

McCurtain County ~ Coalition For Change

McCurtain County

2008

Coalition Priorities:

- ◆ Collaboration
- ◆ Substance Abuse Prevention & Intervention
- ◆ Youth & Family Education/Development
- ◆ Healthy Living/Minority Health



About Us...

The vision for the McCurtain County Coalition For Change is to have a safe and healthy community. The original coalition was developed in 1991. Membership has grown to 60 members countywide. Today the Coalition For Change has matured with many successful programs and on-going community projects. In the past, this partnership's primary focus has been to work together to reduce alcohol and other drug problems through coordinated and committed community prevention efforts. However, current activities are expanding partnerships in an effort to address all health related and community concerns that impact citizen's quality of life. Coalition for Change currently serves as one of four pilots in Oklahoma funded to address METH use in the local community. All four pilots have participated in the development of a joint Media Campaign identified as the "FIGHT METH" Campaign. This campaign is unique in design and was most recently showcased at the Oklahoma Department of Mental Health and Substance Abuse's ~ State METH Prevention Conference.

Partners:

- Choctaw Nation of Oklahoma -
- Healthy Marriage/Kids Initiative & Healthy Lifestyles
- Southeast Oklahoma Interlocal Coop
- McCurtain Co. Area Prevention Resource Center
- Counseling Center Substance Abuse
- Okla. State University Cooperative Extension Service
- Oklahoma State Department of Human Services
- Oklahoma State Department of Mental Health and Idabel Minority Action Committee (IMAC)
- McCurtain Co. Health Dept ~ McCurtain Co. Sheriff Dept.
- Carl Albert Child Trauma ~ Community Volunteers
- Ministerial Alliance ~ Okla. Highway Patrol
- Idabel Church of Christ ~ City of Idabel
- District Attorney/Staff ~ Project READY
- Hand to Hand ~ 15 Co. School Districts
- Kiamichi Youth Services ~ Local
- Systems of Care ~ Project S.P.I.T.
- Little Dixie C.A.A. ~ YCAP
- Bright Beginnings ~ Idabel Hsg. Authority
- SMART START ~ McCurtain Co. Hospital

Key Activities:

- METH Prevention Strategies ~ Student mentor programs
- Summer Programs for Youth ~ Outdoor/Indoor recreation
- Community Walks (WTW) ~ Tobacco Counter-marketing
- Tobacco Ad Surveys ~ Youth drug free clubs
- Alcohol Compliance Checks ~ Social Host Law Promotion
- METH Media Campaign ~ Storefront Campaign
- Community Clean Up ~ Recycling
- Community Food Drives ~ Bicycle Safety
- Tobacco Cessation Classes ~ Adolescent Health Conf.
- Too Good for Drugs and Project Alert Curriculum
- Underage Drinking Prevention Activities/2M2L
- Tobacco/Drug Educational Programs
- Town Hall Meeting addressing Underage Drinking
- Students Working Against Tobacco (SWAT)



Significant Outcomes:

- ◆ Implementation of METH Prevention Marketing Campaign that includes billboards, posters, brochures, T-Shirts, PSA, news print media advertisement and displays. The Campaign utilizes a positive message to it's readers to FIGHT METH. Parent material provides educational information of what to look for, how to help those using METH and how to become active in the FIGHT against METH use.
- ◆ Awarded Maximum funding for Tobacco Control Program ~ Project S.P.I.T. for 2008 ~ \$221,000.00
- ◆ Hosted Town Hall Meeting on Underage Drinking
- ◆ Systems of Care Contract
- ◆ Conducted Coalition Self Assessment
- ◆ Adolescent Health Conference
- ◆ Implemented Underage Drinking Media Campaign

