

# **Pittsburg County**

## **Southeast Tobacco-Free Oklahoma Coalition**

### **2004**

- **Activities**

- Participated in area health fairs and resource fairs.
- Partnered with Students Working Against Tobacco (SWAT) and other community groups sponsoring events for Great American Smoke-Out, World No Tobacco Day and Kick Butts.
- Sponsored local billboards with anti-tobacco messages.
- Partnered with the American Cancer Society to sponsor spit tobacco speaker, Rick Bender, presenting at county schools.
- Held public forum.
- Sponsored educational programs for county schools.
- Co-sponsored local rodeo event.
- Gave tobacco retailers information on sales to minors.
- Implemented Breathe Easy initiative and printed a smoke-free dining guides.
- Provided technical assistance to county schools and municipalities for tobacco policy change.
- Educated community members through local radio talk show.
- Great American Smoke-out, World No Tobacco Day & Kick Butts Day yearly.
- Promoted tobacco-free county schools.

- **Outcomes**

- Conducted community needs assessment.
- Conducted the Youth Tobacco Survey in county schools.
- Increase the number of smoke free public places.
- Increased the number of restaurants with smoke-free policies.
- Partnered with local radio and newspaper to sponsor educational media campaigns.
- Held public education forum.

- **Future Plans**

- Expand the partnership.
- Increase the number of smoke-free public places.
- Increase number of restaurants with smoke-free policies.
- Encourage and publicly recognize tobacco policy change.
- Raise public awareness about the need for comprehensive tobacco prevention funding.
- Promote the new Oklahoma Tobacco Helpline to community members and medical professionals.
- Continue to provide programs and education in schools, events for Great American Smoke out
- World No Tobacco Day, and Kick Butts Day.
- Help with statewide tobacco prevention strategic plan.

- **Participants**

- McAlester Regional Hospital
- American Cancer Society
- The Oaks A P R C
- OSDH Turning Point staff
- Healthy Community Council
- Choctaw Nation
- Carl Albert Mental Health Center
- McAlester News Capital & Democrat
- McAlester Radio
- Students Working Against Tobacco
- OSDH Tobacco Use Prevention Service
- Pittsburg County Health Department
- Pittsburg County restaurant owners
- KJAX Productions
- Pittsburg County Public School Systems
- Community members at large
- Local Service Committee
- McAlester Boys & Girl's Club

