

Cleveland County

Cleveland County Turning Point Partnership

2004

- **Activities**

- Applied for an active living in Norman grant through the Robert Wood Johnson Foundation (RWJF) that was not funded.
- Created and pilot tested a parks survey of Norman residents to gather information on physical activity and the changes they would like to see happen in the parks system so as to assist the Norman Parks and Recreation Department in establishing a master trails and recreation plan for Norman.
- Partnered with the University of Oklahoma's Institute of Child Development to administer the final survey.
- Partnered with the University of Oklahoma's Health and Exercise Science Department to analyze the survey results.
- Presented parks survey results to CCTP partners and at the 2004 Oklahoma Recreation and Park Society, Inc. annual meeting.
- Conducted monthly local celebrity walks to promote physical activity.
- Partnered with Norman Bicycle League, Norman Parks and Recreation, Cleveland County Health Department, and the University of Oklahoma to implement the first ever Norman Park Tour on September 19, 2004. The purpose of this event was to highlight Norman's parks and to promote walking, jogging, running, and bicycling.
- Provided grassroots support for State Question 713 (tobacco tax increase).
- Supported Success By Six's initiative to promote Week of the Young Child by organizing a celebrity stroll led by Top Dawg and University of Oklahoma cheerleaders for children attending home day care centers in Norman.
- Partnered with Success by Six to develop a prescription for reading program designed to improve childhood reading and learning preparedness. This program was initiated in October 2004 and will distribute over 3000 books to families with infants under 12 months of age on WIC at the Cleveland County Health Dept. in Norman and clients visiting Norman Pediatrics for a well baby check up. Participants will also complete a pre and post survey to determine the effectiveness of the program.
- Promoted community awareness of the effects of second hand smoke.
- Led initiative to establish 24/7 smoke free tobacco policy in Norman Public School System. Received excellent technical assistance from OSDH's Tobacco Use Prevention Service.
- Applied for a county level tobacco control and prevention grant from the Oklahoma Tobacco Settlement Endowment Trust (TSET) with Norman Regional Hospital as the lead agency.
- Redefined priorities to include tobacco use and prevention, improving nutrition, and physical activity.
- Involved in Norman Regional Hospital's Community Health Improvement planning process for tobacco use and prevention, hypertension, physical activity, and obesity.
- Identified and worked with local partners to determine if certain areas in Cleveland County met the grant requirements for a community health center application.

- **Outcomes**

- Even though CCTP did not receive RWJF grant, activities listed on the grant's work plan were still implemented (i.e. created, administered, and analyzed parks survey)
- 226 adults participated in the parks survey.
- 15 celebrity walks were conducted in Norman to highlight different parks and encourage physical activity.
- 633 people (includes duplicated counts) participated in the celebrity walks.

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- Over 25 newspaper articles on Walk this Weigh were published in the Norman Transcript to encourage participation in the local celebrity strolls and to promote community awareness of the benefits of physical activity.
- At least 41 people participated in the Norman Park Tour (includes 17 from celebrity walk held that day).
- Partnered to establish an early childhood reading and learning pilot program.
- Received tobacco use control and prevention planning grant from TSET.
- Norman Public Schools adopted 24/7 no tobacco policy on school grounds.
- Clean indoor air bill passed.
- Passage of State Question 713.

- **Future Plans**
 - Continue implementing walk this weigh and other physical activity initiatives such as the Norman Park Tour to promote physical activity.
 - Implement nutrition component of strategic plan.
 - Work with lead agency (Norman Regional Hospital) to conduct tobacco use and prevention planning activities for TSET grant as part of tobacco component of strategic plan.
 - Focus on recruiting partners from Moore, Lexington, Noble, Little Axe, and Slaughterville.
 - Continue to advocate for system level changes through a slate of policy issues that pertain to public health priorities.
 - Assist in the evaluation of the prescription for reading program.

- **Participants**
 - CASA
 - Center for Children & Families
 - Cleveland County Health Department
 - Department of Human Services
 - Griffin Memorial Hospital
 - Health for Friends
 - Healthy Start
 - LINK Norman
 - Local physicians
 - Mental Health Services
 - N.P.H.O.
 - NAIC
 - Neighborhood Centers
 - Norman Chamber of Commerce
 - Norman City
 - Norman Prevention Coalition
 - Norman Public Schools
 - Norman Radiology
 - Norman Regional Hospital
 - Norman Transcript
 - Oklahoma State Department of Health Turning Point staff
 - Oklahoma University Medical Center
 - Oklahoma State University Cooperative Services
 - Rural Electric Cooperative Association
 - Sarkey Foundation
 - Social Service Coordinating Council
 - Teen Parenting Program
 - Thunderbird Club House
 - University of Oklahoma