



## 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 has begun working on a process called MAPP (Mobilizing for Action through Planning and Partnerships) which will lead them to a overarching community health improvement plan. Undertaking this process is a lot of work but

changes the mindset of people in a community to think outside the box on ways to create a state of healthy for an entire community using its own resources. Because the coalition has seen a shift in their work from just focusing on tobacco related issues to focusing on improving and moving all Oklahomans to a better “state” of health, fitness and well-being, thus changing their coalition name to Payne County **Live Well** Coalition.

On Kick Butts day this year, Oklahoma State University, OSU Health Services, OSU Department of Wellness, The Merrick Foundation, and the Coalition hosted the first-ever Gobble Wobble. The event was a day to actively encourage OSU students, faculty, and

staff to kick the habit of tobacco use or even quit cold turkey and instead get active and moving.

One of the greatest accomplishments and successes this year has been the involvement of pharmacy’s in the communities. Not only did they pass a tobacco policy for their worksites but they also went a step farther to promote the OK Helpline to their customers through distribution of the OK Helpline material as well as the Text for Baby material as well to encourage moms to quit as well. Because of great partnerships and community involvement, the coalition has seen a desire to empower Payne County citizens to “Eat Better, Move More, and Be Tobacco Free!”



## Partnership Priorities

- **MAPP**
- **Certified Healthy Oklahoma**
- **Membership Recruitment**
- **Eliminating Secondhand Smoke Exposure**
- **Preventing Youth Initiation**
- **Promoting Tobacco Cessation**
- **Reducing Tobacco Industry Influences**

**Vision Statement**

*The mission statement of the Payne County Live Well Coalition is to ensure the ability to live well in Payne County.*

The Payne County Breathe Easy Coalition meets the 4th Tuesday of each month at 3:30 pm in the Stillwater Public Library.

**Mission Statement**

*To increase collaboration to insure access to healthy life options by increasing social support and healthy equity, health-conscious infrastructure, and the protection for the socially vulnerable in our community.*

**Activities**

- Stillwater High SWAT Park Pick Up
- Stillwater Tobacco Free Park Presentation
- Certified Health Community, Schools, and Business campaign Forum
- Community Awareness Booths
- Legislative Luncheons
- Gobble Wobble (Walk and become tobacco free) /Kick Butts Day
- Stillwater Newspress
- Stillwater Living Magazine
- Coalition Advocacy Training Retreat

**Outcomes/Impacts**

- July 2013**-Ripley Schools 24/7 Policy
- November 2013**-GASO-OSU Faculty, Staff and Students pledge to be tobacco free
- February 2014**-Glencoe Schools 24/7 Policy
- March 2014**-Gobble Wobble—moving more, eating better, tobacco free
- June 2014**– Yale Drug, Perkins Pharmacy, and Razooks Drug tobacco free worksite policies

**Partnerships**

- |                              |                                    |
|------------------------------|------------------------------------|
| Stillwater Medical Center    | Center                             |
| Stillwater Housing Authority | Payne County Youth Services        |
| PaNOK APRC Action, Inc.      | Department of Human Services       |
| City of Perkins              | OSU Cooperative Extension          |
| Perkins Public Schools       | Cushing Hillcrest Hospital         |
| City of Stillwater           | Payne County Health Department     |
| Stillwater Public Schools    | Seretean Wellness Center           |
| Chamber of Commerce          | Stillwater Community Health Center |
| Payne County Sherriff        | OSU Dept of Wellness               |
| YMCA                         |                                    |
| Iowa Nation                  |                                    |
| OSU- Substance Abuse         |                                    |

**FUNDING**

**Communities of Excellence in Tobacco Control**

