



# Woods County Coalition

Woods County

2011

## About Us...

Woods County Coalition began in February 2007 when the Area Prevention Resource Center Prevention Specialist and Turning Point Consultant pulled a group of interested partners together to discuss the opportunity to form a coalition and work to improve health outcomes in Woods County. This meeting was well received and Woods County Coalition was created. The group established by-laws and went through strategic planning to develop goals to be addressed. Darlene Sanderson and Alex Mantz serve as co-chairs of the coalition.

Alva is the home of Northwestern Oklahoma State University and has some of the same health concerns as other college towns, including underage drinking and other substance abuse issues. The

coalition has been actively involved in substance abuse and one of the first successes the coalition experienced was working with the Alva City Council to pass a social host ordinance for their community. The coalition also participated in the Crystal Darkness Campaign Phases I and II purchased Too Good for Drugs curriculum for all schools in the county, media items were given away at local school sporting events as well as news articles. A prescription drug dump was also held by working with the Area Prevention Resource Center.

Last year the coalition partnered with Major County and applied for and received the Tobacco Settlement Endowment Trust CX Wave III funding to address tobacco use in Woods and Major County. Yolanda Creswell is the Tobacco

Coordinator and sub-committee's have been formed to in both Woods and Major County to work on this endeavor. A health fair to build community awareness was held at the NWOSU Wellness Center in late spring and recently the group experienced their first business, Northwest Tech Center, going 24/7 tobacco free.



### Woods County Coalition

The mission of the coalition shall be to promote safe and healthy lifestyles among youth and families in Woods County and prevent substance abuse and other high-risk behaviors through increased public awareness, education, program development, policy change and community collaboration.

### Partnership Priorities

- Tobacco
- Substance abuse



## Community Profile: Strengths and Challenges

Never doubt that a small group of thoughtful, committed people could change the world. Indeed, it is the only thing that ever has.

*-Margaret Mead*

Woods County Coalition is a diverse coalition that has experienced some great successes since forming in 2007. The group is not only diverse but also very committed to improving health outcomes. Woods County Coalition and the new partners that have come on board from the tobacco sub-committees in Major and Woods County have also added a boost.

A challenge the coalition has is reaching the other parts of the county. Alva is the county seat and the largest populated community, so much of the support comes from there.

NWOSU offers many opportunities for involvement but the coalition has somewhat struggled making connections with the right people to establish this partnership.

## Description of Assessments

In the spring of 2010 the partnership completed a community health status assessment to gain an understanding of the community's perceived health issues and concerns. Substance abuse issues were at the top of the list with underage drinking being the number one issue in the community. The coalition is beginning the MAPP process and have identified community sectors that are currently not represented in the partnership. Coalition members recently attended a civic

meeting and county commissioner's meeting to introduce them to Woods County Coalition and encourage partnership development. Currently the group is moving into phase II which is the visioning process.



**Northwestern Oklahoma State University**

## Featured Intervention / Project

Alva Police Department, Northwest Center for Behavioral Health Area Prevention Resource Center (APRC) and Woods County Coalition sponsored a drug take back event during the Woods County Fair.

The Prescription Drug D.U.M.P. (Disposal of Unused Medication Prop-

erty) was held at the APRC booth. The public brought their unused medications to the event to be safely disposed of.

This event was part of a state-wide effort to



Prescription Drug Dump

bring awareness to National Alcohol & Drug Addiction Recovery Month. Public awareness events pave the way to reversing negative trends related to substance abuse.

Drug take back events are cost-effective ways to take back unused medications that can be dangerous if abused or they end up in the wrong hands.

## Impact

- More partners involved in coalition due to tobacco sub-committee development
- Planned prescription drug dump to reduce access for misuse
- Received TSET grant to reduce tobacco use
- Established a MAPP sub-committee to begin working through the process

## Funding

- ◇ *CX Wave III tobacco grant*
- ◇ *To reduce tobacco use in Woods and Major County*
- ◇ *September 2010-September 2011*
- ◇ *Tobacco Settlement Endowment Trust*
- ◇ *\$75,000*



## Contact Information



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Oklahoma State Department of Health OSDH

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### Organizational Members

Share Medical Center Oklahoma High way Patrol

Department of Human Services OK Dept of Rehabilitation

Alva Public School City of Alva

Local Citizens Northwest Tech Center

Northwest APRC OSDH Turning Point Staff

Woods Co. OSU Extension Woods County Health Department

Northwest Family Services Alva Police Department

Tobacco Settlement Endowment Trust NWOSU

Chamber of Commerce

## Partnership Outcomes



*Alabaster Caverns State Park*

- Northwest Tech Center went 24/7 tobacco free
- Held health fair in conjunction with the NWOSU Wellness Center
- Collected many prescriptions through prescription drug dump