

# Muskogee Turning Point

## Muskogee County

### Coalition Priorities:

1. Tobacco Control
2. Physical Fitness & Nutrition
3. Health and Safety

### About Us...

The Muskogee County Turning Point Coalition is a committed group of diverse individuals dedicated to improving the health of Muskogee County. They have three overarching goal areas; tobacco control, health and safety, and physical fitness and nutrition. They have had many successes in tobacco control and plan to carry that into their other goal areas.

The tobacco control committee, Muskogee Against Tobacco has been very active and made a huge impact on not just Muskogee but Sequoyah County. From Students Working Against Tobacco, secondhand smoke initiatives, cessation, youth prevention to tobacco and the promotion of policy and system changes this committee works to reduce the burden of tobacco on community members. In the past year they have expanded their service area and hired new staff.

A new project of the coalition is to promote worksite wellness. Beginning with encouraging more area businesses to become "Certified Healthy Businesses" and now expanding to assisting local worksites with planning and implementing a comprehensive wellness program.

This partnership has and will continue to make a real impact on the health and well-being of citizens from children to seniors.

### Partners:

Muskogee Parks & Recreation  
DHS  
Muskogee County Health Dept.  
MCHB  
Cherokee Nation Muskogee Health Center  
ECOMAA  
APRC  
Muskogee Regional Medical Center  
SWAT  
Haskell Public Schools  
Muskogee Schools  
Muskogee Phoenix  
Green Country Behavioral Health  
Hilldale School  
Oklahoma School for the Blind

### Key Activities:

- SWAT
- Tobacco Control Activities
- Walk This Weigh
- Worksite Wellness Program
- Certified Healthy Business Promotion
- Media Campaigns

### Significant Outcomes:

- ◆ Numerous tobacco related policy changes
- ◆ Expanded tobacco control program
- ◆ Worksite Wellness Program Initiated
- ◆ Youth Empowerment/Advocacy Activities
- ◆ Secondhand Smoke Initiative
- ◆ Expansion of Partnership and Priorities
- ◆ Increased utilization of Tobacco Helpline