



# McClain County Turning Point Coalitions

McClain County

2011

## About Us...

McClain County touts three community coalitions: **BCCTP, C.A.R.E., C.Y.A.P., and Tobacco-Free McClain County.**

The Blanchard Community Coalition (BCC) launched during the latter part of 2004. A survey completed by middle and high school students served as a springboard to target action to address health, safety and wellness of Blanchard youth and the community at-large. BCC became a Turning Point partner (BCCTP) in 2006. This pivotal “turning point” ignited enthusiasm and ushered in more support “at-the-table. Ideas and activities flourished to improve health and quality of life in Blanchard and other surrounding communities in McClain County.

The Community Alliance of Resources for Everyone (C.A.R.E.) C.A.R.E. is a vehicle to conduct ongoing community needs assessments, to facilitate development of communication and collaboration among ser-

vice providers in the community, and meet the needs of the Lexington community and the people of McClain County.

C.A.R.E. officers: President, Vice-President, Secretary, and Treasurer. The officers comprise the Executive Committee. C.A.R.E. has By-Laws. Meetings are bi-monthly– January, March, May, July, September & November– 8:30 AM-10:30 AM at the Mid-America Technology Center (Administration Building, Room 125), Wayne, OK.

The *Tobacco-Free McClain County* subcommittee meets monthly, the 4th Wednesday from 8:30 AM to 10:30 AM [free breakfast] at the Purcell Library (Community Room), 919 N. 9th Avenue, Purcell, OK.

The Community Youth Activities Program (C.Y.A.P.) was formed about 5 years ago. Its mission is to promote and provide a safe environment for youth and encourage positive

life choices through education, recreation, and community service activities. Youth development activities have shown promise in effecting positive change in behaviors among youth– improving interpersonal skills and decreasing risky behaviors such as, alcohol and substance abuse.

C.Y.A.P. volunteers hosted a *Youth Golf Clinic* July 11-13, 2011 and *Family Swim Nights*, June 23 thru the end of summer.

A building use agreement with the city of Purcell is pending.



## Partnership Priorities

- Nutrition & Physical Activity
- Alcohol Awareness/ Prevention
- Tobacco Control/ Prevention
- Healthy Adolescent Behavior
- Access to Health Care



"McClain County is a place where things happen." It is centrally located near "Big City" resources and has the "comfort of country living."

The county seat is Purcell.

***If we are together nothing is impossible. If we are divided, all will fail.***

**Winston Churchill**



**Youth and families having fun; enjoying quality time at community "back-to-school" event.**

## Community Profile: Strengths and Challenges

The "line up" of McClain County Turning Point Coalitions: BCCTP, C.A.R.E., and C.Y.A.P., along with the newest addition, *Tobacco-Free McClain County*, a Wave III Communities of Excellence Tobacco Control grantee, are ALL positioned to improve health, safety, and quality of life for everyone living, working and learning in the communities and neighboring regions.

Each coalition has strong, established relationships

with the community, leaders, and decision-makers in the county. All have regular meetings, structure, and targeted goals and objectives.

Work will be devoted to raising public awareness about the Coalitions to get more members of the community-at large involved in targeted activities. Coalition members, partners, and stakeholders will continue to review their strategic plans and community partners profiles to determine

which community sectors are absent and "invite" the particular sector representation "to-the-table," along with those most affected by particular health issues.

Participation is needed from everyone to move the needle on improving health outcomes in surrounding communities, schools, and businesses in McClain County. The Coalitions are up to the challenge and on point to target their efforts to effect positive change.

## Description of Assessments

Public schools in Wayne and Purcell were randomly selected to participate in the 2011 Oklahoma Youth Tobacco Survey (OYTS).

Several coalition members of Tobacco-Free McClain County volunteered to conduct this targeted activity to collect data on knowledge, behaviors, and attitudes of students and to assess other influences that could make the students susceptible to risky behaviors.

*Getting to Know Your Coalition Survey*

Social Capital Asset Assessment

## Tobacco-Free McClain County



Mindy Bellack, CX Tobacco Coordinator for McClain County sharing information on tobacco cessation and prevention at “Back-to-School” event sponsored by the Purcell Ministerial Alliance and Heart of Oklahoma Chamber of Commerce

### Funding

- ◇ **Grant:** Drug-Free Community
- ◇ **Purpose:** Targeted strategies to prevent/ reduce substance abuse among youth
- ◇ **Funding Period:** \$110,000/year - 5 years
- ◇ **Funder:** Office of National Drug Control Policy
  
- ◇ **Grant:** Wave III Communities of Excellence Tobacco Control - Awarded October 1, 2010
- ◇ **Purpose:** Prevent youth initiation of tobacco; educate community on ill-effects of tobacco
- ◇ **Funding Period:** \$75,000/year - 5 years
- ◇ **Funder:** (TSET) Tobacco Settlement Endowment Trust

### Impact

The BCCTP collaborated with the city of Blanchard to pass a “social host” ordinance to prevent alcohol, tobacco, and other drug use in the Lion’s Park.

The city of Blanchard passed a social host ordinance that prohibits adults over age 21 from providing

alcoholic beverages to under-age youth.

Two schools now have 24/7 tobacco-free policies: Byars and Blanchard



C.Y.A.P. volunteers collecting money for the “Relay for Life” a community event sponsored by the American Cancer Society

## Partner Information



Oklahoma  
State  
Department  
of Health

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[www.turningpoint.org](http://www.turningpoint.org)

Ace Hardware  
Blanchard Chamber of Commerce  
Blanchard City Police  
Blanchard Pharmacy & Gifts  
Blanchard Public Library  
Blanchard Public Schools  
Cleveland County Health Department  
First National Bank & Trust Co.  
First United Methodist Church  
McClain County Health Dept  
McClain Co., Office of Juvenile Affairs  
McClain Co., OSU Extension  
McClain Co., Sheriff's Department  
McClain Co., Youth & Family Service  
Mid America Technology Center  
NAIC of Norman  
New Life Covenant Church  
Norman Regional Health System  
OK DHS  
Oklahoma State Department of Health  
Oklahoma Turning Point  
Purcell Fire Department  
Purcell Ministerial Alliance  
Purcell Municipal Hospital  
Purcell Public Library

Purcell Public Schools  
Saint's Family Health Center  
Steven's Trucking  
Wallace Construction  
Wayne Public Schools

## Partnership Outcomes

- ◆ **Social Host & ATOD Ordinances** - BCCTP collaborated with the city of Blanchard to pass ordinances to prevent alcohol, tobacco, and other drug use in Lion's Park. Passed a social host ordinance in Blanchard to prohibit adults over the age of 21 from providing alcoholic beverages to underage youth.
- ◆ **The Girl Power Camp** - To date more than 100 girls have participated in a *Healthy Lifestyles* program addressing tobacco use prevention, self-esteem issues, physical activity, and nutrition education.
- ◆ **McClain County Healthy Cooking Classes** - Provided a free 6-week hands on cooking education classes to McClain county residents.
- ◆ TSET Grant— C.A.R.E. received \$98K grant to develop to develop program outcomes to prevent youth initiation; promote tobacco use prevention and cessation in McClain County.
- ◆ Hired Communities of Excellence Tobacco Coordinator for McClain County.
- ◆ Sponsored Rick Bender— presentations made at Dibble and Purcell schools on February 2, 2011.
- ◆ Conducted in-service training to local health department staff on Helpline services and the 5As.
- ◆ Provided Helpline information to a local dentist and pharmacy
- ◆ Two schools went 24/7— Blanchard and Byars.
- ◆ Hosted Rick Bender , a national speaker on tobacco cessation and prevention gave presentations at local schools on the ill-effects of tobacco. At age 26, he was diagnosed with cancer due to his use of spit tobacco. He lost 1/3 of his tongue, 1/2 of his jaw, 25% use of his right arm, and almost lost his life.