



## About Us...

The Cleveland County Turning Point (CCTP) partnership was established in 2001.

Structure:

Four dynamic coalitions comprise the collective health improvement efforts in Cleveland County:

**Healthy Community Coalition** - has provided 1-on-1 health information to more than 30,000 community members since its inception in 2001.

- Certified Healthy Businesses
- Walk & Talk with the Mayor
- Monthly Speakers on "hot topic" issues

**Moore Community Coalition**

**(MCC)** - plans to collaborate with the community to make all Moore parks tobacco free.

- Girl Power Camp
- 2011 Moore Bag-a-thon
- Moore Summer Nights (Buck Thomas Park)

**The Noble Wellness Committee**

**(NWC)** - collaborates to pass health and wellness policies in the Noble School District; promotes healthy behaviors among all Noble residents.

- Farm-to-Table
- Mobile Dental Clinic

**Communities of Excellence Tobacco**

**Free Cleveland County (TFCC)** - works closely with Cleveland County communities to educate on the health hazards of tobacco use, promote tobacco cessation classes, the Helpline Number, and present annual youth tobacco prevention events.

- Concert Nights in the Park
- Kick Butts Day in Norman Parks

Officers:

Chair, Vice-Chair, Secretary and Treasurer

Five subcommittees:

Data, Membership, Public Relations/Marketing, Education/Activities, and Finance



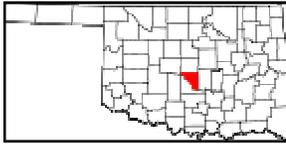
Shari Kinney, DrPH, RN helped open new Cleveland County Health Department branch in Moore, OK. She is the Administrator for Cleveland and McClain County Health Departments.



## Partnership Priorities

- Obesity Reduction
- Increase physical Activity
- Tobacco Prevention & Cessation
- Certified Healthy Businesses





Cleveland County, Oklahoma

*“Coalition members understand they must first implement policy changes within their own organizations to serve as role models for the rest of the community”*

## Community Profile: Strengths and Challenges

Cleveland County Turning Point (CCTP) comprises four dynamic community coalitions. The new addition of a CX Nutrition and Fitness Coalition will help establish CCTP as the “gold standard” among coalitions in Oklahoma. CCTP and NRHS mobilized the community to implement tobacco cessation policies. As a result, tobacco use rates across Cleveland County are well below the State’s rates. CCTP is ready to tackle the chal-

lenge of making a significant impact on obesity and physical activity rates in the county.

Cleveland County needs to create an environment where schools, worksites, businesses and the community at-large promote healthy eating and regular physical activity. The majority of worksites do not have wellness policies. The school districts adhere to outdated menu guidelines. Residents are culturally inclined to consume fried

foods because Oklahoma is a southern state. Compounding the problem is Cleveland County is a common “test market” for new restaurants and food products. The effects of these societal norms may be reduced by policy changes.

Coalition members understand they must first implement policy changes within their own organizations to serve as role models for the rest of the community. All “hands are on deck” and braced for the work ahead!

## Description of Assessments

**OYTS** - Oklahoma Youth Tobacco Survey

**BRFSS** - Behavioral Risk Factor Surveillance System

**Noble Wellness Coalition Survey**

**MAPP** (Mobilizing for Action Through Planning and Partnerships) Assessments:

1. **Community Themes and Strengths Assessment** - provides deep understanding of issues residents feel are important.
2. **The Local Public Health System Assessment** - focuses on local public health system -

all organizations and entities relative to delivery of public health services within the community.

3. **Community Health Status Assessment** - identifies priority community health/ quality of life issues.
4. **The Forces of Change Assessment** - focuses on identifying impending changes such as legislation, technology, etc.



Coalition volunteers prepare to plant community/school garden on the site of Adams Elementary School.

## Featured Intervention: CCTP Nutrition & Fitness Program

Cleveland County Turning Point (CCTP) is poised to revolutionize nutrition and fitness policies in Cleveland County schools, worksites, businesses, and the community at-large. CCTP chose Norman Regional Health System (NRHS) as the lead agency to apply for TSET Communities in Excellence Nutrition & Fitness funding, based on successful track record with the TSET Communities of Excellence Tobacco Control program.

CCTP's mission is to create a healthy, thriving county that pro-

motes wellness through prevention, education, and community "targeted" action. CCTP collaborates to promote public health policy changes in 4 priority areas: reduce adult/child obesity/ overweight rates, lower hypertension rates, increase physical activity levels, and promote tobacco cessation and prevention. The TSET Nutrition & Fitness grant program will support and strengthen these

efforts.

CCTP believes many of the policies that helped lower tobacco use rates will ultimately be used to lower obesity rates.

CCTP will build a robust coalition and use media outlets and community resources to promote changes in societal norms. The CX Nutrition & Fitness funding will be used to advocate for stricter policies

relative to school lunch menus, vending machines, and concession stands. CCTP will promote more after school programs, such as Coordinated Approach to Child Health (CATCH). CCTP will promote *Make It Your Business* trainings to certify businesses in the county - there are currently 15 Certified Healthy Businesses in the County. CCTP is "modeling the way" - healthy choices will become easy choices - every citizen will become healthier!



### Funding

- ◇ **Grant:** Community of Excellence in Nutrition & Fitness
- ◇ **Purpose:** Work with schools, communities, worksites, and businesses to implement effective policies and programs to promote healthy nutrition and physical activity
- ◇ **Funding Period:** \$90,000 for the initial 15-month start-up and planning phase - 5-year grant cycle.
- ◇ **Funder:** Oklahoma Tobacco Settlement Endowment Trust

### Impact

- Launched new CCTP coalition: *Moore Community Coalition*
- Built and planted a community garden at Adams Elementary School
- Little Axe Public School District adopted a 24/7 "No Tobacco Use" policy
- SWAT Day at the Capitol - 50 students from Noble High School & Curtis Inge Middle School attended and met their legislators
- Awarded TSET Communities in Excellence Nutrition & Fitness Grant
- Hired Communities in Excellence Nutrition & Fitness Coordinator
- **Mobilizing for Action Through Planning and Partnerships (MAPP)** process conducted by Cleveland County Health Department in Cleveland/McClain Counties
- Participated in regional MAPP Training - August 2011



The lives of 5,320 Oklahomans could be saved annually if Oklahoma met the national average for health standards.



Eat Better, Move More, Be Tobacco Free

## Partner Information



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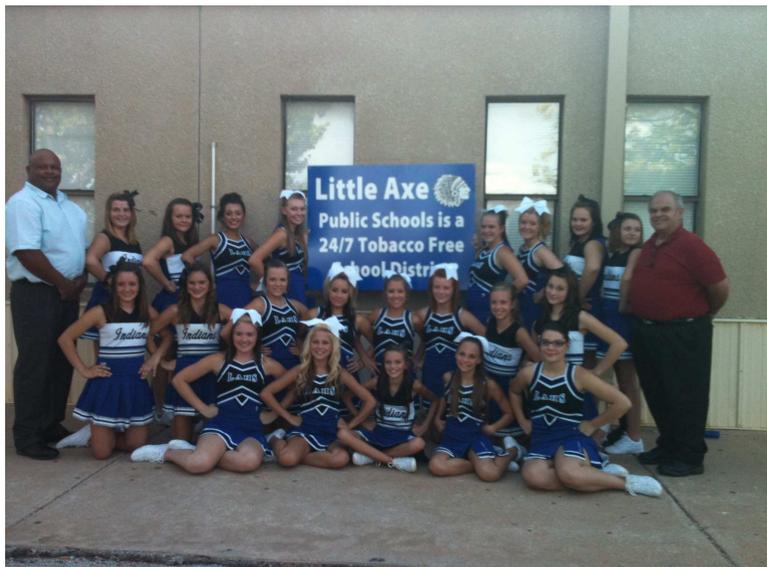
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[www.turningpoint.org](http://www.turningpoint.org)

[www.myhealthycommunity.com](http://www.myhealthycommunity.com)

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|-----------------------------------|---|
| ACOG                              | OEC                                     |
| All Saints                        | Office Max                              |
| Astellas                          | Pioneer Public Library System           |
| Arvest                            | Republic Bank                           |
| CART                              | Riskmetrics Group                       |
| Center for Children & Families    | SYSCO Food                              |
| City of Norman                    | Oklahoma State Department of Health     |
| City Of Noble                     | Oklahoma Turning Point                  |
| City of Moore                     | Norman Regional Health System           |
| Cleveland County Health Dept.     | Nottingham Apartments                   |
| Cleveland County OSU Ext.         | Chili's                                 |
| Cleveland County YMCA             | Chick-Fil-A                             |
| First American Bank               | Ledbetter Ministries ("Sew Me the Way") |
| Hitachi                           | Moore Medical Center (NRHS)             |
| IMMY                              | First Baptist Church (Moore)            |
| Jason's Deli                      | Sooner Success                          |
| Lifecare OK Home Health Hospice   | McClain County Health Department        |
| Little Axe Public School District | Norman Transcript                       |
| Meals on Wheels                   |   |
| Moore Chamber of Commerce         |   |
| Moore Public Schools              |   |
| Moore-Norman Tech Center          |   |
| Noble Public Schools              |   |

## Partnership Outcomes



The Little Axe Public School District Passed a 24/7 "No Tobacco Use" Policy

- Hosted Legislative Breakfast: "Restore Local Rights"
- Held "Kick Butts Day" event in Andrews Park
- Tobacco Reduction Conference—April 2011 (Newport News, VA)
- Hosted Rick Bender, national speaker on health hazards of "spit" tobacco. Bender presented to students at several public schools. He made a presentation at the Pioneer Public Library that was open to the public.