



## About Us...

The Carter County Turning Point Coalition (CCTPC) was established in 1998. Since its inception the coalition has prioritized many public health issues and currently focuses on six main priorities through working committees.

The coalition has been a recipient of funding from the Tobacco Settlement Endowment Trust (TSET) since 2004 to address tobacco prevention in Carter County. In 2011 the coalition expanded its efforts and was awarded funding from TSET to address nutrition and fitness.

In 2012, the coalition through the Tobacco Use Prevention Committee and the Community Health Committee hosted the first annual Make It Your Busi-

ness worksite wellness training in Ardmore. The coalition also partnered with the Fit Communities Consortium to include Johnston and Love Counties. The training was well attended and provided an opportunity for the businesses sector to become more involved in the health of their employees.

The coalition is currently the site of a pilot project to address food deserts in Carter County. The project was initiated by the County Health Department Administrator. Partners include: Carter County Health Department, Carter County Turning Point Coalition, and Oklahoma State University. Coalition members used the Nutrition Environment Measures Survey

tool to conduct inventories of Convenience Stores, Grocery Stores, and Dollar Type Stores to determine availability and pricing of foods in Carter County.

The coalition has also begun to engage the community in the MAPP (Mobilizing Action for Planning & Partnerships) process to develop a county health improvement plan.



Future Site of the 8 plot Ardmore Community Garden. Funding provided by TSET through the Certified Healthy Communities Grant. Located near P. Street Baseball Field.



Carter County Turning Point Coalition

*To develop and sustain a progressive, safe and healthy community*

## Partnership Priorities

- ◇ Community Health
- ◇ Violence Prevention
- ◇ Substance Abuse
- ◇ Tobacco Prevention
- ◇ Homelessness
- ◇ Nutrition and Fitness

**Mission Statement**

*To develop and sustain a progressive, safe and healthy community.*

**Vision**

*Carter County Turning Point will build partnerships through the collaboration and networking to achieve a safe, healthy, and economically viable and positive community.*

**Activities**

- Annual Kick Butts Day 3 on3 Basketball Tournament
- 3rd Annual Breathe the Music Praising in the Park
- Make It Your Business Training
- GIS Pilot Project– Identifying Food Deserts
- Participation in Mercy A2A Health Expo
- Promotion of Local Farmers Market
- Promotion of Certified Health Programs
- Supporting Area Schools in Nutrition & Fitness Activities

**Partnerships**

- Arbuckle Life Solutions
- Ardmore & Healdton Chamber of Commerce
- Ardmore Professional Plaza
- Big 5 Community Action
- Carter County Health Department
- Charles B. Goddard Center
- City of Ardmore
- Community Children's Shelter & Family Service Center, Inc.
- Civic Organizations & Volunteers
- Dunbar Heritage Center
- Full Plate Diet
- HFV Wilson Community Center
- MAMA Knows Inc.
- Mental Health Services of Southern OK.
- Mercy Hospital-Ardmore & Healdton
- OG&E
- OSDH Turning Point
- OSU Extension Services
- Sam Roberts Noble Foundation
- Schools
- Southern OK Tech Center
- The Chickasaw Nation
- United Way of Southern Oklahoma
- Valero
- Wichita Mountains Prevention Network
- YMCA

**Outcomes/Impacts**

- October 2011**  
Adoption of Ratliff City Tobacco Free Park
- January 2012**  
Completion of county wide readiness assessment to address obesity.
- March 2012**  
Wilson Boys & Girls Club– Adoption of Tobacco Free property
- April 2012**  
Adoption of Tobacco Free Property for Ardmore Professional Plaza
- July 2012**  
Completed the Nutrition Environment Measures Survey to address food deserts.

**FUNDING**

***Communities of Excellence Nutrition & Fitness Grant***

*Purpose: Fund policy and environmental change around fitness and nutrition in Carter County*

***Communities of Excellence in Tobacco Grant***

*Purpose: Fund policy and environmental change around tobacco in Carter County*



CCTPC (Lee White) presented Ardmore Professional Plaza partners with Breathe Easy Signs for adopting a tobacco free policy for the plaza. Photo courtesy of Don Alquist/The Ardmoreite.

