



About Us...

Muskogee Turning Point was established in 2000, to bring together community partners to collaboratively address the health needs of the County. Founding partners include the Muskogee County Health Department, Muskogee Regional Medical Center, The Children's Clinic, Muskogee Phoenix, First National Bank, Muskogee Ministerial Alliance, Muskogee Parks and Recreation, and the Mayor's office. The mission of the coalition is to protect and promote the health of citizens of Muskogee County and to assure the conditions by which our citizens can be healthy.

Muskogee Turning Point meets quarterly, following bylaws adopted in November of 2001. Muskogee Turning Point allows for participation and membership of all interested community members and organizations within Muskogee County, who support the coalition's efforts to promote wellness.

Current subcommittees include Muskogee Against Tobacco, and the Muskogee Wellness Initiative. This year, Muskogee Turning Point has been selected to receive funding for TSET's new Nutrition and Fitness grant, and is in the process of forming a committee to launch this program. Doug Walton has been selected to coordinate this program. Doug has been serving as a coordinator for the Muskogee Farmers Market and will be a great asset to the program.

The Muskogee Against Tobacco subcommittee operates with grant funding from the Tobacco Settlement Endowment Trust, and is currently in its seventh year. Through policy advocacy and tobacco prevention and cessation efforts, this program has made an impact on the population using strategies across the spectrum of prevention.

The Muskogee Wellness Initiative began in 2008 as a collaboration between the City of Muskogee, Care ATC, Muskogee Parks and Recrea-

tion, Muskogee County Health Department, Muskogee Regional Medical Center, and Muskogee County Turning Point to proactively encourage Muskogee area residents to eat better, move more, and be tobacco free. In 2010, the City of Muskogee designated the group as an official city committee.

Muskogee Wellness is guided by the priorities of the [Oklahoma Health Improvement Plan](#) and shapes its strategies and events to raise awareness and inspire action for healthier living.

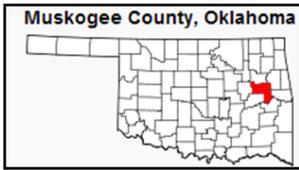


Community Gardens in Muskogee allow neighborhoods to be active while increasing consumption of vegetables.

Partnership Priorities

- Tobacco Control
- Physical Fitness & Activity
- Nutrition





County Seat: Muskogee

Fort Gibson Historical Site

Five Civilized Tribes Museum

Oklahoma Music Hall of Fame

Muskogee Regional Medical Center

NSU Muskogee

Muskogee Community Hospital

Muskogee VA Medical Center

Bacone College

Community Profile: Strengths and Challenges

Muskogee County has a total population of 71,000, with about 39,000 residing in the City of Muskogee. Muskogee offers a network of healthcare providers, educational institutions, retail and entertainment venues, industry, a large faith community, and media opportunities through the local radio station and newspaper.

While rich in resources, poverty and food insecurity are significant concerns throughout the county. Inadequate transportation and the location major grocery stores reduce access to fresh

fruits and vegetables for many people.

The 2011 County Health Ranking report places Muskogee County at 65 out of 77 for Health Factors. This ranking reflects the statistic of 31% adult smoking rate as well as 31% adult obesity rate. Additionally, 29% of children under 18 are living in poverty. According to 2004-2008 BRFSS data, 11.8% of Muskogee County adults report having been diagnosed by a health professional as having diabetes. This is 157% higher than the state average of 7.5%.

Schools offer free and reduced meals to 67.77% of the students in Muskogee County. Muskogee Turning Point advocates for wellness policies for both students and staff of public schools. The Muskogee County Health Department, in partnership with Muskogee Turning Point, has implemented the Coordinated Approach to Child Health (CATCH) during the after-school hours at one local school. It the hope that the program will be expanded to one additional site in the next year.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”
-Margaret Mead



Description of Assessments

According to the 2011 County Health Rankings by the University of Wisconsin Health Institute, Muskogee County ranks 65 out of 77 for Health Factors and 44 out of 77 for Health Outcomes.

Health Factors include health behaviors, clinical

care, social and economic factors, and physical environment.

Thirty-one percent of the adults in Muskogee are reported as having a Body Mass Index greater than 30.

Adults in Muskogee County use tobacco at a

rate of thirty-one percent, compared to the state average of twenty-five percent.

The 2009 Behavior Risk Factor Surveillance Survey reports that 85.4% of Muskogee County adults consume less than 5 servings of fruits and vegetables per day.

Featured Intervention / Project

The city of Muskogee has a brand new Tobacco Free Parks ordinance! Early this spring, Jason Shelor, a coalition member and Health Educator for Cherokee Nation, went for a run in a city park, and was confronted with a cloud of cigarette smoke. His call for action to Muskogee Wellness Initiative was met with total agreement. Muskogee Against Tobacco, in its seventh year, has done so much work creating change in

Muskogee County around tobacco use, that the community was ready to make a shift. MWI and MAT urged the Muskogee Park Board to recommend that the City Council consider a tobacco free parks ordinance. The Park Board voted unanimously to do so, paving the way for

the City Council to adopt the ordinance.

Jane Jones, Program Coordinator, stressed the importance of providing clean and safe environments for families to enjoy outdoor activity without being exposed to the chemicals in tobacco

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smoke and cigarette butts, the most often littered item.

To underscore the amount of tobacco use in Muskogee's parks, Jones organized SWAT members in a clean-up effort to remove the butts and other trash. SWAT members were also concerned about ducks and other wildlife eating the discarded cigarette butts. This ordinance will have lasting impact on those who enjoy the parks.



SWAT members participated in a clean-up of Muskogee Parks

Funding

- ◇ **Communities of Excellence in Tobacco Control**
- ◇ **Purpose: Tobacco Prevention and Cessation**
- ◇ **Funding Period: October 2010-September 2015**
- ◇ **Funder: Oklahoma Tobacco Settlement Endowment Trust**
- ◇ **Funding: \$324,000**
- ◇ **Muskogee Wellness Initiative**
- ◇ **Purpose: Improve the Health of all Citizens**
- ◇ **Funding Period: Annual funding as available**
- ◇ **Funder: City of Muskogee Foundation**
- ◇ **Funding: \$75,000**
- ◇ **Communities of Excellence in Nutrition and Fitness**
- ◇ **Purpose: Prevent and Decrease Obesity and increase opportunities to be physically active**
- ◇ **Funding Period: Planning Phase July 2011-September 2012**
- ◇ **Funding: \$90,000**

Impact

- Through funding opportunities and community support, Muskogee Turning Point and its committees; Muskogee Against Tobacco and the Muskogee Wellness Initiative, have created systems change by working toward the passage and implementation of:
 - ◇ Prevention of Youth Access to Tobacco ordinances
 - ◇ 24/7 Tobacco Free school policies
 - ◇ Promotion of the Oklahoma Tobacco Helpline
- ◇ Annual community event, focused on work-site wellness, featuring guest speaker Danny Cahill, winner of Biggest Loser, Season 8
- ◇ Farmers Market promotion, and "Veggie Bucks" vouchers for families, to encourage use of the Farmers Market
- ◇ Tobacco Free Parks Ordinance
- ◇ Recipient of Nutrition and Fitness Grant



85.4% of Muskogee County adults consume less than 5 servings of fruits and vegetables per day. BRFSS 2009



Oklahoma Turning Point

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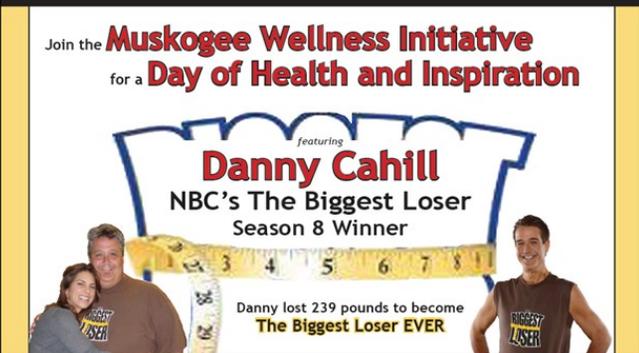
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<http://www.MuskogeeWellness.org>

<http://muskogee.health.ok.gov>

Partnership Outcomes

**Thursday, March 10:
Get Healthy Muskogee**



This Inspirational Day of Health, in partnership with the Chamber of Commerce, Muskogee Regional Medical Center, Rotary Club, Muskogee County Health Department, and Parks & Recreation was an opportunity to promote health and wellness.

This has been a year of growth for Muskogee Turning Point, with a large attendance of local businesses and faith leaders at the “Day of Health and Inspiration”, with sessions including

- ◇ “Healthy Business, Healthy Bottom Line”
- ◇ “Making Muskogee the Biggest Winner”, and
- ◇ “Honor the Body as a Temple”

With increasing visibility in the community, Muskogee Turning Point has seen:

- ◇ Increased participation in the local Farmers Market, with Salsa-making demonstrations and “Grill-Crazy”
- ◇ Enhanced relationship with the City of Muskogee as an official committee, which will allow the coalition to advocate for more positive changes