

U-Turn Consortium

Bryan and Marshall County

2008

Consortium Priorities:

- ◆ Preventing the initiation of tobacco use among young people
- ◆ Promoting quitting among young people and adults
- ◆ Eliminating nonsmokers' exposure to secondhand smoke
- ◆ Identifying and Eliminating disparities related to tobacco use and its effect among the different population groups



Partners:

Bryan County
Turning Point Coalition
Marshall County ~
Partners In Progress
Community Coalition
Health Care Providers
Hospitals
Local Health Department
Voluntary Organizations
Substance Abuse Prev. Org.
Elected Officials
Businesses
Schools
Colleges, Universities, and
Technical Schools
Civic Organizations
Law Enforcement
Faith-based Organizations
Youth Organizations

About Us...

The U Turn Consortium is a collaborative between the Bryan County Turning Point Coalition and the Marshall County Partners in Progress Community Coalition. Together, this consortium was funded as a TSET Grantee to address tobacco control and tobacco prevention in Bryan and Marshall counties, located in Southeastern Oklahoma. Although very young, less than one year, Project U-Turn has made great strides in the area of tobacco control and awareness. In a few short months, attitudes regarding tobacco control, prevention, and cessation are being discussed and addressed. Citizens in both counties, with the majority stating that there were no previous programs available in either community until this consortium existed, are asking for assistance and how they can get involved. Many tobacco-free citizens have voiced an interest in incorporating the tobacco program information into their events and desire to make available cessation classes to their employees. Increased awareness about the existence of the 1800 QUIT NOW helpline is evident. An interest for SWAT groups and 24/7 policy development has been voiced. Project U-Turn has the potential to mobilize the community by giving community members accurate information and the opportunity to understand the dangers of second hand smoke and the deceitful practices of BIG TOBACCO.

Key Activities:

- ◆ Students Working Against Tobacco (SWAT)
- ◆ World No Tobacco Day
- ◆ Tobacco Prevention
- ◆ Great American Smoke Out
- ◆ Kick BUTTS Day
- ◆ Clean Indoor Air Policies
- ◆ Youth Access Policies
- ◆ 24/7 School Policy
- ◆ Make It Your Business
- ◆ Cessation Classes
- ◆ Worksite Wellness
- ◆ Counter-Marketing
- ◆ Media/Marketing

TOBACCO AWARENESS BOOTH



SWAT STUDENTS ~ LABOR DAY



Significant Outcomes:

TSET grant completed its planning phase year, funded for \$75,000.00. During this planning phase year, partnerships were built to assist the program in its upcoming implementation year 1 with accomplishing objectives; such as, passing of 24/7 Tobacco Free School Policies, passing of local ordinances to adopt at a local level the Oklahoma Prevention of Youth Access to Tobacco Act and the Oklahoma Smoking in Public Places and Indoor Workplaces Act. Counter marketing was a great strategy to increase the extent of utilization of the Oklahoma Tobacco Helpline. TSET did acquire one adult partner to work with a SWAT group in Bryan County. Community Indicator and Social Capital Assets Assessment Forms completed to establish needs in each county. Eight coalition members, community partners, and coordinator were trained in tobacco control during this planning phase year. The Kick Butts Day Event on April 2nd was a success, as over a hundred youth, adults, and partners participated in a clean up day at local parks to bring awareness and begin the process of the communities becoming tobacco free. Free media, through local newspapers, provided the coverage of the participants with two newspaper articles and many pictures over several days during the week of KBD.