

SouthEast Tobacco Free Oklahoma Coalition

Pittsburg County

Coalition Priorities:

1. Prevent Youth Initiation to Tobacco
2. Promote Tobacco Cessation
3. Prevent Exposure to Secondhand Smoke
4. System level and Policy Change

About Us...

The SouthEast Tobacco Free Oklahoma Coalition was established in 1999 to combat tobacco use in Pittsburg County. They became and have remained an active advocate in their County as well as region known for working for smokefree environments, increasing the number of tobacco free schools, promoting tobacco cessation and assisting tobacco users interested in quitting and providing opportunities for youth including Students Working Against Tobacco and education and empowerment for area students.

They have succeeded in sustaining policy and system level change in various venues in their community. The number of 24/7 tobacco free schools has gone from zero to eleven due to their continued efforts to protect students. There are a number of tobacco free campus policies in the county promoting a smoke-free environment for all community members. The group has worked in partnership with area restaurants and hotels to ensure smokefree environments for locals and travelers.

SETFOC is a dedicated group of people from all areas of the community working to create a healthier Pittsburg County by reducing tobacco use.

Partners:

Area Prevention Resource Center
Choctaw Nation
KIBOIS Head starts
Pittsburg County Health Department
McAlester Schools
McAlester Regional Health Center
Pittsburg County Local Service Committee
McAlester News Capitol
Students Working Against Tobacco
McAlester Radio
American Cancer Society
Faith Community
Community Members

Key Activities:

- Tobacco Helpline Campaign
- Promotion of Policy Change
- Tobacco Tear Downs
- Coalition Recruitment
- Coalition Training and Education
- SWAT Promotion
- Kick Butts Day
- Great American Smokeout

Significant Outcomes:

- Increased number of 24/7 school policies
- Additional Youth Access and Clean Indoor Air Policies among cities
- Dave Goerlitz presentation on tobacco industry and youth marketing
- Continued funding and additional staff hired
- New Smokefree Restaurants and Buisnesses
- Additoanl Smokefree Restaurants
- Increased coalition diversity and capacity
- Decrease in local tobacco advertisments
- Raised community education and awareness



SWAT members providing Quit Kits at the local hospital.