress/depression as a health problem in their household (second to high blood pressure). Depression was identified as the most important behavioral health concern in the community.

According to the 2014 State of the State’s Health Report, suicide was among the leading cause of death with a rate of 17.3 per 100,000 population, compared to the state at 16.5 and the U.S. at 12.1, earning the county a grade of “D.”

The 2014 State of the County’s Report indicated that suicide was the second leading cause of death for ages 15-24 and 25-34, the fourth leading cause of death for ages 35-44, the fifth leading cause of death for ages 45-54, the eighth leading cause of death for ages 55-64, and the eighth leading cause of death for all ages combined.

The Community Health Needs Assessment Report by the Institute for People, Place and Possibility indicated that Canadian County had a suicide rate of 14.05 per 100,000 population, compared to the state at 15.44 and the U.S. at 11.57, putting the county in the “red” of this report’s dashboard indicator scale.

The 2014 State of the State’s Health Report indicated that approximately one out of four (23.7%) adults in Canadian County reported 4+ days of poor mental health in the past month, earning the county a grade of “C.” The 2014 County Health Rankings and Roadmaps indicated Canadian County residents reported an average of 3.8 poor mental health days, compared to the state at 4.2. The report further indicated a ratio of population to mental health providers of 802:1, compared to the state at 438:1.

In contrast, the Community Health Needs Assessment Report by the Institute for People, Place and Possibility indicated that 19.30% of the Canadian County adult population reported that they receive insufficient social and emotional support all or most of the time, compared to the state at 20.30% and the U.S. at 20.93%, putting Canadian County in the “green” on this report’s dashboard indicator scale. This indicator is relevant because social and emotional support is critical for good mental health.

Suicide

This indicator reports the rate of death due to intentional self-harm (suicide) per 100,000 population. Figures are reported as crude rates, and as rates age-adjusted to year 2000 standard. Rates are resummarized for report areas from county level data, only where data is available. This indicator is relevant because suicide is an indicator of poor mental health.

<table>
<thead>
<tr>
<th>Report Area</th>
<th>Total Population</th>
<th>Average Annual Deaths, 2006-2010</th>
<th>Crude Death Rate (Per 100,000 Pop.)</th>
<th>Age-Adjusted Death Rate, Suicide (Per 100,000 Pop.)</th>
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<td>Canadian County, Oklahoma</td>
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<td>13.31</td>
<td>14.05</td>
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<tr>
<td>Oklahoma</td>
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Note: This indicator is compared with the Healthy People 2020 Target.

Data Source: Centers for Disease Control and Prevention, National Center for Health Statistics, Underlying Cause of Death, 2006-2010. Accessed through CDC WONDER. Source geography: County.
Mental Health

Objectives:

- By 2019, decrease the suicide rate in Canadian County from 17.3 per 100,000 to 12.1 per 100,000.
- By 2019, decrease the percentage of reported poor mental health days (4+ days in the past month) from 23.7% to 15%.

Strategy 1: Awareness

- Provide presentations, newspaper articles, and/or events to promote forms of stress reduction and self-esteem
- Promote use of 2-1-1 services

Strategy 2: Education

- Promote QPR (Question, Persuade, Refer) Suicide training offered by Integris Canadian Valley Hospital and encourage school staff, church staff, physicians, and parents to participate
- Collaborate with Infant Mental Health coalition to provide trainings on infant mental health to child care providers and professionals
- Promote mental health support groups to the community (ex., NAMI, Parent groups, etc.)

Strategy 3: Networking

- Network with health care providers and the HAN (Health Access Network) to implement depression screening tool for all regular routine health care visits
- Link the community to mental health services through media outlets
- Promote the utilization of Integris TeleHealth Network to connect with specialty physicians and clinical professionals
- Collaborate with Red Rock’s Trauma Care Committee to provide trauma therapy
- Partner with non-traditional partners, churches, to be the possible first link in the community to help mental health prevention

Lead Organizations:

- Red Rock BHS
- Youth and Family Services—Smart Start
- Central Communities Health Access Network
- Oklahoma Department of Mental Health and Substance Abuse
- Integris Health System
- Mustang Public Schools
- Yukon Public Schools
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<th>Policy Changes Needed:</th>
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<td>Counseling agencies</td>
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<td></td>
<td>School counseling and schools programs on bullying and self esteem</td>
</tr>
<tr>
<td>Barriers:</td>
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<td>Lack of money</td>
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<td>Lack of time</td>
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<td>Lack of funding and barriers to obtain</td>
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<td></td>
<td>Lack of transportation</td>
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<td>Lack of knowledge of available resources</td>
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<td></td>
<td>Heredity</td>
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<td>Parenting</td>
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<td>Domestic violence</td>
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<td></td>
<td>Substance abuse</td>
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<tr>
<td></td>
<td>Stigma</td>
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<tr>
<td></td>
<td>No inpatient treatment facility for mental issues or substance abuse help</td>
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<tr>
<td></td>
<td>Divorce rate</td>
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<tr>
<td></td>
<td>Poverty</td>
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<tr>
<td></td>
<td>Noncompliance with medications</td>
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<td></td>
<td>Cost of medications</td>
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<tr>
<td></td>
<td>Bullying</td>
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</table>
Obesity prevention is a very key component to helping us to increase the quality of life for adults and raise healthy children in the future.

Obesity is defined as having a BMI greater than 30.0 kg/m² (BMI = weight in kg/square of height in m). In addition to its association with mortality, obesity increases our risk of several chronic diseases such as heart disease and type 2 diabetes.

According to the State of the County’s Health Report, data from 2005-2010 estimate the rate of adult obesity to be 26.4% in Canadian County (9.7% higher than the rate reported in the previous County Health Report).

Excess weight may indicate an unhealthy lifestyle and puts individuals at risk for further health issues. In today’s society adults and youth find themselves always rushing, always planning what’s next, and always looking for the next easiest thing to eat or buy. But also in today’s society these unhealthy lifestyles are decreasing the quality of life for our adults and our children.

Poor diet and physical inactivity are two main causes of the increased obesity rates. For youth, and some adults, there are also other contributing factors such as:

- Television and Media
- Marketing of Unhealthy Foods
- Limited Access to Healthy affordable Foods
- Lack of Daily Physical Activity
- Increased Portion Sizes
- Higher Consumption of Sugary Beverages

The 2013 Integris Canadian Valley Hospital Survey indicated 32.1% of participants reported obesity as a health problem in their household (third to high blood pressure and stress/depression). When asked to identify what they thought were the five most important health risks in the community, 61.4% chose being overweight (first), 48.1% chose poor eating habits (second), 45.2% chose lack of exercise (third), all contributing factors to obesity.

When asked if adult obesity was a problem in Canadian County, 81.4% responded “yes.” When asked if obesity in children was a problem in Canadian County, 74.7% responded “yes.”

The 2014 State of the State’s Health Report indicated an obesity rate in Canadian County of 31.7%, compared to the state at 32.2% and the U.S. at 27.6%, earning a grade of “D.”

The Community Health Needs Assessment report by the Institute for People, Place and Possibility identified issues that contributed to a higher obesity rate:

- 12.98 grocery stores per 100,000 population, compared to the state at 16.61 and the U.S. at 20.85
- 20.92 WIC-authorized food stores per 100,000 population, compared to the state at 22.20 and the U.S. at 15.60
- 28% of the population is within 1/2 mile of a park, compared to the state at 33% and the U.S. at 39%

These issues provide measures of healthy food access, food security, and environmental influences on dietary and healthy behaviors. Canadian County was in the “red” on this reports’ dashboard indicator scale for all of these issues.
# Obesity Prevention

## Objectives:
- By 2019, decrease adult obesity rate from 31.7% to 28%. BMI <=30.
- By 2019, increase percentage of adults reporting leisure activity from 73.1% to 78%.
- By 2019, increase community’s access to healthy foods.
- By 2019, decrease adult overweight rate from 39.19% to 35%.

## Strategy 1: Community Education
- Increase nutrition education through providing cooking classes, lessons, or demonstrations in the public or school setting. Partner with OSU-EXT, grocery stores and other community partners to provide such classes.
- Host community/county wide physical activity challenges in order to increase knowledge and overall physical activity of each individual in Canadian County.
- Promote evidence-based and practice-based health education curriculum in schools and child care centers.
- Increase the number of after-school programs that implement Coordinated Approach to Child Health (CATCH).
- Encourage participation in Certified Healthy Businesses Oklahoma Programs.
- Educate adults and youth through media and presentation on the importance of eating healthy and physical activity.

## Strategy 2: Access to Healthy Foods
- Support and promote farmers’ markets in the communities and county to be year round.
- Utilize media outlets to showcase healthy local restaurants and healthy meals.
- Work with local farmers’ markets to provide SNAP and WIC to be accepted.

## Strategy 3: School Health Policies
- Increase the number of schools and school districts that provide healthy options at lunch, snacks, parties, vending machines, fundraisers, etc.
- Increase and promote the shared use of school facilities.
- Increase the number of Walking School Buses in the county.

## Strategy 4: Place Making
- Encourage and support each community to provide access for healthy living through better infrastructures such as sidewalks, trails, etc.
- Encourage and support each community to provide more affordable/free events and activities in the community to get families focused on increasing physical activity.
<table>
<thead>
<tr>
<th>Lead Organizations:</th>
<th>Canadian County Health Department</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Integris Canadian Valley Regional Hospital</td>
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<tr>
<td></td>
<td>Mercy Hospital El Reno</td>
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<td></td>
<td>Central Communities Health Access Network</td>
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<td></td>
<td>City of Piedmont</td>
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<td></td>
<td>City of Yukon</td>
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</table>

| Policy Changes Needed: | None |

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<thead>
<tr>
<th>Resources:</th>
<th>Kiwanis</th>
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<tbody>
<tr>
<td></td>
<td>Farmers Markets</td>
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<tr>
<td></td>
<td>Food Bank</td>
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<td></td>
<td>Community Garden</td>
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<td></td>
<td>Dieticians</td>
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<td></td>
<td>Community Centers/Pools</td>
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<td></td>
<td>Skate parks</td>
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<tr>
<th>Barriers:</th>
<th>Transportation</th>
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<tr>
<td></td>
<td>Culture</td>
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<tr>
<td></td>
<td>Low fruit and veggie consumption</td>
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<td></td>
<td>High costs for fresh produce</td>
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<td></td>
<td>High fast food density</td>
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<td></td>
<td>Lack of time for parents</td>
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<tr>
<td></td>
<td>After school activities/sports</td>
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<tr>
<td></td>
<td>How to cook health-money for classes, activities, etc</td>
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</table>
Tobacco use affects the entire body causing physical and mental dependence as well as illness and disease. About one third of Americans will die prematurely because of their tobacco dependence.

Each year 6,200 Oklahomans die from a smoking-related illness, according to figures from the Centers for Disease Control and Prevention. Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined.

Oklahoma now ranks 39th among all states for adult smoking, a significant improvement from last year’s ranking of 47th. This improved ranking is a result of Oklahoma’s smoking percentage dropping from 26.1% in 2011 to 23.3% in 2012, which is a new historic low rate for Oklahoma. Canadian County’s adult smoking rate is lower than Oklahoma’s at 22% but is significantly higher than the national benchmark at 13%.

The 2010 Oklahoma Prevention Needs Assessment reports that 25.7% of Canadian County 8th graders, and 36.6% of 10th graders have used tobacco products. During the Forces of Change and Community Themes and Strengths assessments, both showed that one of the most important issues to improve the health and quality of life in our community is to reduce tobacco use among adults and youth.

A strength for Canadian County is the already established and successful Canadian County against Tobacco Coalition. This coalition is actively engaged in the schools and communities and is striving to make a difference on tobacco related issues.

While Canadian County statistics show to be lower than the states’, tobacco prevention, education and cessation in Canadian County remain a main priority to the Canadian County Coalitions. Equipped with the appropriate resources and motivated individuals, we hope to see success in other areas of tobacco prevention, such as specific populations, spit tobacco use, and youth tobacco rates.

Community Strengths: Communities of Excellence in Tobacco Control Grant
Canadian County against Tobacco Coalition
24-7 Tobacco Free Schools
Strong Support from Educational Organizations and Businesses
Active coalitions focusing on ATOD prevention

Canadian County SWAT youth speaking to State Legislators about Tobacco Preemption
# Prevention of Alcohol, Tobacco, and Other Drugs

## Objectives:

- By 2020, reduce Canadian County’s adult smoking rate from 23.3% to 18%.
- By 2020, reduce opiate overdoses in Canadian County adults age 35-55 from 79% to 70%.
- By 2020, increase the utilization of prescription drug drop boxes in Canadian County by 5%.

## Strategy 1: Prevent Youth Initiation

- Increase the number of schools, public and private, that have and enforce a written 24/7 No Tobacco Use School Policy, including e-cigarettes
- Continue to educate school-aged youth on the harmful effects of alcohol, tobacco, and other drug use
- Increase number of Responsible Beverage Service and Sales trainings and policies
- Continue to regularly conduct Alcohol Compliance Checks and Reward Reminder Tobacco Checks

## Strategy 2: Promote Tobacco Cessation Services

- Promote Helpline to the specific populations (i.e., Hispanics, Native Americans, underserved, low socio-economic, and pregnant women)
- Collaborate with health care providers and public health department to provide tobacco cessation, 5As, and utilize fax referral system to the OK Tobacco Helpline
- Partner with local businesses to promote the Helpline and offer rewards/recognition for the employees that quit or reduce intake/amount of tobacco

## Strategy 3: Prevention of Prescription Drug Abuse/Misuse

- Promote and increase utilization of the prescription drug drop off sites in Canadian County
- Collaborate with community partners to educate on proper disposal of prescription drugs
- Collaborate with community partners to host prescription drug take-back days

## Strategy 4: Pass Policies

- Encourage more businesses to implement tobacco-free policies
- Encourage municipalities to pass and/or strengthen rules/regulations/ordinances regarding alcohol and tobacco use
- Support and enforce alcohol and tobacco rules/regulations/ordinances
- Promote and educate on the Social Host Law to adults, youth and law enforcement

## Strategy 5: Increase Prevention Media

- Increase the number of media outlets that publish or run earned media that educate on dangers of alcohol, tobacco and other drugs
<table>
<thead>
<tr>
<th>Strategy 6: Enhance Coalition and Skills</th>
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<tbody>
<tr>
<td>- Increase representation to the coalition that includes the rural communities</td>
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<tr>
<td>- Partner with non-traditional partners to increase the outcome of the populations reached</td>
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<table>
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<tr>
<th>Lead Organization:</th>
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<tr>
<td>Canadian County Health Department</td>
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<td>Red Rock BHS Prevention Programs</td>
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<tr>
<td>Central Communities Health Access Network</td>
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<tr>
<td>Mustang and Yukon Public Schools</td>
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<tr>
<th>Policy Changes Needed:</th>
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<tbody>
<tr>
<td>Pass Clean Indoor Air Ordinances in county municipalities</td>
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<tr>
<td>Pass Tobacco Free 24-7 policies in all schools and campuses</td>
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<tr>
<td>Restore Local Control thought the Oklahoma Legislature</td>
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<thead>
<tr>
<th>Resources:</th>
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<tbody>
<tr>
<td>Fort Reno rehab center</td>
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<tr>
<td>Tobacco quitline</td>
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<tr>
<td>RPC</td>
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<tr>
<td>CCAT</td>
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<td>Canadian County Health Department</td>
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<tr>
<td>Hospitals</td>
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<tr>
<td>Central Communities Health Access Network</td>
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<tr>
<td>Law enforcements</td>
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<tr>
<td>Strong school coalitions- MPACT/YUCAN</td>
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<td>Churches</td>
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<tr>
<td>Juvenile Justice Center</td>
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<td>Youth and Family Services</td>
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<td>Center for Positive Changes</td>
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<td>OK Family Counseling</td>
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<td>Oklahoma City-County Health Department, Fetal and Infant Mortality Review</td>
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<tr>
<td>Money</td>
</tr>
<tr>
<td>Stigma</td>
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<td>Youth cessation/treatment</td>
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Summary

As the Canadian County Coalition for Children & Families moves into Phase 6 and implementation of this Community Health Improvement Plan (CHIP), it is important that we remember this is a very fluid and dynamic process. All phases of the MAPP process may need to be revisited at any time due to unforeseen circumstances and developments. This is to be expected. Though we strive to be deliberative in the strategic planning process, no doubt there are obstacles and opportunities that we have yet to discover. The Canadian County Coalition for Children & Families will formally review this plan annually. The committees / teams created to attend to each of the five priority issues will be in constant evaluation mode as they work to implement strategies.

The Canadian County Coalition for Children & Families originated with the combining of three task forces, and has been a cornerstone of community collaboration since the first meeting in 1996. The coalition provides a forum for networking, sharing of information, professional training and public awareness on issues relating to children. The mission of the Canadian County Coalition for Children & Families is to improve the quality of life for children, youth, and families through coordination of community services with a focus on child abuse prevention and community health. This plan is the next significant step in that continued journey.

The Canadian County Coalition for Children & Families has learned over the years that improving health outcomes takes a lot of time and effort. However, it has also seen that improved health outcomes do eventually come. This is demonstrated by such things as:

- Ranked 2nd best in the state for deaths due to influenza/pneumonia and 4th best for infant mortality
- Lowest rate in the state of residents living in poverty
- Consistently ranked in the top ten for various indicators including teen fertility, obesity prevalence, physically inactive adults, self-health rating, usual source of healthcare, vegetable consumption, adult dental visits, and seniors influenza/pneumonia vaccination
- 2014 County Health Rankings & Roadmaps by the Robert Wood Johnson Foundation and the University of Wisconsin rank Canadian County as 5th in the state in health outcomes, 2nd in length of life, 4th in health factors, and 4th in clinical care

With the experience and knowledge of these successes, the Canadian County Coalition for Children & Families will continue to apply itself to improving the health of its citizens. It understands that this is a battle that never ends, that there will always be room for improvement no matter how much ground we gain, and that the “public health” battle is one worth fighting on behalf of all of our communities.
Priority Issues Workgroup
Member Organizations

Child Health
- Canadian County Health Department
- Integris Canadian Valley Hospital
- Mercy Hospital El Reno
- Safe Kids Oklahoma
- Smart Start Canadian County
- Sooner SUCCESS
- Oklahoma City County Health Department—FIMR

Obesity Prevention
- Canadian County Health Department
- Central Communities Health Access Network
- Integris Canadian Valley Hospital
- Mercy Hospital El Reno
- Tobacco Settlement Endowment Trust

Heart Disease Prevention
- Central Communities Health Access Network
- Integris Canadian Valley Hospital
- Mercy Hospital El Reno
- Canadian County Health Department
- Tobacco Settlement Endowment Trust

Prevention of Alcohol, Tobacco and Other Drugs
- Canadian County District Attorney’s Office
- Canadian County Juvenile Bureau
- Canadian County Health Department
- Integris Canadian Valley Hospital
- Tobacco Settlement Endowment Trust

Mental Health
- Canadian County Systems of Care
- Integris Canadian Valley Hospital
- Mercy Hospital El Reno
- First Capital Trolley
- Guthrie Public Library
- Public Health Institute of Oklahoma (PHIO) for CHIO
- Sooner SUCCESS
The version numbering is as follows:

- The initial version is 1.0
- After the baseline (v 1.0), all subsequent minor changes should increase the version number by 0.1
- After the baseline (v 1.0), all subsequent major changes should increase the version number by 1.0

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<th>Accepted Date</th>
<th>Author</th>
<th>Summary of Change</th>
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<td>1.0</td>
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<td>1/12/2015</td>
<td>Mikeal Murray</td>
<td>Release of initial document</td>
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<td>6/26/2015</td>
<td>Mikeal Murray</td>
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Appendix B - Quarterly Update and Annual Reports

Jan - Mar 2015 .................................................................................. 29
Apr - Jun 2015 ..................................................................................
Quarterly Update Report: Jan - Mar 2015

Issue One—Child Health

Strategy 1

The Children’s Behavioral Health Network, a collaboration with Oklahoma Family Network, held a training called “Supporting Family/Professional Partnerships” on March 26th at Chisholm Trail Technology Center in Omega. Parents of children with special health care needs, behavioral health needs and disabilities, and professional service providers were encouraged to attend. Session goals were to learn how to strengthen partnerships between professionals and families across the lifespan to benefit the lives of the children, and to gain skills to improve children’s behavioral health services.

Strategy 2

The Child Abuse Prevention (CAP) ACTION Committee issued a press release on February 1st to promote April as National Child Abuse Prevention Month. It included information on where, when and how to participate in “Building a Blue Ribbon Tree for Kids.”

The Canadian County Health Department published its March Newsletter with a lead story on the importance of vaccinating for measles, mumps and rubella (MMR).

SoonerSUCCESS hosted a resource table at Yukon Public School’s Transition Fair on February 5th. They spoke to families and school personnel about available resources and services.

Strategy 3

Notice was posted in the community of the opening of the Community Kids Learning Center in El Reno. This facility is a faith-based child care center offering 24 hour childcare during the week with reduced hours offered on the weekends. The facility offered pre-school curriculum, after school programs and tutoring, and was accepting children ages eight weeks to 12 years. Offered by Life Community Church.

“Picture a Brighter Future for Oklahoma Children” was posted on the Canadian County Health Department Facebook page on February 9th. This was a social media campaign encouraging participants to create a picture of their happiest day or simply a “Happy Day Picture” and upload them onto Facebook, Twitter and Instagram. The goal was to have 1,000 coloring pictures uploaded by Child Abuse Prevention Day, April 14th.

The Canadian County Health Department posted information on its Facebook page on March 9th titled “WIC Program Helps Improve Nutrition and Health of OK Families.” The information quoted OSDH-WIC Director Terry Bryce as saying, “The goal of the WIC program is to give our children the best possible start in life by providing nutrition education, breastfeeding support, healthy foods and health care referrals during the critical stages of fetal and childhood development.”
**Issue Two—Heart Disease Prevention**

**Strategy 1**

Healthy Heart Nutrition Presentation. Monday, February 9th, 12:00 noon to 1:00pm, INTEGRIS Canadian Valley Hospital. Becky Paylor, R.D., discussed how nutrition plays a role in heart disease prevention and how to keep your heart as healthy as possible.

Project Wellness El Reno began with a kickoff event on January 24th at Redlands Community College. It was a six-week program to motivate anyone with a desire or need to increase activity for fitness or for fun. There was a free health fair at the kickoff event that included screenings for blood glucose, blood pressure and cholesterol. Weekly wellness classes/demonstrations were provided. Participants who logged at least 150 minutes of physical activity per week were eligible for prize drawings. The final event was held at Mercy Hospital El Reno on March 11th.

**Issue Three—Mental Health**

**Strategy 2**

The Children’s Behavioral Health Network, a collaboration involving the Oklahoma Family Network, held a training called “Supporting Family/Professional Partnerships” on March 26th at Chisholm Trail Technology Center in Omega. Parents of children with special health care needs, behavioral health needs and disabilities, and professional service providers were encouraged to attend. Session goals were to learn how to strengthen partnerships between professionals and families across the lifespan to benefit the lives of the children, and to gain skills to improve children’s behavioral health services.

**Issue Four—Obesity Prevention**

**Strategy 1**

Healthy Heart Nutrition Presentation. Monday, February 9th, 12:00 noon to 1:00pm, INTEGRIS Canadian Valley Hospital. Becky Paylor, R.D., discussed how nutrition plays a role in heart disease prevention and how to keep your heart as healthy as possible.

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Strategy 1
The Red Rock Regional Prevention Coordinator (RPC), in conjunction with the Canadian County Sheriff’s Office, conducted 14 alcohol compliance checks throughout Canadian County on January 23rd. Through the compliance checks, five of the 14 stores sold to a minor.

The RPC, in conjunction with the Canadian County Sheriff’s Office and ABLE, conducted 11 alcohol compliance checks throughout Canadian County on February 26th. Through the compliance checks, one of the 11 stores sold to a minor.

The RPC, in conjunction with the Canadian County Sheriff’s Office, held a free Responsible Beverage Service and Sales (RBSS) training in El Reno on March 24th at the El Reno Library.

Strategy 3
The March newsletter of the Strategic Prevention Framework State Incentive Grant (SPF-SIG), administered in Canadian County by Red Rock Behavioral Health Services, published a story to “educate the community on House Bill 1948 . . . related to the prevention of opiate overdose.” It read further “The Oklahoma House has approved prescription drug monitoring legislation . . . that cracks down on “doctor shopping” and ensures that narcotics are not being prescribed to addicts.” Furthermore, it goes on to read that “One way to help decrease prescription sharing is to properly dispose of your unwanted or expired medications through the Oklahoma Bureau of Narcotics (OBN) drop boxes.”
Notes:
Canadian County Community Health Improvement Plan CHIP

For more information or to get involved, contact:
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billielinam@hotmail.com

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(405) 262-0042
http://canadian.health.ok.gov