



# Cleveland County Turning Point Coalitions

Cleveland County

2012

## About Us...

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

Five dynamic coalitions comprise the targeted health improvement efforts:

**Healthy Community Coalition** - has provided 1:1 health education/info to empower/ mobilize community stakeholders.

- Certified Healthy Businesses

**Moore Community Coalition (MC2)** - collaborates to make all city-owned parks tobacco free

- Girl Power Summer Camp
- Summer Nights Music in the Park

**The Noble Wellness Committee (NWC)** - collaborates to pass health and wellness policies in the Noble School District

- Bike Safety Checks/ helmets

### Communities of Excellence Tobacco

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

- Businesses adopt tobacco-free policies every year

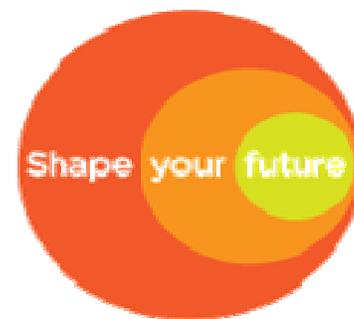
### Communities of Excellence - Cleveland County Nutrition & Fitness Coalition

- provides nutrition/fitness education to the community to raise awareness about healthy nutrition.

- Improve access to and consumption of healthy, safe, and affordable food/ beverages
- Completing GY1 Planning; submitted strategic plan for GY2 implementation funding



School kids get active during the Coordinated Approach to Child Health (CATCH) Program.



Community members participate in the *Tobacco Stops with Me* campaign during a 5K run in Moore.

## Partnership Priorities

- Obesity Reduction
- Tobacco Use Prevention
- Certified Healthy Community Program
- Children's Health

**Mission Statement**

*Create a healthy and thriving Cleveland County that promotes wellness through prevention, education, and community action*

**VISION**

*Enhanced community dialogue and participation of individuals, families, businesses, schools, hospitals, places of worship, and other organizations in the process of creating a healthy and thriving Cleveland County*



*Cleveland County, OK*

**Activities**

- Legislative Breakfast
- Kick Butts Day
- Moore Summer Nights Concert Series
- Red Ribbon Week Parade
- Noble Community BEAR (Be Excited About Recreation) Walk - new walking trails
- Health/ Safety Fair
- Hosted OHA Healthy Business Session
- TSET Day at the Capitol
- Tobacco/ Alcohol Compliance Checks

**Outcomes/Impacts**

- 2012 Cleveland County Health Improvement Plan - **First CHIP** completed in the county
- Cleveland County ranked #1 in the state health outcomes (Source: UW/Population Health Institute County Rankings)
- Smoke-free ordinance passed for all city-owned parks in Moore
- Southwood Children's Academy adopted a tobacco-free policy - [first daycare center]
- U.S. Army National Guard conducted Coalition Effectiveness Evaluation
- Collaboration with Regional Epidemiology Outcomes Work Group
- University of Oklahoma is tobacco-free

**Partnerships**

- |                                    |                                |
|------------------------------------|--------------------------------|
| ACOG                               | Norman Regional Health System  |
| All Saints                         | Norman Transcript              |
| American Lung Assoc                | ODMHSAS                        |
| Big Brothers & Big Sisters         | Oklahoma Health Care Authority |
| Center for Children & Families     | OK Parents as Teachers - Noble |
| Chick-Fil-A                        | Pioneer Public Library System  |
| Chili's                            | Republic Bank                  |
| City of Moore                      | Riskmetrics Group              |
| City of Noble                      | Sarkeys Foundation             |
| City of Norman                     | Sodexo Nutrition Services      |
| Cleveland Co., DHS                 | Sooner Success                 |
| Cleveland Co., OSU Ext             | Turning Point/ OSDH            |
| Cleveland Co., YMCA                | United Way of Norman           |
| Crossroads Youth & Family Services |                                |
| First American Bank                | University of Oklahoma         |
| First Baptist Church of Moore      | OU Southwest Prevention Center |
| Health for Friends                 |                                |
| Jason's Deli                       |                                |
| Lifecare OK Home Health Hospice    |                                |
| Little Axe Public School Dist      |                                |
| Moore Chamber of Commerce          |                                |
| Moore/ Norman Public Schools       |                                |
| Moore-Norman Tech Center           |                                |
| Noble Public Schools               |                                |
| Norman Addiction Info Center       |                                |

**FUNDING**

- CX in Nutrition & Fitness \$90K - Planning/start-up
- Noble received \$25K TSET Community Incentive Grant - plans to build a skate park
- Norman received \$15K TSET Community Incentive Grant - plans to improve a park and walking trails in an under-served neighborhood

