

Healthy Community Coalition

Cleveland County

2009

Coalition Priorities:

1. Obesity/Overweight
2. Hypertension
3. Tobacco Use

4. Lack of Physical Activity

About Us...

The vision of Healthy Community was conceptualized in 2004 during an annual strategic planning retreat of Norman Regional Health System board members, physicians and health system administration. A coalition of businesses, schools, social service agencies, and health care professionals have joined together in programs and this year have added a focus on policy change to address our focus area.

Healthy Community is very active, providing information and counseling related to tobacco use, high blood pressure, increasing physical activity and good nutrition.

Healthy Community has provided more than 30,000 community members with one-on-one health information since the inception of the program.

Partners: (partial list)

ACOG	Jason's Deli
All Saints	Lifecare OK Home
Astellas	Health Hospice
Arvest	Meals on Wheels
CART	MNTC
Center for Children & Families	Noble Public Schools
City of Norman	Norman Chamber of Commerce
City of Moore	Norman Public Schools
Cleveland County Health Dept.	Norman Transcript OEC
Cleveland County OSU Ext.	Office Max
Cleveland County YMCA	Pioneer Library System
First American Bank	Republic Bank
Hitachi	Riskmetrics Group
IMMY	SYSCO Food

Key Activities:

- HC information and BP booths
- Healthy Business Academy
- Walk 'N Talk with the Mayor
- Healthy Eating on a budget grocery store tour
- Little Sprouts Farm Market Series
- 1st time 5K Community Walk
- Quit Smart tobacco Cessation classes

Significant Outcomes:

- ◆ Over 3,959 blood pressures taken at Healthy Community Booth events, 24 referred to ER
- ◆ 14 Businesses graduated from the Healthy Business Academy
- ◆ Over 100 participated in the 1st Time 5K community Walk
- ◆ Exceeded our goal of 20 businesses becoming certified in 2008
- ◆ 290 Participants in annual Kick Butts Day Cigarette Butts Clean Up
- ◆ Speakers Bureau educational presentations on various topics to over 1,000 people

