



## About Us...

The Kiowa County Coalition (KCC) was first established by a group of concerned citizens in the Hobart community. The original consortium was known as the Hobart Century Communities Program, who was awarded a grant and successfully completed a state of the art eight-lane walking/running track. In 2005, the organization expanded into the entire Kiowa County area to be able to focusing on health, education, quality of life, and economic development.

Kiowa County Coalition focuses on the risks and needs identified by the community and works with community partners to build up protective factors and strengths that address and surround the risk and needs identified.

Kiowa County Coalition is currently building capacity and mobilizing the citizens of the community to promote several various health initiatives such as Save Routes to School, Farm to

Youth and a community greenhouse. The coalition's mission state is to ensure that all residents of Kiowa County have access to healthcare, quality health education and facilities that promote safety and well-being.

In 2007, Kiowa County Coalition, in partnership with Caddo County Inter-agency Coalition, applied and was awarded a Communities of Excellence Grant for Tobacco Prevention & Cessation efforts in both counties. As a result of this partnership, Caddo/Kiowa Tobacco Education (CKTed) program was born.

In 2010, Kiowa County Coalition partnered with Oklahoma University OU Harold Hamm Oklahoma Diabetes Center to conduct a "Know your Numbers" campaign in Hobart.

Due to the success of the Caddo/Kiowa Tobacco Education endeavor, both counties decided to partner in 2011 to apply for the Oklahoma Tobacco Settlement Endowment Trust

Nutrition & Fitness Initiative opportunity. Once again, a committee from both counties was formed to gather information and submit a request for proposal application for the \$90,000 grant award.

Kiowa County Coalition conducts business under ratified by-laws and complies with Oklahoma's Open Meeting Act. Membership is open to all residents, community members and organizations operating in Kiowa County. The coalition meets the 3rd Monday of each month at 1 p.m. in the large conference room at Kiowa County Health Department.



*Kiowa County Coalition Meeting at Kiowa County Health Department*

## **KIOWA COUNTY COALITION**

### **Vision**

By the year 2020, Kiowa County will be one of the healthiest communities in the state of Oklahoma.

### **Mission**

Kiowa County Coalition is to ensure that all residents of Kiowa County have access to health care, quality health education and facilities that will promote safety and well-being.

## **Partnership Priorities**

- Alcohol, Tobacco & Other Drugs
- Immunizations
- Parenting
- Active Living



**General Tommy Franks Leadership Institute-Museum**

*“Through the efforts of the coalition, Kiowa County is in a position to make important strides in improving the health of its citizens. We are a small, rural community making a big-city impact!” – Rebecca Villa-Winsett, Vice-Chairman*



*The City of Lone Wolf was named after Chief Lone Wolf, who was appointed Chief of the Kiowa in 1883 and served 40 years until his death in 1923. Prior to becoming chief, he was a fierce warrior named Mamadayte who survived the Battle of Washita, in which General Custer surprised and overcame Black Kettle, Chief of the Cheyenne. In 1901, he filed suit on behalf of several tribes opposing opening Indian Territory to white settlement. His descendants still reside in Kiowa County.*

## Community Profile: Strengths and Challenges

Kiowa County is a friendly, down-home community in the heart of Southwest Oklahoma, 30 miles south of I-40 on U.S. Highway 183. The Wichita Mountains frame the southeast horizon and the Quartz Mountains the southwest.

Fields of golden wheat dot the county in the summer, and acres of cotton blend with pastures of grazing cattle to form a placid picture of yesteryear still alive in today’s world.

Several events take place annually in Kiowa County

Celebration of Freedom, Pumpkin Palooza, Arts on the Square, Kiowa County Free Fair, Moonlight Madness & Christmas Lighting on the Square, Shortgrass Theater Productions, and Relay for Life, and the Gotebo Get-Down.

Hobart has a very active Main Street Program which has won twelve state awards and local mayor, Tom Talley, has won Small Town Mayor of the Year.

Kiowa County is also the home of retired General Tommy Franks and many

other retired business and organizational professionals who come home to Hobart.

As with any rural county, there are challenges to overcome. Limited resources to work with in the community. With the increase of manufacturing jobs in Hobart, there is a shortage of housing. Limited funding sources for programs.

There is also a higher than average prevalence rate of diabetes for Kiowa County residents.

## Description of Assessments

According to the 2011 County Health Rankings by the University of Wisconsin Health Institute, Kiowa County ranks 66 out of 77 counties in health factors.

Health Factors include health behaviors, clinical care, social and economic factors, and physical environment.

Nearly one-third, 30%, of the service area population is obese, higher than the state rate of 28.8%. And, almost two-thirds, 64.9%, is overweight.

More than half of the population, 43%, lack access to healthy food with 73.9% of adults reporting they do not eat the daily recommended fruit & vegetable portions.

In addition, 62.4% report inadequate physical activities. These factors lead to the diabetes death rate of 38/100,000 versus 30.3 for Oklahoma. During a recent assessment conducted by Harold Hamm Oklahoma Diabetes Center, 19% of Hobart residents tested between the ages of 18 and 40 were identified as having Type II Diabetes.

31% of the population smokes, higher than the 24.9% of the Oklahoma population.

According to Oklahoma Vital Statistics, Kiowa County has a birth rate of 70 in 2011 This is slightly higher than the Oklahoma average of 59 per 1,000.

The state average of uninsured population under the age of 65 is 23% compared to 26% for Beckham and 35% for Roger Mills.

The top three causes of death in Kiowa County are Heart Disease, Cancer, and Unintentional Injuries.

25.6% of 12th graders in Kiowa County reported using marijuana in their lifetime compared to the statewide percentage of 35.4, while 0% reported using methamphetamines.

12.1% of 10th graders in Kiowa County reported using prescription drugs in their life time compared to the statewide percentage of 18.

## “Know Your Numbers” at Pumpkin Palooza 2010

In October 2010, the Kiowa County Coalition partnered with Harold Hamm Oklahoma Diabetes Center (HHODC) to conduct a “Know Your Numbers” campaign.

To spread its message, the HHODC began taking its early-intervention campaign, called Know Your Numbers, into communities around the state. Blue Cross and Blue Shield provided inaugural-year funding for the program, which

invites people to have their blood sugar, cholesterol and other numbers checked. HHODC staff and researchers then give participants the tools to prevent and treat diabetes through immediate healthcare intervention and long-term tracking to monitor risk factors.



**Rebecca Villa Winsett and Shelby Rogers setting up for the “Know your Numbers” campaign.**

At the 2nd Annual Pumpkin Palooza event in Hobart, Harold Hamm staff along with Kiowa County Coalition members conducted 223 assessments on individuals of all ages. The initial assessment included free blood sugar and blood pressure screening.

Among the 223 assessments, 63 individuals met

the criteria to receive additional screenings, which included Lipid Profile, BS, BP, A1c, and Professional Nutritional Consultation. Total package of services donated by HHODC was valued at \$250 per assessment.

HHODC results indicate that Hobart was the “sickest” of the twelve sites evaluated and encouraged the coalition to address this issue. KCC applied & was awarded TSET funding.

### Funding

- ◇ **Grant: Communities of Excellence (Wave 2, Round 1)**
- ◇ **Purpose: Tobacco Prevention & Cessation**
- ◇ **Funding Period: October 2007-September 2012**
- ◇ **Funder: Oklahoma Tobacco Settlement Endowment Trust**
  
- ◇ **Grant: Safe Routes to School**
- ◇ **Purpose: Safe Walking & Biking Trails to School**
- ◇ **Funding Period: October 2010-September 2012**
- ◇ **Funder: Oklahoma Department of Transportation**
  
- ◇ **Grant: OCCY Partnership Board**
- ◇ **Purpose: Board Support**
- ◇ **Funding Period: July 2011-September 2012**
- ◇ **Funder: Oklahoma Commission on Children & Youth**
  
- ◇ **Grant: Communities of Excellence**
- ◇ **Purpose: Nutrition & Fitness**
- ◇ **Funding Period: July 2011-September 2012**
- ◇ **Funder: Oklahoma Tobacco Settlement Endowment Trust**
  
- ◇ **Grant: Specific Prevention Framework/State Incentive Grant**
- ◇ **Purpose: Substance Abuse**
- ◇ **Funding Period: July 2011-June 2016**
- ◇ **Funder: Oklahoma Department of Mental Health and Substance Abuse Services**
  
- ◇ **Grant: Medical Reserve Corp Capacity Building Award**
- ◇ **Purpose: Recruiting, Training, & Activating Emergency Preparedness Volunteers**
- ◇ **Funding Period: December 2010—November 2011**
- ◇ **Funder: National Association of County & City Health Officials**

### Impact

Kiowa County Coalition conducted a Community Forum in Snyder, Oklahoma focusing on Underage Drinking. Panelists consisted of several law enforcement representatives interested in listening to the community regarding the issue of underage drinking.

Coalition members focused their efforts over the last year on reducing childhood obesity rates in the county by partnering with Hobart Elementary and received a Safe Routes to School grant

for \$200,000 for infrastructure to provide safe markings and crossing lights and \$14,200 to provide non-infrastructure activities including education to cyclists and pedestrians.

Coalition members provided media moments covering the entire year discussing a range of topics including substance abuse, immunizations, nutrition, advocacy for safe environments for children, tobacco cessation, safety, mental health and public health issues.



**Kiowa County Coalition hosts Community Forum focusing on Underage Drinking in Snyder, Oklahoma.**

Contact Information



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Oklahoma State Department of Health

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Organizational Members

- City of Hobart
- Department of Human Services
- Elkview General Hospital
- Great Plains Youth & Family Services
- OU Harold Hamm Oklahoma Diabetes Center
- Head Start
- Hobart Chamber of Commerce
- Hobart Main Street
- Hobart Public Schools
- Kiowa County Health Department
- KTJS Radio Station
- Lone Wolf Public Schools
- Mountain View-Gotebo Schools
- Red Rock Regional Prevention Coordinator
- Rotary Club
- Oklahoma Commission on Children & Youth
- Oklahoma Health Care Authority
- OSU Extension
- Oklahoma Turning Point
- Snyder Public Schools

Partnership Outcomes



**Brenda Medlock, Chairman, assists with Oklahoma Safe Kids Car Seat installations and inspections.**



**Breakfast with Santa. Partnership between Start Right and Main Street Hobart.**

All four school districts in Kiowa County are 24/7 Tobacco Free Schools. 1,676 students attend school in tobacco free environments.

Seventy-five tobacco users have called the Oklahoma Tobacco Helpline over the last year. Calls from Kiowa County average 9.375 per month.

At a 2011 National Car Seat check, Kiowa County Coalition assisted 59 families by conducting car seat installation safety checks and distributed and installed 31 Oklahoma Safe Kids Car Seats. 28 car seat

installation checks were also conducted at the event.

Kiowa County Coalition members created 260 one new minute radio messages over the last 12 months educating the population on safety, immunizations, tobacco cessation, substance abuse and mental health issues.

Over the last 12 months, 1,733 immunization doses have been administered. Many of these doses were administered at county school sites to faculty and youth.

Awarded \$214,200 for

Safe Routes to School infrastructure and non-infrastructure for Hobart Elementary School.

Start Right Program provides voluntary home visitation & community based services that teach positive parenting skills & connects families to resources to seven families in Kiowa County.

Regional Prevention Coordinator conducted 12 tobacco compliance checks in Hobart with 66.7% of the stores being in compliance with the state law by not selling tobacco to minors.