Priorities:

Prevent Youth Initiation to Tobacco

Protection from Secondhand Smoke

Promote Tobacco Cessation

System Level and Policy Change

Major Outcomes:

- 24/7 Policy change in county schools
- Increase in utilization of the OK Tobacco Helpline
- National level tobacco prevention speaker
- Expansion of SWAT program
- Formative research on cessation & media campaign

Partners

Choctaw Nation

Community Volunteers

KJAX Production

McAlester Boys and Girls Club

McAlester News Capitol

McAlester Public Schools

McAlester Radio

McAlester Regional Health Center

Pittsburg County Health Department

Pittsburg County Local Service Coalition

Pittsburg County Restaurant Owners

Students Working Against Tobacco

The Oaks Area Prevention Resource Center

About Us….

The South East Tobacco-Free Oklahoma coalition was founded in September 1999 with the purpose of ensuring community input into the goals and activities implemented to curb tobacco use in the area. The group has continued to focus on these areas: preventing youth initiation to tobacco use, promoting cessation among youth and adults and preventing exposure to secondhand smoke.

This past year efforts have been expanded through additional funding and staff. The coalition has updated their assessment and strategic plan to better address tobacco issues in the county. SETFOC is a very dedicated group of people from all areas of the community working to create a healthier Pittsburg County by reducing tobacco use.

Key Activities

Train and recruit additional tobacco advocates

Strategic Planning

Continued support for and participation in community events

Formative research on tobacco cessation

Media campaign on findings of research

Substantial increase in utilization of OK Tobacco Helpline

Kick Butts Day

Great American Smokeout

World No Tobacco Day

SouthEast Tobacco-Free Oklahoma Coalition

Pittsburg County