

# Cleveland County Turning Point Coalition

## Cleveland County 2008

### Coalition Priorities:

1. Decrease Tobacco Use with Cleveland County residents
2. Decrease Alcohol consumption by minors in Cleveland County
3. Decrease Obesity rates in Cleveland County Residents
4. Reduce underage drinking in Cleveland County Youth

### About Us...

#### Tobacco Free Cleveland County:

- JD McCarty Adopting Tobacco Free Campus on January 1st, 2009
- City Ordinances in Noble and Lexington passed.
- Kick Butts Day theme "Cigarette Butt Clean Up" at Reeves Park in March, 150 people attended
- 24/7 passed at All Saints Catholic School
- Noble City Council Passed the youth access to tobacco ordinance
- Eight SWAT Teams: Lexington, Moore, Little Axe, Norman, and Noble Public Schools
- Freedom From Smoking Program with Cessation for Uninsured at Health For Friends Clinic
- Norman Youth Sporting Venues at Reeves and Griffin Park, have Tobacco Free Policies
- World No Tobacco Day Proclamations at Norman, Noble, and Moore City Councils

#### Business Participation Subcommittee:

- Hosted 3 Lunch and Learn Education Series
  - Unnatural Causes-Place Matters
  - Discussion of Health Inequities
  - Healthier Eating Habits & Tips

#### Wellness Subcommittee:

- Noble Walk this Weigh Events held in the Summer and the Fall 2007/2008
- Farmers Market in collaboration with the Fall Walk this Weigh event in Noble
- Community Climb-fest in Noble
- Noble Community Nutrition Demo
- Healthy Lifestyle folders for Noble Public School Students K-5th grade
- Walking Trails and Signage around each Noble Public School facility
- Collaborated with community partners to promote a community 6 week walking program

#### Underage Drinking Subcommittee:

- Collaborated with community partners to promote Town Hall meetings in Norman and Noble. Norman, Moore and Noble Passes the Social Host Ordinance
- Collaborating with community partners and local municipalities to push the Social Host Ordinance. Promoting Youth driven underage drinking prevention campaigns.
- Creating a contract to drive for students that are in drivers education.
- Providing education for the public on the social host ordinance.
- Developing stages for a "We Check Id's" sticker for local business on campus corner
- Partner with Parents Helping Parents Leadership Series

### Partners:

Cleveland County Health Department  
Norman Addiction Information & Counseling  
Noble PTA  
Noble OPAT  
Norman Police Department  
Norman and Noble Public Schools  
Norman Regional Hospital  
OCCY  
Oklahoma State Department of Health  
Oklahoma Turning Point Coalition  
OSU Cooperative Extension  
The United Way  
Parents Helping Parents  
Success by Six  
Norman & Moore City Attorney's Office  
Work Force Oklahoma

### Key Activities:

- ◆ Healthy Lifestyle Folders for Noble public School Students
- ◆ City Council Passed Youth Access in Noble
- ◆ Kick Butts Day at Reeves Park
- ◆ Underage Drinking Prevention Forums
- ◆ Town Hall Meetings on UAD prevention Noble and Norman
- ◆ City of Norman Passed Social Host Ordinance
- ◆ City of Noble Passed Social Host Ordinance
- ◆ City of Moore Passed Social Host Ordinance

### Significant Outcomes:

Since 2004, Cleveland County Turning Point has been awarded **\$881,295.00** from the Oklahoma Tobacco Settlement Endowment Trust, and with Matching funds, the final award figure **\$1,059,520.00**. Over the last four years, besides the CX Coordinator, staff overlooking the Communities of Excellence Tobacco Control program has expanded to include a **full time SWAT Coordinator and a part-time program assistant**. The efforts and commitment of the sub-committee—Tobacco Free Cleveland County, lead agency—Norman Regional Health System, and staff, has led to a **decrease in tobacco use from 25.5%** (Behavioral Risk Factors, Oklahoma Behavioral Risk Factor Surveillance System 2002-2004) **to 21.2 %** (Behavioral Risk Factors, Oklahoma Behavioral Risk Factor Surveillance System 2004-2006 (*Source: 2007 County Health Profile, Oklahoma State Department of Health*))

