



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 support 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.

This year the Breathe Easy Coalition has

been working closely with the City of Perkins and it's efforts to become a Certified Healthy Community. The Perkins Junior High SWAT Team has presented to the City Council on Tobacco Free Parks and the Chamber of Commerce on Tobacco Free Worksites.

The Payne County Breathe Easy Coalition hosted its third annual Payne County Healthy Business Forum on August 7, 2012. 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.

Partnership Priorities

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



Mission Statement

The mission statement of the Payne County Breathe Easy Coalition is to promote awareness of tobacco control issues and reduce the incidence of tobacco use in Payne County, thus enhancing the quality of life for Payne County citizens.

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

"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**

Activities

- Stillwater High SWAT Park Pick Up
- Perkins Jr. High Park Pick-Ups
- Tobacco Free Park Presentation
- Health Fairs
- Community Awareness Booth
- Certified Healthy Business Forum
- Turkey Bowling to Quit Cold Turkey/
- Great American Smokeout
- OSU Save Your Lip Skip the Dip/
- Kick Butts Day
- Channel 31 TV Interviews
- SWAT Youth Interview on Stillwater Radio

Outcomes/Impacts

November 2011

Kicker Tobacco-Free Business Policy

June 2011

Harland Wells Company 24/7 Tobacco Free Policy

August 2012

Certified Healthy Business Forum

Partnerships

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

FUNDING

Communities of Excellence in Tobacco Control

October 2004—2014



In the United States, tobacco use kills about 443,000 people per year — more than AIDS, alcohol, car accidents, illegal drugs, murders, suicides and fires combined.

Campaign for Tobacco-Free Kids