

# Project S.P.I.T. Consortium

## Pushmataha, Choctaw and McCurtain 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

#### About Us...

Project S.P.I.T. has been busy making changes in their three county consortium. Three equally strong coalitions make up the Project S.P.I.T. Consortium for Choctaw, McCurtain and Pushmataha Counties ~ Choctaw County Coalition, McCurtain County Coalition for Change and the Pushmataha County Turning Point Coalition. Neither of the three coalitions is tobacco specific; representatives from each coalition make up the membership team of Project S.P.I.T.'s Tobacco Control Consortium. Project S.P.I.T. has S.W.A.T. teams in all three counties, utilizing local youth to take action. S.W.A.T. (Students Working Against Tobacco) works hard to enlighten the public and their peers of Big tobacco's deceptive practices. SWAT's Mission is to empower and unite youth to resist and expose the lies of BIG TOBACCO, while changing current attitudes about tobacco. SWAT is never against the smoker, but against the tobacco companies and their outright lies and deceitful practices. SWAT is all about youth and how they feel about being used by an industry that kills over 400,000 Americans every year. This organization gives young people the opportunity to take a stand against corporate deceit and a way to expose the cover up that has been going on for years. It is the strongest defense against the tobacco companies, because without the youth they have no *replacement smokers*.



#### Key Activities:

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

#### Significant Outcomes:

- ◆ Increased the number of cities adopting clean indoor air ordinances from 1 to 4 in Choctaw, Pushmataha and McCurtain County
- ◆ Recruited 4 volunteer fire departments to incorporate smoke-free homes as part of their public awareness messages
- ◆ Out of 29 school districts in our 3 county-area—20 school districts adopted the 24/7 No Tobacco Policy
- ◆ Increased the number of cities who adopted youth access ordinances for 1 to 4 in Choctaw, McCurtain and Pushmataha Counties
- ◆ Increased the number of individuals registering with the 1800QUIT helpline to 200 in three county service area
- ◆ Partnered with SWAT youth to reduce by 1/2 the in-store tobacco advertising in at least 1 store in three county service area
- ◆ Increased to 10 newspaper articles, press releases, editorials and media interviews (radio) that expose deceptive practices of the tobacco industry in all 3 counties
- ◆ Increased the number of coalition-building activities from 2 to 3
- ◆ Increased to 30 adult coalition members in the 3 county area involved in tobacco control activities
- ◆ Recruited and trained 100 SWAT youth in all 3 counties to the deceptive practices of Big Tobacco
- ◆ Increased the ethnic and cultural diversity of Project S.P.I.T. Consortium members

#### Partners:

Mays Housecall Home Health  
 Counseling Center for Southeast Oklahoma  
 Kiamichi Council on Alcohol or Drug Abuse  
 State Representative R.C. Pruett  
 Public Service Company of Oklahoma  
 Broken Bow Public Schools  
 Kiamichi Tech. Centers in Idabel, Antlers, and Hugo  
 Ministerial Alliance in Pushmataha County  
 Youth Advisory Board of Choctaw Nation  
 Young Future Bullriders Association  
 Little Dixie Community Action Agency  
 McCurtain County Department of Human Services  
 Choctaw County Department of Human Services  
 Pushmataha County Department of Human Services  
 Choctaw Nation of Oklahoma Healthy Lifestyles Taskforce  
 Pushmataha Co. Home Health ~ Pushmataha County Hospital  
 Choctaw County Hospital ~ McCurtain Memorial Hospital  
 Choctaw County Health Dept. ~ McCurtain County Health Dept.  
 Pushmataha Co. Health Dept. ~ American Cancer Society  
 Believers in Boswell Coalition ~ New Beginnings  
 City of Antlers, Hugo and Idabel ~ Deer Festival Board  
 Idabel Housing Authority ~ Oklahoma Arts Council  
 Fellows Christian Group ~ Boys/Girls Club of Hugo  
 Idabel Minority Action Council ~ Men United  
 Idabel Housing Authority ~ New Beginnings  
 Sheriff Tadlock ~ CASA ~ Hip Hop SWAT  
 Project R.E.A.D.Y. ~ OSU Extension Office  
 Project R.E.A.D.Y. ~ OCCY ~ Hand to Hand  
 Oak Grove Baptist Church ~ 1st Baptist of Idabel  
 Mayor Jerry Shinn ~ Choctaw Electric  
 Methodist Church of Antlers ~ 1st Baptist Church of Hugo  
 1st Baptist Church of Antlers ~ Antlers Church of Christ  
 Pruetts Food ~ Twana Smith, DDS  
 Curtis Video ~ Kiamichi Medical Cnt.  
 Hugo Public Schools ~ Boswell Schools  
 Rattan Public Schools ~ Idabel Schools  
 Wright City Public Schools ~ Clayton Schools  
 District Attorney Laura Wallis ~ Mayor Brent Franks  
 Smart Start ~ CAPS ~ Lions Club  
 Drug Task Force ~ ESA Sorority ~ Sheriff Duncan  
 Moyers School ~ Antlers Schools ~ PASSPORT Program  
 Bearcats Against Drugs ~ APRC/SOIC ~ 2M2L