

Carter County Turning Point

Carter County 2007

Coalition Priorities:

1. Tobacco
2. Child Health
3. Obesity and Exercise
4. Community Preparedness
5. Injury Prevention
6. Access to Health Care

Partners:

Valero
Mercy Memorial Health Center
CCHD
Community Children's Shelter
SWAT
Carter Co Health Dept.

Michelin North America
City of Ardmore
Carter County Government
Southern Okla Tech Ctr
Chickasaw Nation Schools
Private citizens
Noble Foundation

About Us...

The Carter County Turning Point Coalition began in 1998. Early partners included public and private partners such as local law enforcement officials, hospital leadership, education representatives, concerned citizens and local business owners. The group prioritized community problems such as drug and tobacco usage along with limited outdoor exercise trails and the high rate of teen pregnancy. Keeping multiple sub-committees active and engaged is a challenge for the coalition.

We were awarded one of the first wave of Communities of Excellence grants through TSET. With this funding opportunity, we focused much attention on tobacco use prevention and have made great strides in that area. For instance, Kristy Ordoñez, president of a local SWAT team, was awarded the Central Region Youth Advocate of the Year.

We are in the process of revisiting some of our initial priority areas and have some great activities planned to address physical inactivity, poor eating habits and child abuse. In the spring, the coalition plans on hosting a parent university targeting parents and faith based organizations. Additional plans include applying for the Safe Routes to School grant and the Safe and Drug Free School grant for the Community Children's Shelter.

Key Activities:

- Lone Grove SWAT youth collected 1200 pairs of shoes to signify the 1200 people that die a day from tobacco use for Kick Butts Day
- Gruen Von Behrens, former spit tobacco user and cancer survivor, visited county schools
- SWAT youth attended the Spit Out Big Tobacco Summit in OKC
- Carter County SWAT youth attended the Southwest Region SWAT Planning Retreat at Red Rock Canyon State Park
- POD Exercise and Drive Thru Flu Clinics
- VCJ Back to School Bash
- Received \$5,000 WIC grant to promote physical activity and nutrition



Lone Grove SWAT: Kick Butts Day

Significant Outcomes:

- ◆ Circle L Roundup Club signs a no-tobacco sponsorship policy
- ◆ Wilson School adopts 24/7 tobacco free campus
- ◆ Kristy Ordoñez is awarded the Central Region (United States) Youth Advocate of the Year Award from the Campaign for Tobacco Free Kids
- ◆ 5,000 WIC grant awarded
- ◆ Possibilities Club established at Ardmore Middle School (asset building for Latino students)
- ◆ POD exercise demonstrated the community's readiness to provide mass medications
- ◆ Drive Thru Flu Clinics vaccinated 2972 citizens



Kristy Ordoñez, awarded the Central Region (United States) Youth Advocate of the Year Award from the Campaign for Tobacco Free Kids