



# Coalition for Change

McCurtain County

2011

## About Us...

**McCurtain County Coalition for Change's** vision is to have a safe and healthy community.

The original coalition was developed in 1991. Membership has grown to over 60 members countywide. Today the Coalition for Change has matured with many successful programs and ongoing community projects.

In the past, this partnership's primary focus has been to work together to reduce alcohol and other drug problems through coordinated and committed community prevention efforts including the implementation for too Good for Drugs Curriculum in many school systems. However, current activities are expanding partnerships in an effort to address all health related and community concerns that impact citizen's quality of life.

Three years ago, Coalition for Change served as one of four pilots in Oklahoma funded to address METH use in

For the past seven years this coalition has joined with two other coalitions to address tobacco control and prevention as the Project SPIT Consortium. This consortium has seen many social norm changes in regards to tobacco control and prevention. In 2011 the coalition as part of the Tri County LEAN Team Consortium was awarded a TSET grant to address nutrition and physical activity.

### Officers 2011

**Creda Impson**  
Chairperson

**Jerry Falling**  
Vice Chairperson

**Mary Lou Hunter**  
Secretary

**Kelly Jennings**  
Membership Chairperson

the local community. All four pilots worked together to develop a joint Media Campaign identified as the "FIGHT METH" Campaign. This campaign was unique in design and expanded throughout the county and across the state.

### Coalition Meeting Schedule

**Who:** Everyone

**What:**



### Meeting Reminder

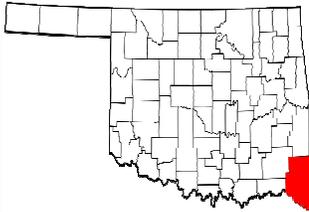
**When:** 3rd Tuesday @ 10:30 a.m.



Robbie Mullens speaks with Idabel elementary children Tyleb Lewis, Payton Johnson and Shavonda Hornburger about the unhealthy consequences of tobacco at Thursday's Great American Smokeout, attended by 500 outside McCurtain Memorial Hospital. Mullens said the No. 16 on her shirt represents the number of people who die each day from tobacco-related illnesses in Oklahoma. Sponsors were McCurtain County Coalition for Change, Project SPIT (Stop, prevent, intervene, tobacco) and the hospital. Various activities were offered at the event. (Staff photo)

## Partnership Priorities

- ◆ Collaboration
- ◆ Substance Abuse Prevention and Intervention
- ◆ Youth and Family Education and Development
- ◆ Healthy Living and Minority Health



McCurtain County



Coalition for Change

**Mission Statement!**

*“Coalition for Change will build partnerships to achieve a safe, economically viable, and positive community.”*



Beavers Bend State Park and beautiful Broken Bow Lake in the heart of McCurtain County . . . A great place to live, work and play.

**Community Partners**

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|---|--|
| <p>Choctaw Nation of Oklahoma<br/>Youth Empowerment<br/>Oklahoma State University<br/>Cooperative Extension Service<br/>Oklahoma State Department of Human Services<br/>Oklahoma State Department of Mental Health and Substance Abuse<br/>Idabel Minority Action Community<br/>McCurtain Co. Health Department<br/>McCurtain Co. Sheriff Department<br/>Kiamichi Family Medical Center<br/>Community Volunteers<br/>Ministerial Alliance<br/>Oklahoma Highway Patrol<br/>Idabel Church of Christ<br/>City of Idabel<br/>District Attorney/Staff<br/>OCCY<br/>The L.E.A.N. Team<br/>County School Districts</p> | <p>Kiamichi Youth Services<br/>Systems of Care<br/>Project S.P.I.T.<br/>Little Dixie Community Action Agency<br/>YCAP<br/>Bright Beginnings<br/>Idabel Housing Authority<br/>SMART START<br/>McCurtain County Hospital<br/>H.O.S.S.<br/>SOIC/APRC<br/>McCurtain County Drug Court<br/>Passport Mentoring<br/>Bureau of Narcotics<br/>Valliant House<br/>Second Chance Ranch<br/>McCAT<br/>Tushka Leadership<br/>CAPS<br/>Counseling Center of SE Oklahoma<br/>Oklahoma Health Care Authority</p> |
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**ACTIVITIES**

- Summer Programs for Youth
- Outdoor/Indoor Recreation
- Community Walks
- Tobacco Counter-Marketing
- Back Pack Food Program
- TSET Day at Capitol
- METH Busters
- 24/7 School Tobacco Policy
- Alcohol Compliance Checks
- Social Host Law Promotion
- Prescription Drug Prevention
- METH Media Campaign
- Students Working Against Tobacco (SWAT)
- Child Abuse Prevention
- Substance Abuse Prevention Support Groups
- Community Food Drives
- Youth Tobacco Survey
- Drug Court Education
- Tobacco Cessation Classes
- Reward Reminder Visits
- RBSS Training

**Partnership Outcomes**

- ◇ Implemented Too Good For Drugs school based curriculum in Broken Bow, Idabel and Wright City Schools
- ◇ Partnered with Broken Bow Schools to implement comprehensive drug prevention program ~ METH BUSTERS
- ◇ Hosted Regional Responsible Beverage Service and Sales Training
- ◇ Received OCCY Grant Funding for Child Interactive Thearapy Training Program
- ◇ Youth Access Ordinances passed Garvin and Haworth
- ◇ Clean Indoor Air Ordinance passed in Garvin and Haworth
- ◇ Received Systems of Care Contract
- ◇ Received TSET Grant on Tobacco
- ◇ Implemented CATCH at Primary South Afetr School Program
- ◇ Received TSET Grant on Nutrition and Fitness
- ◇ Trained and certified 2 instructors on Parent Child Interactive Training Program

## Great American Smoke Out, Cook Out and Walk Out



Cherokee Nation Youth Advisory Board students pose in front of the number 16 during the recent Great American Smokeout. 16 Oklahomans die each day from tobacco related illness. Those wishing to quit may call 1-800-QUIT-NOW for help.

Coalition members partnered to hold the first annual Great American Smoke Out Cookout/ Walkout. This event was hosted by McCurtain Memorial Hospital at their walking track, and used the number "16" as a focus (16 Okla-

homans die each day from tobacco related illness). In front of the hospital, near entrances from the highway, the hospital displayed the number sixteen with ten foot frames covered in red balloons. The hospital received calls throughout the day inquiring about the meaning of the number "16". Idabel Middle School SWAT students had a booth where local citizens signed up to walk laps around the track. Participants were given information about tobacco smoke and how it affects lung capacity. This activity also met the physical activity component required by a grant recently obtained through Idabel

Schools. The Tushka Leadership Class provided a cookout, which included healthy selections to help draw a crowd. Food was donated by local supermarkets. Participants took part in a survey included questions pertaining to the number "16" and willingness to support a smoke free environment. Surveys revealed that 98% of participants would support a smoke free environment. The local Area Prevention Resource Center set up a table where they displayed the harmful effects of tobacco smoke on the lungs. Idabel Public Schools agreed to allow students from the afterschool program attend the event. Nearly 300

students were in attendance, and many were accompanied by their parents and grandparents. Other local organizations each set up different activities to keep students busy, and teach them about the harmful effects of tobacco.

While we do understand that the effects of one event do not last beyond the memory of its participants, we also know that this event gained enough local media attention to motivate Haworth City Council to adopt Clean Indoor Air and Youth Access Ordinances, and Forest Grove Schools to adopt a 24/7 No Tobacco Policy.

### Funding



**Project SPIT Consortium  
Communities of  
Excellence in Tobacco  
Control and Prevention  
\$100,300.00 ~ GY 2010-11**

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**LEAN Team Tri County Consortium  
Communities of Excellence in  
Nutrition and Fitness  
\$30,000.00 ~ GY 2011-12**

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**Oklahoma Commission on Children and Youth  
Parent Child Interactive Training Program  
\$5,000.00 ~ GY 2011-12**

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**Systems of Care  
\$100,000.00  
GY 2011-12**

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**Oklahoma State Department of Mental Health and  
Substance Abuse  
Meth Busters ~ Broken Bow Schools  
\$20,000.00 ~ GY 2010-2011**

### Impact

- December 2010**
- ◇ City of Garvin adopts Clean Indoor Air Ordinance
  - ◇ City of Garvin adopts Youth Access Ordinance

- February 2011**
- ◇ Forest Grove School District adopts 24/7 No Tobacco Policy

- March 2011**
- ◇ City of Haworth adopts Clean Indoor Air Ordinance
  - ◇ City of Haworth adopts Youth Access Ordinance

- June 2011**
- ◇ Kiamichi Technology Center adopts 24/7 No Tobacco Policy

### Idabel High School senior named finalist for Youth Advocates of the Year Award

Baylie Martin, granddaughter of Mitch and Mary Lou Hunter-Idabel, has been selected as a finalist for the Youth Advocates of the Year Award by the Campaign for Tobacco-Free Kids. The YAYA is presented to top young advocates who display leadership in promoting the prevention of tobacco.

Martin, a senior at Idabel High School, dedicates her spare time to the betterment of individual health as well as the environment around her. She is involved in prevention through schools, city councils, local communities, the McCurtain County Coalition for Change and her friends and family.

"Baylie is a fantastic student and a hard worker," said Lisa Taylor, Tobacco Control Coordinator, and McCurtain County Health Department. "She has a passion for the health of herself and others and truly embodies the word advocate when it comes to tobacco prevention in McCurtain County."

Martin is a member of the Tushka Leadership Class where she is involved in writing and performing puppet skits to local schools concerning tobacco, alcohol, bullying, nutrition and physical fitness. Last week, Martin worked on a team that successfully implemented a 24/7 tobacco-free policy at Forest Grove schools. Martin, and her sister Beranica, have also presented Youth Access and Clean Indoor Air Ordinances to local city councils.

"Each year, our youth advocate of the year finalists remind those of us in the tobacco control movement why our work is so important," April Schweitzer, Associate Director, Youth Advocacy, Campaign for Tobacco-Free Kids. "Though young in years, these leaders are making an extraordinary impact on the tobacco control movement in the United States and around the world. Baylie Martin is one of those leaders!"

The Oklahoma Tobacco Helpline 1-800-QUIT-NOW (1-800-744-8669) offers free support to Oklahomans who are trying to quit using tobacco offering free coaching as well as free patches or gum.



Shown are, from left (back) Beranica Martin, Baylie Martin, Supt. John Smith, and (Front Row) Forest Grove School Board Members: Doug Brown, Martha Ausmus, and Ashley Jobs. Forest Grove School Board voted to adopt a 24/7 No Tobacco policy for their campus at the February School Board Meeting.

