

Atoka And Coal Counties Partnership For Change 2004

- **Activities**

- Established a collaborative effort among nutrition and related service organizations in Atoka.
- Walk This Weigh
- Applied for Century 21 Grant in Partnership with the Atoka First Baptist Church.
- Market and promote of existing services utilizing the Oklahoma State University Cooperative Extension Service in providing 50 resource manuals for agencies in Atoka & Coal counties, billboards owned by Choctaw Nation, advertisement on public transportation vans, newspaper columns, radio, bank invoice inserts, Choctaw Nation monthly newsletters, Sonic, and other media outlets.
- Establish viable networking between the principal services providers to meet the identified needs.
- Identified and obtained state, federal, and local funds, not otherwise identified, that could be used for this project.
- Established focus groups at the client level to advise the coalition of barriers and needs from their perspective, and to use these groups to collect data as an ongoing data collection mechanism on the success and shortcomings of the program and track the effect of our efforts.
- Utilize school-based social workers to identify eligible families who qualify for food nutrition services in Coal and Atoka counties
- Provide access to food nutrition services by optimizing public transportation system in Coal and Atoka counties.
- Applied for the Tobacco Settlement Endowment Trust Fund Grant

- **Outcomes**

- Conducted a Community Needs Assessment.
- Identified Goals and Objectives.
- Developed Strategic Plan.
- Conducted annual Community Resource Rally events in Coal and Atoka counties.
- Provided Free Public Transportation for Senior Nutrition Centers and for individuals needing access to sustain food security in the home.
- Annual Community Health Fair in partnership with the Coalgate Hospital.
- Facilitated annual Community Interagency Collaborative Training (cross training between clerical staff and supervisors of over 16 agencies located in Coal and Atoka Counties).
- Conducted a blind survey of clientele and compared findings with those identified by the focus groups.
- Closed Campus for 9th & 10th grade at Atoka Public Schools
- Countywide Media Campaign on Health and Nutrition
- Implemented a positive image campaign, market and promoted public awareness of the food nutrition services available within Coal and Atoka counties, while also dispelling myths, and incorrect beliefs about the application and certification process concerning food nutrition service application.
- Expanded and enhanced existing office hours of food nutrition services to maximize availability for eligible families to access service.
- Adopted the Walk This Weigh Campaign
- Have 12 agencies rotating their services in commercials broadcasted four times a day, six days a week at KHKC Radio in Atoka.
- Merged the Atoka Teen Pregnancy Prevention TASK Force into the Partnership For Change Coalition as a sub-committee

Partnership for Change

- Identified the Partnership For Change Coalition to serve as the community collaborative for Continuum of Care in Coal and Atoka County.
- Identified the Partnership for Change Coalition to serve as the community collaborative for the Choctaw Nation CORE Capacity Initiative
- Awarded the Tobacco Settlement Endowment Trust Fund Grant to be implemented in Coal and Atoka counties.

• **Future Plans**

- Expand the partnership.
- Implement the Tobacco Settlement Endowment Trust Grant awarded to the Partnership for Change Coalition and begin the Planning Phase of the 5-year grant. This will include a tobacco focus community needs assessment and development strategic plan specifically for the objectives of this program.
- Implement Walk This Weigh with 5th grade students in the Atoka County Public Schools
- Provide community with education and materials on the importance of proper nutrition and physical activity as part of the Walk This Weigh Campaign
- Identify resources to support indigent drug program.
- Assess the possibility of applying for a Federally Qualified Health Care (FQHC) clinic.
- Conduct the Continuum of Care Community Needs Assessment in Coal and Atoka County
- Construction of a school cafeteria on campus.
- Expand trails system in Coalgate.
- Assess and Update community strategic plan.

• **Participants**

- Big Five Community Action Agency/Sorts Transit
- INCA Community Action Agency/Jamm Transit
- Coalgate Hospital
- Senior Nutrition Center
- Atoka First Baptist Church
- Atoka & Coalgate Chamber of Commerce
- New Hope Medical Facility
- Kiamichi Technology Center
- Department of Human Services
- Coal and Atoka County Health Departments
- Coalgate Register
- American Cancer Society
- Oklahoma State University Cooperative Extension Service
- County Commissioners
- Community members at large
- USDA
- Oklahoma State Department of Agriculture
- Choctaw Nation
- Choctaw Nation CORE Capacity
- Oklahoma State Department of Health Turning Point staff
- Regional Food Bank
- Big Five Community Action Agency
- Choctaw Nation
- Dayspring Church
- Coal and Atoka counties Public Schools
- INCA Community Action Agency
- Women, Infants and Children (WIC)
- Head Start
- Girl Scouts
- Southeast Oklahoma Division on Aging (SODA)