



# Pontotoc County Turning Point & Systems of Care Coalition

Pontotoc County, OK

2011

## About Us...

The Pontotoc County Turning Point & Systems of Care coalition is a very dedicated coalition that has been working hard over the past several years to improve the health of their community. The coalition continues to expand their partnership's while expanding their involvement in the community and working to bring needed resources to the Pontotoc County area. The Pontotoc County Turning Point & Systems of Care coalition has helped establish the Pontotoc County Drug Free Coalition and the new Tobacco Coalition "STOP" Stomp Tobacco Outta' Pontotoc. With these coalitions working together in Pontotoc County, they are attracting many resources to their area and providing resources to the local citizens. The Ada United Way is a community partner of the Pontotoc Turning Point, Systems of Care and the Drug Free Coalition. The Ada United Way supports 18 non-profit health and human service agencies in our community who provide a wealth of needs to our local citizens. Thanks for being a great community advocate for Pontotoc County.

## Community Profile: Strengths and Challenges

Pontotoc County is the headquarters to several well-known businesses and Tribal affiliations. Ada is the home to the Chickasaw Nation Indian Tribe, and Oklahoma's State law enforcement training center. Chickasaw Nation is one of the largest employers in Pontotoc County, and provides great resources and prevention needs to the community. Pontotoc County has great community involvement and support from local citizens. In Pontotoc County, home to several schools and a university. East Central University that has been in operation since the 1900s. The communities have great primary and secondary schools in and around Ada. The local schools are great supporters of our local community coalitions.

Pontotoc County residents are facing the same tolls as the surrounding county's. Pontotoc

County has high rates of cardiovascular disease and diabetes. There are several other health indicators that some residents are up against: low income/ poverty, teenage pregnancy and cancer. With the local community coalitions it is our mission to bring resources in to our community to help our citizens in need. The community coalitions will be applying for future grants that will benefit the Pontotoc County area. The Pontotoc County Turning Point, Systems of Care and the Drug Free Communities coalition looks forward to helping promote the health and wellness of our county.



## Partnership Priorities

The Pontotoc County Turning Point & Systems of Care Coalition has focused on several priorities throughout the year.

- ◇ **Physical Fitness & Nutrition**
- ◇ **ATOD Prevention**
- ◇ **Wrap Around Services**
- ◇ **Community Collaboration and Development**
- ◇ **Youth & Families**
- ◇ **Mental Health**



Wintersmith Lake, Ada OK

## Description of Assessments

Pontotoc County has several organizations that implement need assessments out in the county. Wichita Mountain Prevention Network has been targeting substance abuse prevention in the county for a few years, they have worked with the schools to get them to do the OPNA (Oklahoma Prevention Needs Assessment). With the OPNA data this will let the school superintendents and local community organizations know where Pontotoc County has high rates of Tobacco Use, Alcohol and Other Drugs in the communities. This needs assessment targets 6th, 8th, 10th, and 12th grades. Once the assessments are complete this gives each community a driving force to mobilize

and build capacity to address the needs in the county. From here the county coalition will develop a plan of prevention to target each community.

Pontotoc County Turning Point & Systems of Care Coalition is working towards starting the beginning stages of the MAPP process (Mobilizing for Action through Planning and Partnerships). The MAPP process is a strategic approach to community health improvement. The MAPP tools will help communities improve health and quality of life through community-wide strategic planning. The Pontotoc County Turning Point & Systems of Care coalition will soon be

giving a over view of MAPP to local coalition members, and then will plan a kick off for the MAPP process within the next year. The Pontotoc County Turning Point & Systems of Care Coalition looks forward to creating a healthy community and providing a better quality of life for their citizens with the outcomes from the MAPP process.



**“Eat Better,  
Move More, and  
Be Tobacco  
Free”**

**Start shaping  
your future now**

## Featured Intervention / Project

Pontotoc County Coalition members help push the 5320 campaign around the county. The lives of 5,320 Oklahomans could be saved each year if our state met the national average for health measures. Each Pontotoc County resident has a stake in public health. Each one of us at some point in time will deal with losing a family member or friend to diseases that could have been prevented. We need to be aware that our poor health behaviors such as smoking, overeating, and not getting enough exercise can directly increase the risk of stroke, heart disease, diabetes and some cancers.

Our great state has a plan for all Oklahomans to become more informed about making behavior choices that will help us become a healthier state. The recent “5320” campaign and the new “Shape Your Future” health cam-

paign have helped increase attention to our state’s health concerns. If each Oklahoman would simply begin small steps to *Eat Better, Move More, and Be Tobacco Free*, this would shape our future. It takes just a little change from every Oklahoman to help reduce the risk of preventable diseases.

For example, tobacco use in Oklahoma is a major killer and the leading cause of preventable death, with 6,000 Oklahomans dying each year due to tobacco use. In addition to lives lost, tobacco use costs Oklahomans more than \$2 billion in medical expenses and lost productivity every year. That’s about \$600 dollars for each Oklahoman. At least 78,000 Oklahoma children are already using tobacco. Several communities in Oklahoma have activities in place to help children avoid tobacco use and

help those who smoke, stop.

Pontotoc County Coalition members have stepped up to the plate to address the underlying health behaviors we have. We have taken a step towards educating and promoting tobacco use prevention since Pontotoc county received the Tobacco Prevention grant from TSET. Along with other agencies in the community we have went the distance to promote healthy behaviors throughout the county. We want all Pontotoc County residents to play a special roll where they live, work and play. It depends on each citizens to make the daily changes to benefit the rest of their life.



Shape your future

Save 5320 lives.

Shape your future OK.com

## Impact

Pontotoc County Coalitions have set the standards pretty high for surrounding areas. Pontotoc County's newer coalitions are striving to be the best.

The Pontotoc County Drug Free Coalition is a group of volunteer community members collaborating efforts to prevent substance abuse and promote recovery. This coalition has made a huge

impact in the community, while hosting a "reality party" for parents to attend a educated workshop, lead by local youth doing a skit on what a real life party is like with alcohol involved. These reality party made parents realize what prevention measures need to be taken with there children and underage drinking. The Pontotoc County Drug Free

coalition applied for the Drug Free Communities grant this year, and is waiting to hear the results if they were awarded or not.

With receiving the wave three tobacco prevention grant, Pontotoc County citizens will be educated on the health risks of using tobacco and also be provided the information to quit using tobacco. The

focus of the Tobacco Prevention grant is to reduce the number of tobacco users in Pontotoc County. The Tobacco coalition will be able to provide local school's resources to help make them a 24/7 Tobacco Free Campus. The Tobacco coalition will also provide information to local businesses on how to become tobacco free worksites.

## Funding

- ◇ **Grant: Tobacco Prevention Grant**
- ◇ **Purpose: To educate local citizens about Tobacco Prevention and to reduce the number of Tobacco users in Pontotoc County**
- ◇ **Funding Period: Oct. 2010-Sept. 2011**
- ◇ **Funder: TSET; Tobacco Settlement Endowment Trust**
- ◇ **Amount Awarded: \$75,000.00**
- ◇ **Grant: Systems of Care Grant**
- ◇ **Purpose: Organized coordination with networks to provide and meet the needs of Pontotoc County Families.**
- ◇ **Funding Period: 2010-2011**
- ◇ **Funder: ODMHSAS**
- ◇ **Amount Awarded: \$140,000.00**

## Partnership Outcomes

- ◇ **Charity Tracker;** A database network that is in its beginning stages. It is a password protected/log in database that allows the community "real time" access to resources in the community. It allows message capabilities to those agencies/ organizations that are partnering. Ada United Way was invited to the table by the local faith based community and was able to partner by purchasing an unlimited user access for Pontotoc county. The database will allow future reporting indentifying needs, resources and the needs that are met. This will allow Pontotoc county to meet the needs of residents and the hopes of no duplications of services as well.
- ◇ **Tobacco Grant;** Pontotoc County received a \$75,000 dollars Tobacco Prevention Grant
- ◇ **Drug Free Coalition;** The Drug Free Coalition has wrote for the DFC grant and is waiting to see if they were awarded. This coalition has went from its beginning stages to having over 50 coalition members.
- ◇ **Eat Better, Move More;** Stonewall has offered Zumba classes and after school boot camp activities. These classes have had great attendance since last school year and throughout the summer. With offering these classes the town of Stonewall is getting up and moving forward to having better health.