



## About Us...

The Okmulgee County Wellness Coalition was created in 2006 by a concerned group of individuals from four different agencies, Okmulgee County Health Department, Anne Moroney Youth Services, Okmulgee Memorial Hospital, and Area Prevention Resource Center, who were interested in improving the health status of Okmulgee County. Since then, the coalition has brought together a wide circle of community agencies and partners, coordinating efforts and resources to more effectively improve the wellness of the people of Okmulgee County. This dynamic group has a strong sense of purpose, and has taken own-

ership of creating lasting change that will affect the residents of Okmulgee County for years to come.

The Coalition meets on the second Wednesday of every month for planning, sharing of resources, and the development of strategies to address the health status and needs of the county. Attendance at the coalition meetings has grown steadily, as community members see this as an effective forum to address community needs. Participants of this group come together with a true interest in the betterment of the community, rather than a sense of duty to an employer.

The Coalition is an action oriented and outcomes driven organization. All of the members are very busy individuals, but are highly committed to the purpose of the organization and its overarching purpose of making a positive difference in Okmulgee County. While a number of positive outcomes have already been achieved by the coalition, all members are fully aware that the task of making major changes that will sustain themselves into the future is a long-term task, which will require strategic planning and action, based on Best Practices and Promising Practices.

## Description of Assessments

According to the 2011 County Health Rankings by the University of Wisconsin Health Institute, Okmulgee County ranks 54 out of 77 for Health Outcomes, and 64 out of 77 for Health Factors. Health Factors include health behaviors, clinical care, social and economic factors, and physical environment.

Thirty-four percent of the adults in Okmulgee County are reported as having a Body Mass Index greater than 30, while twenty-seven percent of adults are currently smokers. Both of these statistics are higher than the state of Oklahoma, which has an average of thirty percent obese, and

twenty-five percent of adults who smoke.

BRFSS data estimates that thirty-six percent of people in Okmulgee County had no leisure activity in the past month, and over half the adults did not reach the recommended physical activity level.

Additionally, eighty-one percent of Okmulgee County adults did not eat the recommended five servings of fruits and vegetables per day. This is despite the fact that seventy-five percent of the population has access to healthy foods in grocery stores, produce stands and farmers markets.

## Okmulgee County Wellness Coalition

**The OCWC mission is to transform and strengthen public health infrastructures.**

**It is founded on the idea that diverse groups working together can better identify and influence the determinants of health.**

## Partnership Priorities

- ATOD Prevention & Education
- Child and Family Abuse Prevention
- Physical Activity & Nutrition Promotion
- Access to Health Care
- Emergency Service Improvement
- Youth & Family Support



**Okmulgee County**

City of Okmulgee,  
County Seat

Okmulgee Memorial  
Hospital

OSU Institute of Technology

Dripping Springs State Park,  
Okmulgee State Park

Muscogee Creek Nation  
Council House

Green Country Technology  
Center

*“To create true change for better health, we must work together for policy adoption, promotion, and education in our places of business, our schools, and in our community.”*

*-Beverly Walker,  
Chair*



**Okmulgee County  
Courthouse**

**Community Profile: Strengths and Challenges**

According to the 2010 census, Okmulgee County’s population is 40,069. The county covers an area of 696.97 square miles, and Okmulgee’s history includes a once-booming oil industry and a robust Native American culture. Within Okmulgee County, 73.3% of the population is White, 16.3% is Native American, and 10.1% is Black.

The incorporated cities within Okmulgee County include Okmulgee, which is the County Seat, Henryetta, Morris, Beggs, Dewar, Grayson, Hoffman, Schuller and Winchester.

The high school graduation rate for the county is 82.5%, and 13.7% hold a Bache-

lor’s Degree or higher. Continued education opportunities in Okmulgee County include the OSU Institute of Technology and Green Country Technology Center.

The State of County’s Health Report estimates that 24.6% of the population has a disability, which is higher than both state and national rates, however 44% of disabled persons aged 21-64 are employed.

The 2010 census estimates that 20.1% of the county's population is living below poverty level.

The rate of obesity in Okmulgee County is 34%, and an estimated 12.2% of

adults have diabetes. (BRFSS) The leading cause of death in Okmulgee County is heart disease.

Okmulgee County is blessed with a plethora of outdoor venues for physical activity, including Okmulgee and Dripping Springs State Parks, several city parks, numerous athletic fields, Deep Fork National Wildlife Refuge, and at least five short walking trails. The OCWC is working in conjunction with Creek Nation to develop a Circle of Friends Walking Trail, and is in the process of building a skate park in Okmulgee, with input from youth.

**Funding**

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|---|--|
| ◇ <b>Communities of Excellence in Tobacco Control Program</b> | ◇ <b>Communities of Excellence in Nutrition &amp; Fitness</b>            |
| ◇ <b>Purpose: Tobacco Use Prevention/Cessation</b>            | ◇ <b>Purpose: Prevent /Reduce Obesity and Increase Physical Activity</b> |
| ◇ <b>Funding Period: October 2010-September 2011</b>          | ◇ <b>Funding Period: July 2011-September 2012</b>                        |
| ◇ <b>Funder: Tobacco Settlement Endowment Trust</b>           | ◇ <b>Funder: Tobacco Settlement Endowment Trust</b>                      |
| ◇ <b>Amount: \$180,000</b>                                    | ◇ <b>Amount: \$90,000</b>  |

## Featured Intervention / Project

The Communities of Excellence in Tobacco Control Program in Okmulgee County, under direction of the OSU Seretean Wellness Center, is currently in its seventh year. It is one of the original grantees, which began in 2004. This program, funded through the Tobacco Settlement Endowment Trust, strives to create systems change in Okmulgee County, by employing strategies across the spectrum of prevention, that will have a far greater impact than any one element alone.



*Creating graphic images of a "Broken Bank" for Tobacco Free Oklahoma Week*

*This display represents the amount of money spent for each person because of tobacco use in Oklahoma*



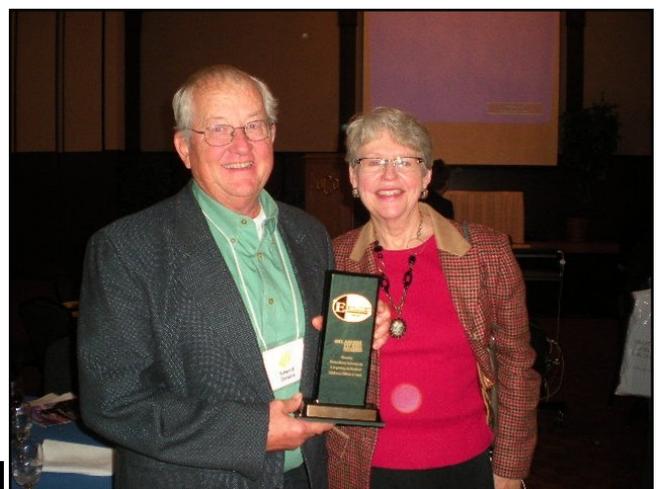
The priorities of the Tobacco Control Program are: Eliminate Secondhand Smoke Exposure, Prevent Youth Initiation of Tobacco Use, Promote Tobacco Cessation Services, and Reduce Tobacco Industry Influence. Each priority area has a set of indicators that serve as benchmarks of how well Okmulgee County is doing in making progress. The Communities of Excellence in Tobacco control program addresses tobacco use policies at worksites, schools, and advocates for the passage of city ordinances that will protect

citizen from exposure to secondhand smoke, and prevent youth from having easy access to tobacco products. The program also promotes the toll free Oklahoma Tobacco Helpline, and leverages media resources to promote messages that expose the deceptive practices of the tobacco industry.

Each year, the coalition assists this program in the selection of objectives that address each of the indicators, as well as increasing key Social Capital Assets, such as Adult and Youth Community Activism for Tobacco Control. The success of the program is dependent upon participation and buy-in of the communities it serves.

Youth participation is mainly through membership in Students Working Against Tobacco (SWAT), which provides youth an opportunity to take a stand against the efforts of tobacco companies to entice young people to become new customers. SWAT members advocate for 24/7 Tobacco Free School Policies, and learn strategies to encourage their generation to be tobacco free.

## Community Champion Award



*Dr. Ed Osborn received the Community Champion Award at the Annual Turning Point and Fit Kids Conference in 2010, for his efforts to improve the health of Oklahoma children and youth.*





## Oklahoma Turning Point

Oklahoma State Department of Health

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## Partnership Outcomes

- Developed a Community Garden. Vegetables are being donated to the homeless shelter.
- Dr. Osborn received the Community Leader Award at the Turning Point Fit Kids Conference.
- An Obesity Prevention Seminar was held in Okmulgee with Dr. Ed Legako, Ben Cooper, and Nicholas Hickman as speakers. There were over 100 participants.
- Coalition voted to make the Circle of Friends Trail System (COFTS) a standing committee.
- COFTS has worked with a landscape architect and a trail design has been developed.
- A Fall Fitness Challenge was organized for Okmulgee County with a group from Morris, "Team Joe", being the overall winners.
- "Turn Off Week" event last fall, in which participants were asked to turn off the TV and get active.
- Okmulgee and Beggs Schools participated in Walk to School Day.
- Carolyn Clifton does food demonstrations twice a week at the Farmers Market to show people how to prepare foods grown by the farmers.
- A Healthy and Safe School Advisory Committee was formed for Okmulgee Schools. They have begun collecting BMI measurements for elementary students, and plan to include Middle School, and will track students' BMI twice per year, and send home in report cards.
- Communities of Excellence Nutrition and Fitness Grant was awarded to Okmulgee Wellness Coalition.