

Cleveland County
Cleveland County Turning Point
Established 2001

At a Glance

The vision of Cleveland County Turning Point (CCTP) is enhanced community dialogue and participation of individuals, families, businesses, schools, hospitals, places of worship and other organizations in the process of creating a healthy and thriving community. CCTP has developed an active coalition partnering with Healthy Community, Success by Six and other community organizations to promote wellness through prevention, education and community action focusing on tobacco control, hypertension, lack of physical activity, and overweight / obesity. CCTP was awarded the Oklahoma Tobacco Settlement Trust Fund Grant last year (October 2004) at the amount of \$75,000. It was a planning year, whereby the coalition was involved in assessing the community and developing a plan which would be implemented in the second and subsequent years. The goals of the 5-year Grant are to Prevent Youth Initiation, Eliminate Second Hand Smoke, Promote Tobacco Cessation, and Reduce Tobacco Industry influence.

Key Activities of 2005

- Quarterly Community Events highlighted four health initiatives: Community Health and Wellness Health Fair-April 2005, Norman 4th July Health and Physical Activity Fair, Midsummer Night's Fair August 2005, Fall Festival October 2005
- Weekly Blood Pressure Clinics offered in 6 different locations Information given on all 4-health initiatives: Wal-Mart West, Wal-Mart East, Cleveland County Fair Grounds, Sam's Club, YMCA, and Sooner Fashion Mall
- Certified Healthy Business Recognition and Best Practice Forum
- Fit Families Program-Norman Regional Hospital (received National Merit Health Information Award 2005)
- Day-Care Fit Families Program-Norman Regional Hospital September 2005
- Success X Six- Smart Start Program Kick-Off with First Lady Kim Henry October 2005
- Norman Regional Auxiliary \$10,000.00 grant for (2) self-monitoring blood pressure machines with more than 34,000 blood pressures taken in first 10 months
- Norman Regional Hospital Foundation \$5,000.00 grant for self-monitoring blood pressure for placement in Sooner Fashion Mall
- Walk This Weigh Bi-Monthly Events
- *TSET 2nd Year Grant Awarded Renewal of Oklahoma Tobacco Settlement Trust Fund Grant for FY 06; Amount \$100,000
- Increased awareness of the Grant and the coalition in Noble, Little Axe, Lexington, and Moore
- Norman Regional Hospital, Lead Agency of the grant, has adopted A Tobacco-Free Initiative, which will be implemented on November 17, 2005 corresponding to the Great American Smoke out.

Priorities of the Partnership

- Tobacco Control (reduce use)
- Lack of Physical Activity
- Hypertension
- Overweight/Obesity

Partners

- Allan Grubb- Board of Health
- City of Norman
- Cleveland County Health Department
- Cleveland County YMCA
- Health for Friends
- Marge Greer- Community Volunteer
- Moore School System
- NAIC

- Noble Police Department
- Noble PTA
- Norman Chamber of Commerce
- Norman City Attorney's Office
- Norman Parks and Recreation Department
- Norman Pediatric Associates
- Norman Public Schools
- Norman Regional Hospital
- Norman Regional Hospital Auxiliary
- Norman Regional Hospital Foundation
- Success By Six
- Transcript
- United Way of Norman
- University of Oklahoma
- Work Force Oklahoma

For More Information:

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