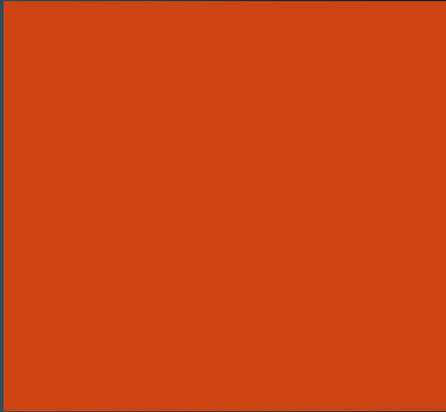


McClain County Needs Assessment



<http://mcclain.health.ok.gov>

2011 Bridging the Way to Health McClain County

McClain County Health
Department
2011 State of the
County's Health Report

P.O. Box 130
107 S. Main
Blanchard, Oklahoma 73010
Telephone: (405) 485-3319
Fax: (405) 485-9713



919 N. 9th Street
Purcell, Oklahoma 73080
Telephone: (405) 527-6541
Fax: (405) 527-4775

McClain County Health Department

Shari Kinney, DrPH, RN
Administrative Director

The 2011 State of the County's Health Report, Bridging the Way to Health, McClain County is the second Health Assessment since 2006. This report follows the Oklahoma Health Improvement Plan to address several key health issues relevant to Oklahomans and McClain County residents.

- Obesity Reduction
- Child Health
- Tobacco Prevention
- Unintentional Injury and Violence/ Disaster Preparedness

The McClain County Health Department in partnership with the Blanchard Community Coalition, a Turning Point partner, Community Youth Action Program (C.Y.A.P), Community Alliance of Resources for Everyone (C.A.R.E) and other community partners work to improve the health and well-being of McClain County residents. This report addresses the current health status of McClain County residents and the initiatives to strengthen communities, unite vision, reduce health disparities, and unify a community to promote a positive healthy environment to live, work, and play.

It is my sincere honor to serve you as administrative director and it is my hope that we can work together to improve the health of our county. Thank you all for your dedication and contribution to create a solution for a healthier McClain County.

Sincerely,
Shari Kinney, DrPH, RN
Administrative Director

McCLAIN COUNTY BOARD OF HEALTH

Tony Christian Charles Foster George Kernek Doug Harryman D. Bryan Dye, MD

An Equal Opportunity Employer



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Oklahoma ranks below average on key health status indicators and 46th nationally for overall health. This is a result of the conditions many residents of McClain County live with every day, including environmental factors, poverty, and limited access to medical care as well as poor health behaviors including lack of exercise, tobacco use, and poor nutrition.

In order to improve the health of McClain County, we must understand resident's quality of life and what the community is doing to improve health. The McClain County health assessment focuses on three key health behaviors: factors affecting obesity, children's health, and tobacco use. The Community Health Assessment will also give attention to other relevant issues such as Health Department use, disaster preparedness and unintentional injury/violence. Noted below are relevant indicators of McClain County health. It is our hope that by increasing awareness and knowledge of McClain County's health status, we can take action together to improve the health of its residents.

Summary & Implications

Health Outcomes & Factors	McClain County	National Benchmark 90 th percentile	Oklahoma
Mortality Premature Death (Years of potential life lost before age 75 per 100,000) 2005-2007	7,813	5,564	9,416
Uninsured Adults (under age 65) 2007	26%	13%	23%
Primary Care Provider (Ratio of population to Primary care provider) 2008	1,547:1	632:1	1,152:1
Preventable Hospital Stays (Hospital discharge rate for ambulatory care-sensitive conditions per 1,000 Medicare enrollees) 2006-2007	104	52	89
Unemployment (Percent of the civilian labor force, age 16 and older, that is unemployed but seeking work) 2009	5.8%	5.3%	6.4%
Household Income 2009	\$52,822	\$50,221 (National Avg.)	\$42,836
Individuals Below Poverty 2009	10.9%	14.3% (National Avg.)	16.1%
US Census Bureau, County Health Rankings: Small Area Health Insurance Estimates, Health Resources and Service Administration, Bureau of Labor Statistics, National Center for Health Statistics, Medicare/Dartmouth Institute			

McClain County at a Glance

McClain County consists of ten communities:

Blanchard, Byars, Cole
Dibble, Goldsby,
Newcastle, Purcell,
Rosedale, Washington,
& Wayne



Demographics

US Census Bureau

Population

- 34,506 (2010)
- 27,742 (2000)

Race/ Ethnicity (2005-2009)

- White 27,378 (86.4%)
- Black..... 37 (0.1%)
- Hispanic ... 1,349 (6.2%)
- American Indian/ Alaska Native..... 1,562 (4.9%)
- Asian..... 54 (0.2%)
- Other834 (2.6%)

Age (2005-2009)

- Under 18 25.6%
- 18-64 61%
- 65-84 12.2%
- 85+ 1.2%

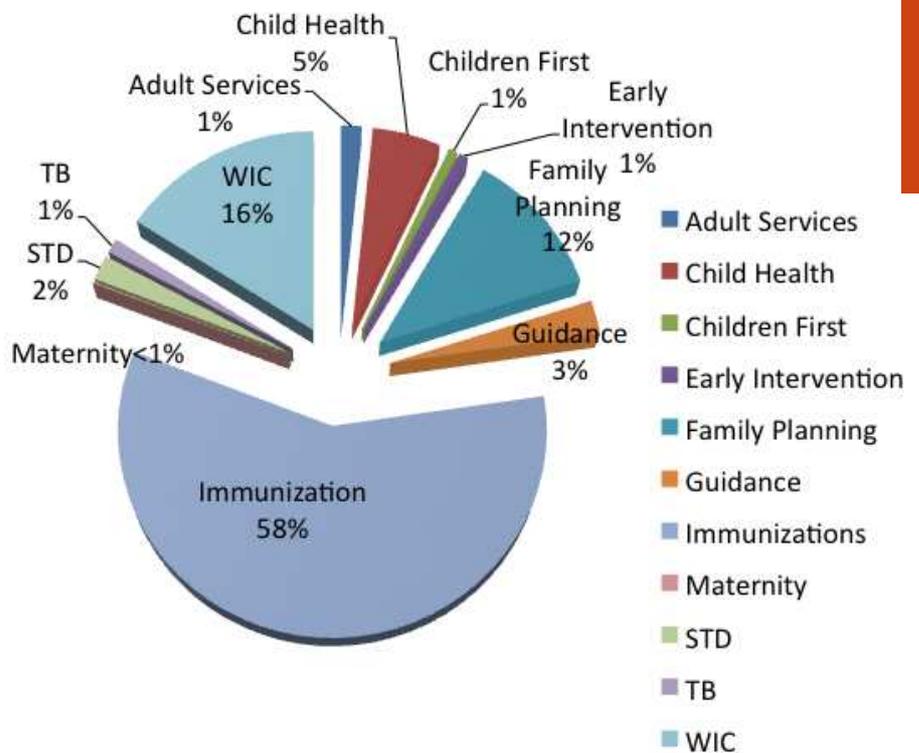


McClain County Health Department Usage

- Child Health
- Family Planning
- Children First
- Sooner Start
- Sexually Transmitted Disease
- Immunizations
- Communicable Disease
- Dental Health Education
- Women, Infants & Children (WIC)
- Health Education
- Environmental Health

The McClain County Health Department (MCHD) provides residents a variety of services at the local clinics and in the community to protect and promote the health of the general population and individual infants, children, youth, and adults. These services work with the partnership of existing non-profit organizations to support healthy residents.

County Health Department Unduplicated Client Services by Program, State Fiscal Year 2009



For more information or questions, please contact the McClain County Health Department at (405) 485-3319 (Blanchard) or (405) 527-6541 (Purcell).

Fighting Obesity With Good Nutrition

Obesity rates are abounding, affecting the health of our nation, state, and county.

Behavior and environment are two of the largest contributors in this health epidemic. If a person is overweight or obese, this can contribute to greater risk in developing chronic disease including stroke, heart disease, high blood pressure, type 2 diabetes, and some kinds of cancer (CDC). In addition to physical morbidities, obesity affects health care cost significantly. On average, an obese individual may incur up to \$1,429 per person extra in medical costs compared to people of normal weight (CDC). Estimated health care costs for McClain County for one year due to obesity comes to nearly \$2.8 million.

Good nutrition and increased consumption of fruits and vegetables can help reduce overall caloric intake and enhance health.

Obesity Rates and Relevant Indicators	McClain County	McClain County	National Rate	Oklahoma
Obesity Rates Age 20 and older of population	28.4% (2006)	35.1% (2009)	26.7% (2009)	30% (2008)
Access to Healthy Food Zip codes in a county with a healthy food outlet, produce stands, farmers' markets.	NA	33% (2006)	92% (2008)	48% (2008)
Type 2 Diabetes % Adults age 20 and older in a county who have diagnosed diabetes	7.6% (2006)	10% (2008)	6.86% (2008)	%10 (2008)
Number of Cardiovascular Deaths (per 100,000 of population)	NA	308.4 (2007)	235.7 (2007)	351.6 (2006)

BRFSS, OSDH, CDC Wonder, County Health Ranking: National Center for Chronic Disease Prevention and Health Promotion, Census Zip Code Business Patterns

McClain County obesity rates have continued to rise from 2005-2009 by 6.7%. Residents have notably less access to healthy foods compared to the state and nation. Additionally, McClain County residents have a higher number cardiovascular disease deaths and a higher rate of type 2 diabetes compared to the national average.



Community Efforts for Nutrition Support

- The Women, Infants and Children (WIC) program at the McClain County Health Department provides specific supplemental foods vouchers for eligible mothers, infants, and children at critical times of health and growth. WIC provides culturally relevant nutrition education by licensed nutritionist to address specific nutritional needs and help to reduce childhood obesity.
- The McClain County Health Department has a registered dietician who works with infants and toddlers through the Sooner Start program. The Sooner Start program works with infants and toddlers with disabilities and special nutritional needs ranging from special diets to dietary assistance due to oral sensitivities.
- The McClain County Health Department provides healthy eating brochures and flyers for various health fairs, such as the Family Fun Day, to encourage good nutrition.
- The McClain County Turning Point Coalition hosted a six-week cookicclass to provide nutrition education and hands on cooking experience to encourage healthy eating.
- Weekly farmers markets are hosted in season through the OSU extension and Chickasaw Nation in McClain County. Markets are hosted in Newcastle. Blanchard. and Purcell.

Fighting Obesity

With Physical Activity

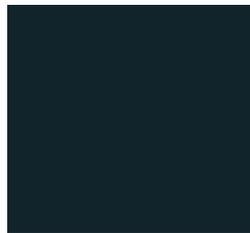
According to the CDC, physical activity can help control weight, reduce the risk of cardiovascular disease, type 2 diabetes, and some cancers. It also strengthens bones and muscles and improves mental health and mood. It improves your ability to do daily activities and prevent falls if you are an older adult. Finally, it increases your chances of living a longer, healthier life.

The CDC recommends adults get 150 minutes of moderate aerobic activity a week in addition to 2 days of muscle strengthening.

Obesity Rates and Relevant Indicators	McClain County	National Rate	Oklahoma
No Physical Activity within Past Month (Adults over age 20)	27.3% (2008)	NA	31% (2008)
Did not reach the recommended Physical Activity (Adults over age 20)	64.9%	49%	52.9%

2003-2008 BRFSS

McClain County residents have room for improvement with physical activity. Only 35.1% of McClain County residents reached the recommended rates of physical activity, which below the state's average of 52.9%



Community Efforts for Physical Activity

- The Blanchard Community Coalition together with the McClain County Health Department hosts a yearly middle school camp, Go Girl Go, where physical activity and good nutrition are promoted and practiced in addition to nutrition education and leadership skills.
- The McClain County Health Department in collaboration with the 1st United Methodist Church and Blanchard Community Coalition have partnered to host WOW, Work Out Wednesday, utilizing the Coordinated Approach To Child Health (CATCH) curriculum at the 1st United Methodist Church in Blanchard. This program is designed to promote community, physical activity, and friendship among children. The program aims to start children with a lifestyle of physical activity and reduce childhood obesity.
- The CYAP (Community Youth Action Program) is in the planning stages of increasing recreational facilities, including baseball and softball fields, as well as a new skate park for youth and adults to engage in sports. They currently facilitate a winter basketball leagues for grades K-6 and an annual golf tournament.
- The city of Blanchard is working on building new sidewalks and has implemented the Safe Routes to School program. This program aims to increase walking among elementary school children through a walking school bus.

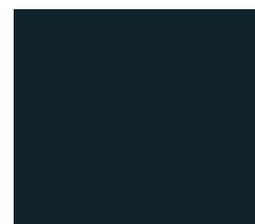
Prenatal & Infant Health

Healthy babies begin with healthy mothers and appropriate first trimester prenatal care. Babies are healthiest when born to mothers who did not use substances including tobacco, alcohol, and drugs. Mothers who exercise and eat nutritiously create the best environment for a baby's development. Babies are protected from various infectious diseases and death by getting immunized.

Indicators of Infant Health	McClain County	National Rate	Oklahoma
Infant Mortality Rate (per 1,000 births)	7.4% 2002-2006	6.8% 2003-2005	8.0% 2002-2006
Low Birth Weight (% of Live Births) (2003-2007)	8.5%	8.1%	8.1%
Immunizations (By 25 months) 2007	72.68%	71.5%	71.7%
First Trimester Prenatal Care (% of live births) (2002-2007)	81.3%	83.2%	75.6%

2003-2008 BRFSS, OSDH Vital Stats, National Immunization Survey

McClain County is better than the state average for infant mortality rates and first trimester prenatal care but has room for improvement. The rates of low birth weight births are slightly above the national and state level. Immunization rates are slightly higher than the national and state level.



Community Efforts for Prenatal and Infant Health

- Children's First is a voluntary program for first time expecting mothers to provide in-home education on child safety and healthy development for women less than 28 weeks pregnant.
- The Women, Infants and Children (WIC) program at the McClain County Health Department provides specific supplemental foods vouchers for eligible mothers, infants, and children at critical times of health and growth. The WIC program also provides culturally relevant nutrition education by licensed nutritionists to address specific nutritional needs and help to reduce childhood obesity.
- The McClain County Health Department staff hosts and/or participates in three to five car seat events annually. They serve an estimated 400 car seat checks and/or installations each year. The staff is certified through the Safe Kids Worldwide Organization for car seat certification.

Child & Adolescent Health

Children are the future of our county, state and nation. Children are more vulnerable to health concerns due to their stage of growth and development. Graduating from high school, having health insurance, and abstaining or delaying sexual activity are important indicators of good health practice for children and adolescents. In addition, working together to help children and adolescents overcome the barriers of poverty can significantly improve health.

Indicators of Child Health	McClain County	National Benchmark Rate	Oklahoma
Child Poverty (Under age 18) 2008	14.4%	11%	22%
High School Graduation rate (2006-2007)	90%	92%	78%
Uninsured children under 19 2007	17.5%	9%	12.2%
Teen Birth Rates (Out of 1,000) 2001-2007	42	22	59

Kids Count, County Health Ranking: National Center for Education Statistics

McClain County has lower rates of child poverty compared to the state percentage, yet is worse than the national benchmark. Residents of McClain County have graduation rates comparable to the nation's benchmark. McClain County has a higher rate of uninsured children than the state national benchmarks. Teen birth rates are lower than the state level yet nearly double the national benchmark. While McClain County's children fair better than the state on some indicators, residents have many areas to improve.



Community Efforts for Child & Adolescent Health

- The MCHD works with the McClain Public Schools to provide health education including education on communicable diseases.
- The MCHD provides individual consultation for family planning services and STD testing for adolescent health education and screening.
- Blanchard Community Coalition in partnership with the MCHD and Covenant Freewill Baptist Church have worked together to create the "Zone." This is a teen center providing organized after school activities in a safe and drug free environment for adolescents in McClain County.
- The McClain County Health Department in collaboration with the First United Methodist Church and Blanchard Community Coalition have partnered to host WOW (Work Out Wednesday) utilizing the Coordinated Approach To Child Health (CATCH) curriculum at the First United Methodist Church in Blanchard. The program aims to start children with a lifestyle of physical activity and reduce childhood obesity.

Tobacco Prevention

Tobacco use is the single most preventable cause of premature death. It harms nearly every organ in the body. According to the CDC, "more deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined."

According to the Oklahoma State Department of Health, Tobacco use cost Oklahomans over \$2 billion in medical expenses and lost productivity every year, or an average of about \$600 per person.

Medical costs accumulated by tobacco users in McClain County add up to \$14.2 million a year. (2010 State of the County's Health Report)

Tobacco Usage Rates	McClain County	McClain County	National Benchmark	Oklahoma
Tobacco Use	15.3% 2003-2006	16.8% 2006-2009	15% 2003-2009	25.1% 2006

BRFSS

McClain County smoking rates are lower than the overall state rates but remain above the national benchmark. Rates have risen slightly from 2003 to 2009 according to BRFSS.



Community Efforts for Tobacco Prevention

- The McClain County Health Department (MCHD), Blanchard Community Coalition (BCC), Community Alliance of Resources (C.A.R.E) and other community partners together have passed a 24/7 tobacco free ordinance in Blanchard Public Schools.
- The MCHD, BCC, C.A.R.E and the Norman Alcohol Information Center (NAIC) helped to pass a 24/7 tobacco free ordinance for tobacco free parks in Blanchard.
- The MCHD, BCC, and NAIC partnered to create, Project Alert, an evidence based alcohol, tobacco, and drug prevention program for Blanchard Middle school students, grades 6 through 8.
- McClain County recently received a T-SET grant (Oklahoma Tobacco Settlement Endowment Trust) and is in the process of creating an action plan to address tobacco related health concerns for McClain County.
- The tobacco-quit line, 1-800-QUIT-NOW, is offered to McClain County residents to empower them to quit the use of tobacco products. They offer phone based coaching and access to nicotine patches and gum.
- The Social Host Ordinance passed in Blanchard strengthened the enforcement of county Minor in Possession laws. This ordinance places a fine on adults hosting drinking parties for teenagers.

Disaster Preparedness

Injury & Violence

Unintentional injury and violence is an increasing problem in Oklahoma as well as McClain County. According to the OSDH vital statistics for 2002-2006, unintentional injury was the 5th leading cause of death for Oklahomans.

Disaster preparedness can save lives and prevent injury. Having a plan of action during severe weather can keep you and your family safe in an emergency.

Using proper safety precautions when operating motor vehicles and heavy machinery including seat belts, helmets, and other safety equipment can prevent injury and violence. Additionally, reporting suspected violence and heeding warning signs of suicide could prevent injury, death, and violence for people at risk.

Disaster Preparedness Community Efforts

- McClain County Health Department (MCHD), local businesses, and emergency responders have collaborated to form a Local Emergency Planning Committee (LEPC). This committee works to protect the community from environmental and commercial hazards through planning, preparation and communication between residents, businesses and government. This spring the LEPC provided all-hazard weather radios to senior residents outside siren warning areas. The radios provide access to severe weather alerts in case of an electricity outage.
- The Integrated Risk Information System (IRIS) provides alerts by calling, texting, and emailing in case of emergencies or severe weather. Following the May 24th tornadoes, IRIS sent out messages to inform tornado victims of access to tetanus shots.



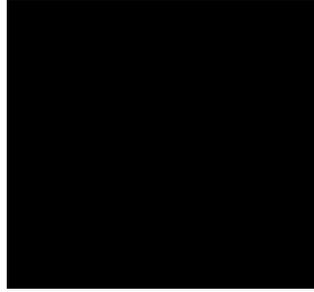
Injury & Violence

Community Efforts

- MCHD holds an annual bike helmet event to distribute helmets to children in need.
- MCHD staff hosts and/or participates in three to five car seat events annually. They serve an estimated 400 car seat checks and/or installations each year. The staff is certified through the Safe Kids Worldwide Organization for car seat certification.
- MCHD held a grant funded smoke alarm event in Goldsby where smoke alarms were provided to residents in need.

In McClain County, the leading cause of death for residents ages 5 to 44 is injury and violence. The death rate for McClain County residents in 2007 was 63.3% for people 44 and younger (BRFSS).

According to the National Safety Council, an estimated \$4,300,000 is spent on a single death due to a car accident (2009). According to BRFSS, there were 16 deaths in McClain County in the year 2007 due to unintentional injury.



Conclusion

McClain County has been working together to improve the health of its residents and preserve the health for future generations to come. McClain County is a growing region with a number of community assets but much more can be done to improve its health.

McClain County gets a thumbs up for the following assets and achievements:

- Graduation rates of 90%
- Population growth of 24.4% since the year 2000
- Oklahoma Tobacco Settlement Endowment Trust
- Blanchard Community Coalition, Turning Point Partner
- Community Youth Action Program (C.Y.A.P)
- Community Alliance of Resources for Everyone (C.A.R.E.)
- McClain County Health Department services
- Farmers markets
- Social Host Ordinance
- Local Emergency Planning Committee (LEPC)

McClain County can work to improve the following health indicators:

- 6.4% increase in obesity from 2006-2009
- Increasing rates of type 2 diabetes by 2.4% since 2006
- Low rates of physical activity and limited access to healthy foods
- Higher rates of uninsured children (5.3%) and adults (3%) compared to the state
- Higher rates of preventable hospital stays and limited access to medical providers
- The leading cause of death is injury and violence for people 44 and younger. 63.9% of McClain County is under 44.

The McClain County Health Department is focusing on obesity reduction, child health, tobacco prevention as well as injury and violence reduction. Together with coalitions, leaders, community partners, schools, and healthcare professionals, the communities of McClain County can unite to change the tide of health for a stronger healthier future.

Resources

All Health and Safety Topics

- Oklahoma State Department of Health
 - www.ok.gov/health
- Center for Disease Prevention and Control
 - <http://www.cdc.gov>

Obesity Reduction and Prevention

- American Heart Association
 - <http://www.heart.org>
- Cooper Aerobics
 - <http://www.cooperaerobics.com>
- American Dietetic Association
 - <http://www.eatright.org>

Tobacco Prevention

- Smokefree.gov
 - <http://www.smokefree.gov>
- American Lung Association
 - <http://www.breathehealthy.org>

Child Health

- Safe Kids USA
 - www.safekids.org
- Mayo Clinic
 - <http://www.mayoclinic.com>

Injury and Violence Prevention

- National Safety Council
 - <http://www.nsc.org>



McCLAIN COUNTY BOARD OF HEALTH

Tony Christian, Charles Foster, George Kernek, Doug Harryman, D. Bryan Dye, MD

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