

Forces of Change Assessment Summary
Comanche County
February 2011

What do you believe are the 2-3 most important issues to improve the health and quality of life in our community?

- Make **fitness and health** an integral part of the lifestyle of SW Oklahoma. PE everyday in school.
- **Education**-eating habits, nutrition labels etc
- Reduce **tobacco use**

What do you believe is keeping our community from doing what needs to be done to improve health and quality of life?

- **Resources** (funding)
- **Lack of Leadership/Vision** – there is not an appreciation or awareness of the impact poor health has on the economy of a community. Leadership/decision makers need a vision and a plan to address quality of life issues thus impacting opportunities to be physically active and access to healthy foods. This shift will help to reduce the impact of obesity and produce a much more attractive bottom line.
- **Education** at all levels and in all venues on the importance of living healthy, active life and the impact it will have. Parents educating their children, schools educating teachers and students, community leadership educating citizens and experts educating leadership/decision makers and everyone educating the media
- Our community is a **poor, minority community** that struggles in supporting healthful activities & opportunities for our children. Due to poverty & lack of education, there is not always an appreciation for the tremendous need we have.

What has occurred recently that may affect our local public health system or community

- Influx of military families due to BRAC
- Economic Slowdown, Federal deficit and state budget cuts
- Fit Kids of Southwest Oklahoma and more media coverage of the importance of healthy, active living (LiVe campaign)

What may occur in the future?

- Limited Funding and Resources
- Continued risk of future BRAC growth or loss
- Increased community involvement and media attention on healthy lifestyles

Are there any trends occurring that will have an impact?

Describe the trends?

- People with jobs are seeking homes outside the urban area and rural areas are developing at a rapid pace.
- High community turnover because of transient families at Ft Sill requiring vigilance to maintain momentum.
- Digital age causes many to become inactive.

What forces are occurring locally? Regionally? Nationally

- Nationally – it's obvious the impact poor health has on a community. It's talked about in every media outlet. We have to be the captains of our own ship.
- Locally – Fit Kids, Tobacco Coalition, Lawton-Ft Sill Community Covenant. People are becoming engaged and committed to making a difference
- Regionally- polices (tobacco, physical activity, access to healthy foods, etc.) are being look at in an effort to truly impact health and change behaviors, systems and environments.

What characteristics of our community may pose an opportunity or threat?

OPPORTUNITITES:

- Expanding Fit Kids and developing infrastructure
- Increase access to opportunities to be physically active by improving existing parks and developing joint use agreements.
- Heavy military presence
- Committed Partners
- Tobacco prevention grant and possibly a fitness and nutrition grant

THREATS:

- Lack of access to healthy foods, and opportunities to be physically active
- Working class community that is resistant to change and “big government” telling them what to do.
- Heavy military presence that could be reduced due to BRAC
- Apathy
- Poverty