



About Us...

The Payne County Breathe Easy Coalition began in 2004 as a Wave I Communities of Excellence in Tobacco Control grantee. These grants, provided by the Oklahoma Tobacco Settlement Endowment Trust, allow coalition and grantees to promote effective policies and programs to reduce tobacco use at the local level.

The Payne County Breathe Easy Coalition works to reduce the incidence of tobacco in Payne County. The coalition works in four priority areas including eliminating secondhand smoke exposure, preventing youth initiation, promoting tobacco cessation, and reducing tobacco industry influences, as well as working on social capital assets. It is the desire of the coalition to make Payne County as healthy and tobacco-free as possible.

The Payne County Communities of Excellence Program and the Breathe Easy Coalition has gained positive momentum in several key areas this year. Community sup-

port for the program and coalition continues to grow with most sectors of the community now being represented.

Coalition members have assumed a stronger role in advocacy and have taken it upon themselves to inform their legislative members at the state and local levels about the importance of restoring local rights in regards to preemption for smoking laws.

The Payne County Breathe Easy Coalition hosted its second annual Payne County Healthy Business Forum on August 10, 2011. Keynote speaker for the event was Representative Cory Williams. Approximately 26 people were in attendance. Participants learned the benefits of becoming a 24/7 tobacco-free business, heard testimonials and learned how to apply to become an Oklahoma Certified Healthy Business. The Coalition recognized the following organizations and individuals for their commitment to to-

bacco control in Payne County Awards were presented to:

- Stillwater Milling
- Stillwater Medical Center
- Stillwater Radio
- Stillwater Living Magazine
- Stillwater Public Library
- Brett Allred
- Brenda Mutai-Hall
- Payne County Health Department.



400 Shirts Campaign

Partnership Priorities

- Eliminating Exposure to Secondhand Smoke
- Promoting Tobacco Cessation
- Preventing Youth Initiation





Payne County
Its county seat is Stillwater, home of Oklahoma State University. With an estimated population of over 77,000, Payne County lies northeast of the Oklahoma City metro

"We would not let anyone come into our country and kill 1,200 people, so how could I possibly stand by and let the tobacco companies do it?"

**Payne County
SWAT Youth**



Payne County Student's Working Against Tobacco

This school year the Payne County SWAT Youth participated in over 20 activism activities. The activism activities in Perkins, OK led to the adoption and implementation of a 24/7 Tobacco Free School Policy.

The Perkins SWAT Youth began their journey by assessing the community to determine its support of a 24/7 Tobacco Free School Policy. A number of activism activities were held during this time which allowed youth to gain com-

munity support and recognition through earned media. Youth also received training on public speaking prior to addressing the Perkins School Board with their request for the adoption of a 24/7 Tobacco Free Policy.

On the night of the school board meeting, SWAT Youth presented their case to the Perkins School Board along with 126 community surveys all in favor of adoption of the proposed policy.

SWAT Youth at Stillwater Middle School focused on educating parents, elementary schools, and participating in policy awareness. 10 youth attended TSET day at the capital and were given the opportunity to meet local Legislators.

Cushing Middle School focused around community events. For Kick Butts Day, middle school youth conducted a "lips" campaign to counteract tobacco companies that once said, "If they got lips, we want them."

Impact

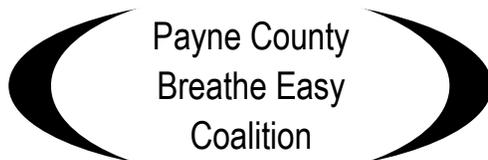
- ◇ Payne County CX Program and Breathe Easy Coalition have played an intricate part in educating legislative leaders and key opinion leaders on the issue of restoring local rights.
- ◇ Currently working with 4 family community outreach agencies to include education on smoke-free homes in their outreach programming.
- ◇ Increased the number of local key opinion leaders supporting tobacco-related community norm change by developing and fostering relationships within the community.
- ◇ Worked to develop new and creative ways to promote the Oklahoma Tobacco Helpline through a variety of partnerships, not strictly health related organizations. As well as through print and radio ads and billboards.
- ◇ Payne County Healthy Business Forum hosted by the Coalition, OSU, Stillwater Medical Center and Oklahoma Turning Point helped to foster relationships with local businesses and create interest in tobacco free workplaces.
- ◇ As a result of the adoption of the 24/7 Tobacco Free Policy at Perkins Public Schools, SWAT Youth are now working towards creating 24/7 tobacco free workplaces throughout town. SWAT Youth indicate they want the future of Perkins to grow up in a tobacco free community.
- ◇ SWAT youth are creating awareness for the need for 24/7 Tobacco Free School Policies in additional districts



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Secondhand Smoke Kills! Secondhand Bubbles Don't!

Funding

- ◇ ***Communities of Excellence in Tobacco Control***
- ◇ ***Purpose: Develop strong tobacco prevention programs at a local level based on best practices.***
- ◇ ***Funding Period: October 2004 - 2014***
- ◇ ***Funder: Oklahoma Tobacco Settlement Endowment Trust***

Coalition Officer:

Brenda Mutai-Hall, Chairperson

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Partnership Outcomes

- ◇ The Payne County SWAT Youth participated in over 20 activism activities throughout the year. In Perkins, the activism activities led to the adoption of a 24/7 Tobacco Free School Policy being implemented.
- ◇ Passage of Clean Indoor Air Ordinance in Yale, OK
- ◇ As a result of the Payne County Healthy Business Forum, Stillwater Milling Company successfully adopted a completely tobacco free workplace policy. Coalition hosted 2nd Forum on August 11, 2011 with 26 people attending.
- ◇ Coalition members worked to expose practices of big tobacco companies through monthly earned media pieces in publications such as Stillwater Living Magazine. As well as through print and radio ads and billboards.
- ◇ Coalition members have presented smoke free policy pitches to 3 apartment complexes in an effort to promote smoke free multi-unit housing complex policies.
- ◇ Updating Youth Access Ordinances in Stillwater and Yale, OK.