



# Red River Tobacco Education Consortium (R2TEC)

Greer, Harmon and Tillman Counties

2014

## About Us...

Red River Tobacco Education Consortium, also known as R2TEC, developed through a combined effort of community members residing in Greer, Harmon, and Tillman counties in 2007.

Even though all the counties are not adjacent to each other, Greer, Harmon and Tillman counties are connected by the forks of the Red River. The counties share similar cultures and social norms which makes the impact R2TEC has on the communities very positive.

Red River Tobacco Education Consortium is a Wave II Communities of Excellence grantee funded by the Oklahoma Tobacco Settlement Endowment Trust. Southwest Oklahoma Community Action Group, Inc. is the lead agency for the consortium and provides effective leadership and valuable

resources to the consortium. They are in their seventh year of funding.

The goals of R2TEC in Greer, Harmon, and Tillman counties are:

1. To have communities in which public places and workplaces are tobacco-free;
2. Community organizations and events reject tobacco industry sponsorship;
3. Schools adopt tobacco free policies and implement strong anti-tobacco curriculum;
4. Health care providers routinely refer tobacco users to accessible and culturally-appropriate cessation services;
5. Businesses adopt tobacco-free policies and provide insurance coverage for tobacco cessation; and
6. Local tobacco related ordinances are enforced.

The consortium goals have pulled the community members together to work across county lines to effectively promote healthy lifestyles which are tobacco free.



## Partnership Priorities

- Decrease Secondhand Smoke Exposure
- Prevent Youth Initiation
- Promote Cessation
- Reduce Tobacco Industry Influences

### Coalition Contact information:

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Vanderlann Dairy  
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**Mission Statement**

Educate, empower, and provide resources to the citizens of Greer, Harmon, & Tillman counties to support and promote policy change to ensure tobacco free environments.

**VISION Statement**

Partnering to reduce the impact of tobacco for a healthier future in Greer, Harmon, and Tillman counties.

*“R2TEC is committed to helping the public understand the lies big tobacco advertised for so many years, the consequences of using all tobacco/nicotine products, offering assistance in the quitting process and working with youth to prevent new users. ” — Melissa Huff, Chair*

**Activites**

- Reward Reminder Visits
- City Council Tobacco Presentations
- School Board Tobacco Presentations
- Kick Butts Day Activities
- Outdoor Tobacco Media Campaigns
- Radio/PSA Tobacco Campaigns
- Newspaper Articles
- Letters to the Editor
- TSET Capital Day

**Outcomes/Impacts**

**Schools**

- Frederick Public Schools  
24/7 Tobacco & Vapor Free Policy
- Grandfield Public Schools  
24/7 Tobacco & Vapor Free Policy
- Granite Public Schools  
24/7 Tobacco & Vapor Free Policy
- Hollis Public Schools  
24/7 Tobacco Free Policy
- Tipton Public Schools  
24/7 Tobacco Free Policy
- Mangum Public Schools  
24/7 Tobacco Free Policy

**Communities**

- Town of Tipton  
Tobacco/Vapor Free City Owned Property

**Businesses (Greer/Harmon/Tillman)**

- 25 Worksite Tobacco Free Policies

**Partnerships**

- Granite Public Schools
- Greer County Health Department
- Greer County Concerned Citizens
- Harmon County Health Department
- Harmon County Concerned Citizens
- Oklahoma Turning Point
- Retired Senior Volunteer Program
- Southwest Oklahoma Community Action Group, Inc.
- Southwest Oklahoma Juvenile Center
- Students Working Against Tobacco Teams
- Tillman County Health Department
- Tillman County Concerned Citizens
- Vanderlann Dairy
- Wichita Mountain Prevention Network

**FUNDING**

**Communities of Excellence**  
**Oklahoma Tobacco Settlement Endowment Trust Fund Grantee**

