



# State of the County's Health Report

OKLAHOMA STATE  
DEPARTMENT OF HEALTH

## Working Together For Health

### Cleveland County

Oklahoma ranks near the bottom in many key health status indicators. Most of these outcomes are related to conditions that Oklahomans must live with every day. Poverty, lack of insurance, limited access to primary care, and inadequate prenatal care, along with associated risky health behaviors (low fruit/vegetable consumption, low physical activity, a high prevalence of smoking) all contribute to the poor health status of our citizens.

The vision of the Oklahoma Health Improvement Plan (OHIP) involves local partnerships and communities working together to improve and sustain the physical, social, and mental well-being of all people in Oklahoma. The targeted flagship initiatives of children's health improvement, tobacco use prevention, and obesity reduction will help to maximize opportunities for all Oklahomans to lead healthy lives. If you would like more information about OHIP, please visit the Oklahoma State Department of Health website at [http://www.ok.gov/health/Organization/Board\\_of\\_Health/OHIP.html](http://www.ok.gov/health/Organization/Board_of_Health/OHIP.html).

This report focuses on health factors and demographics in Cleveland County. Awareness and thoughtful application of this health data can assist us in our joint endeavors to improve the health status of our local citizens.



*Together We Can Move Forward*

### Inside This Issue

Table of Contents	1	Tobacco Use Prevention	7
County Demographics	2	Healthy People 2010 Table	8
Top 10 Leading Causes of Death	2	Health Care Costs Summary	9
Top 10 Leading Causes of Death Table	3	County Health Department Usage	10
Nutrition & Overweight	4	Health Education	11
Physical Activity & Fitness	4	Primary Care Map	11
Diabetes	5	Board of Health Map	12
Teen Births	5	Oklahoma Health Improvement Plan	12
Infant Mortality	6	Reference List	13
Low Birth Weight	6	Turning Point	14
Injury & Violence	7	Contact Information	14



## Top 10 Causes of Death by Age Group Cleveland County 2002-2006

Rank	0-4	05-14	15-24	25-34	35-44	45-54	55-64	65+	All Ages
1	PERINATAL PERIOD 30	UNINTENT. INJURY 8	UNINTENT. INJURY 49	UNINTENT. INJURY 46	UNINTENT. INJURY 62	CANCER 180	CANCER 350	HEART DISEASE 1633	HEART DISEASE 2123
2	CONGENITAL ANOMALIES 26	SUICIDE 4	SUICIDE 24	SUICIDE 15	HEART DISEASE 46	HEART DISEASE 165	HEART DISEASE 257	CANCER 901	CANCER 1495
3	UNINTENT. INJURY 13	CANCER < 4	CANCER 9	HEART DISEASE 13	CANCER 37	UNINTENT. INJURY 65	BRONCHITIS/ EMPHYSEMA/ ASTHMA 70	STROKE 405	STROKE 488
4	CANCER 4	BENIGN NEOPLASM < 4	HEART DISEASE 9	CANCER 12	SUICIDE 22	STROKE 29	DIABETES MELLITUS 45	BRONCHITIS/ EMPHYSEMA/ ASTHMA 317	BRONCHITIS/ EMPHYSEMA/ ASTHMA 408
5	STROKE < 4	CONGENITAL ANOMALIES < 4	BRONCHITIS/ EMPHYSEMA/ ASTHMA 4	COMPLICATIONS OF PREGNANCY/ CHILDBIRTH < 4	LIVER DISEASE 16	SUICIDE 26	STROKE 44	INFLUENZA/ PNEUMONIA 142	UNINTENT. INJURY 345
6	BENIGN NEOPLASM < 4	HOMICIDE < 4	LEGAL INTERVENTION < 4	DIABETES MELLITUS < 4	DIABETES MELLITUS 8	LIVER DISEASE 25	LIVER DISEASE 26	DIABETES MELLITUS 133	DIABETES MELLITUS 206
7	INFLUENZA/ PNEUMONIA < 4	STROKE < 4	BENIGN NEOPLASM < 4	HOMICIDE < 4	HIV 5	VIRAL HEPATITIS 22	UNINTENT. INJURY 26	ALZHEIMER'S DISEASE 115	INFLUENZA/ PNEUMONIA 165
8	NEPHRITIS < 4		HOMICIDE < 4	SEVEN CAUSES TIED < 4	INFLUENZA/ PNEUMONIA 5	DIABETES MELLITUS 17	SUICIDE 16	NEPHRITIS 81	SUICIDE 123
9	SIDS < 4		INFLUENZA/ PNEUMONIA < 4		STROKE 5	BRONCHITIS/ EMPHYSEMA/ ASTHMA 15	NEPHRITIS 11	UNINTENT. INJURY 76	ALZHEIMER'S DISEASE 117
10	THREE CAUSES TIED < 4		FIVE CAUSES TIED < 4		HOMICIDE 4	INFLUENZA/ PNEUMONIA 7	SEPTICEMIA (BLOOD POISONING) 10	TWO CAUSES TIED 57	NEPHRITIS 100

Note: The numbers less than 4 have been shown as "<4" to protect the privacy of the subjects

Data source: Vital Statistics, Health Care Information Division, Oklahoma State Department of Health

Produced by: Community Development Service, Oklahoma State Department of Health

March 2009

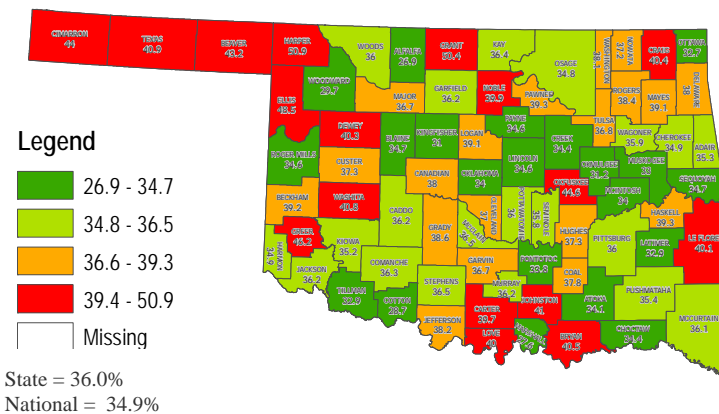
# Nutrition & Overweight

With obesity at epidemic levels, steps need to be taken to control this issue. Surveillance systems have improved and been expanded to obtain more accurate county-level data. While efforts continue on this front, communities must utilize this information to improve the problem itself. With health care costs being, on average, \$395 more for a person under the age of 65 who is obese than a person of the same age who is not obese<sup>6</sup>, estimated health care costs related to obesity for Cleveland County soar to almost \$17.5 million. These costs only go up when the 65 and over population are included.

The Youth Risk Behavior Surveillance System (YRBS)<sup>7</sup>, while not producing county-level data, shows that in 2005, 2007, and 2009 combined, 15.8% of high school children participating in the survey classified themselves as overweight. Further, 14.7% classified themselves as obese. Interestingly, 8.9% of the males said they were obese compared to 5.8% of females. This trend was reversed in the overweight category with 8.0% of females and 7.8% of males, statewide. Although, neither weight category is statistically significant by gender.

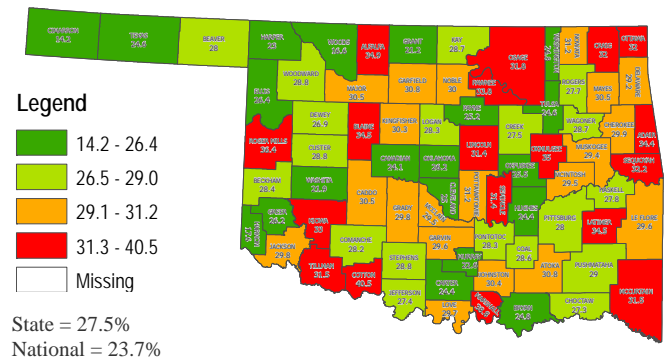
According to the Behavioral Risk Factor Surveillance System (BRFSS, 2003 & 2005)<sup>8</sup>, 83.7% of Cleveland County adults did not eat the recommended 5 servings of fruits and vegetables a day. Increasing fruit and vegetable consumption is an economical way to control many health-related issues such as obesity and diabetes.

**Percent of Adults who are Overweight, BRFSS, 2003-2008<sup>8</sup>**



\* Note: Data classified by Quartiles

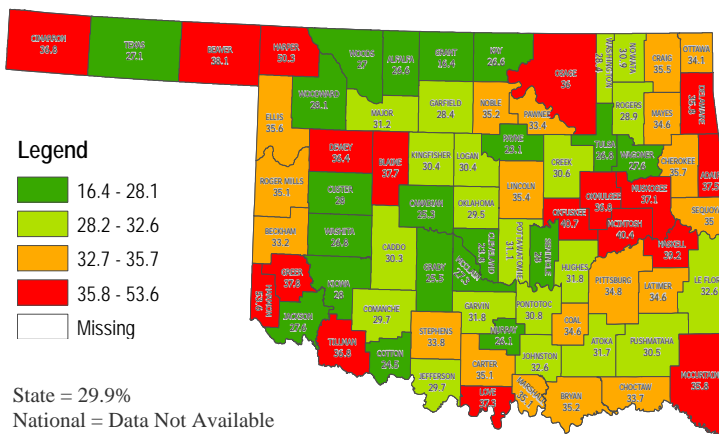
**Percent of Adults who are Obese, BRFSS, 2003-2008<sup>8</sup>**



\* Note: Data classified by Quartiles

# Physical Activity & Fitness

**Percent of Adults with No Physical Activity Within Past Month, BRFSS, 2003-2008<sup>8</sup>**



\* Note: Data classified by Quartiles

The increasing inactivity of the U.S. population is contributing to an increase in numerous poor health-related outcomes. Physical inactivity robs the body of precious energy needed to function properly, in turn health declines, and rates of various chronic diseases escalate.

According to the 2003-2008 BRFSS<sup>8</sup>, it is estimated that 23.8% (42,226) of people in Cleveland County had no leisure activity in the past month (at the time they were surveyed) and over two-thirds of the adults (68.6%) did not reach the recommended physical activity level.

Statewide, 55% of high school students did not participate in physical activity for at least 60 minutes per day on five or more days in a week.<sup>7</sup> Efforts need to be made to increase physical activity for our youth to build long-term healthy habits.

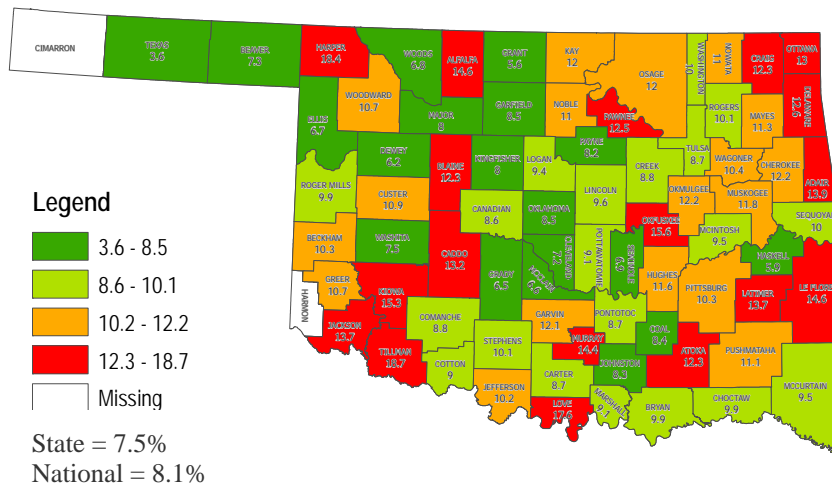


# Diabetes

As stated previously, poor nutrition and lack of physical activity are linked to many chronic issues including diabetes. It is often hard to distinguish between Type I and Type II diabetes in large datasets but looking at the overall impact of diabetes is necessary to examine a community's health.

From 2006 to 2008, there were 786 hospital discharges for diabetes among Cleveland County residents.<sup>5</sup> This accounted for a total of 4,131 days in the hospital and \$18,943,489.00 in total charges.<sup>5</sup> This was an average of 5.3 days and \$24,101.13 in charges.<sup>5</sup>

**Percent of Adults Who Have Ever Been Told They Have Diabetes, BRFSS, 2004-2008<sup>8</sup>**



According to the 2004-2008 BRFSS, it is estimated that 7.2% (12,774) of Cleveland County citizens have been diagnosed by a health professional as having diabetes.

In 2007, the per capita annual healthcare costs for people with diabetes was \$11,744 compared to \$5,106 for people without diabetes.<sup>9</sup> Persons with diabetes accumulate an estimated \$169,171,167.31 in health care costs in one year for Cleveland County. Actual hospital charges account for only 3.3% of the total health care impact of diabetes.

\* Note: Data classified by Quartiles

# Teen Births

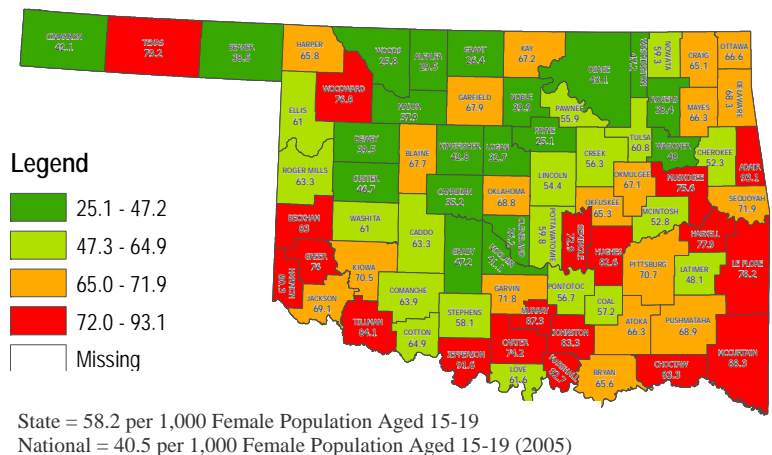
While births to teen mothers (age 15 to 19) have been on the decline in both the U.S. and Oklahoma, Oklahoma has moved down in the rankings according to the United Health Foundation.<sup>10</sup> In 1993, the rate for teen births in the U.S. was 60.3 per 1,000 15-19 year old females and 67.1 in Oklahoma, ranking 35th in the country.<sup>10</sup> In 2003, the rate decreased to 47.7 in the U.S. and 59.7 in Oklahoma, accounting for a decrease of 21% and 11%, respectively.<sup>10</sup> However, while the rate decreased, Oklahoma continued to fall in the rankings (41st). In 2009, the rate of teen births stayed the same for Oklahoma (59.6) but the state ranked 45th in the country.<sup>10</sup>

Children of teen mothers are more likely to display poor health and social outcomes than those of older mothers, such as premature birth, low birth weight, higher rates of abuse and neglect, and are more likely to go into foster care or do poorly in school.<sup>11</sup>

According to Oklahoma Vital Statistics, Cleveland County had a teen birth rate of 27.0 in 2007, which accounted for no change from 2003 (24.5) and a 23% decrease from 1993 (35.2)<sup>12</sup>. The map represents a five-year average of teen birth rates, 2003-2007.<sup>12</sup>

On average in Oklahoma, births to teen mothers accumulate \$3,807 a year for each teenage birth<sup>13</sup>, which is often passed on to citizens. With an average of 221.6 births per year (2003-2007)<sup>12</sup>, teen pregnancy costs the citizens of Cleveland County \$709,120.00 a year.

**Rate of Births to Teen Mothers (Age 15-19), OSDH Vital Statistics, 2003-2007<sup>12</sup>**



\* Note: Data classified by Quartiles



# Injury and Violence

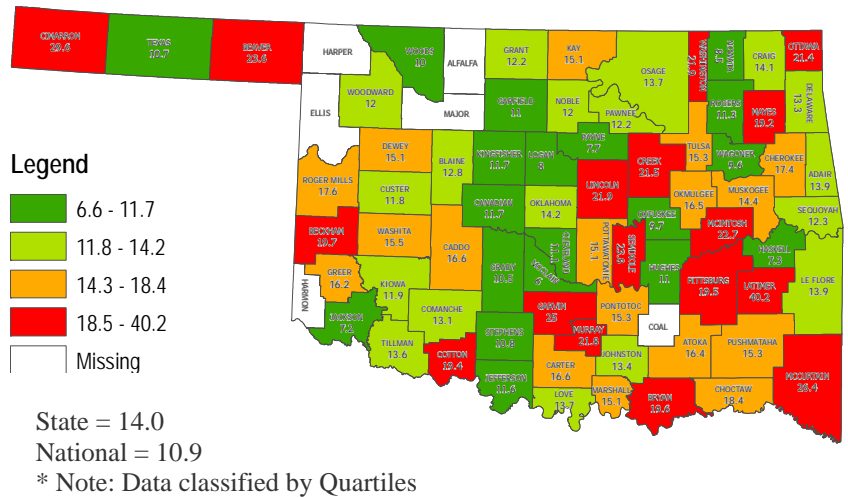
Across the nation and the state of Oklahoma, unintentional and violence-related injuries are on the rise. Unintentional injuries account for the 5th leading cause of death in the United States and Oklahoma for 2002-2006. For persons ages 1 to 44 in Oklahoma, unintentional injuries are the leading cause of death.<sup>4</sup>

This trend does not change much in Cleveland County. Unintentional injuries are the leading cause of death for ages 5 to 44 in Cleveland County.

It is estimated that for every motor vehicle-related death \$1.3 million in economic costs are incurred (2008 data).<sup>16</sup> For Cleveland County, which has an average of 25.6 motor vehicle-related deaths a year<sup>4</sup>, the estimated economic costs are almost \$33.3 million a year.

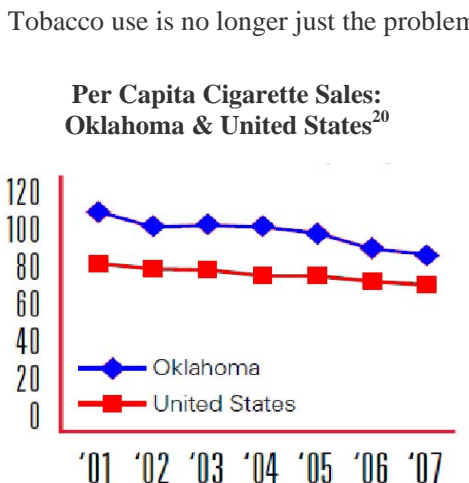
Violence-related injuries (homicide and suicide) in Cleveland County are ranked in the top 10 causes of death for persons from 5 to age 64 and suicide is the 8th leading cause of death for all ages.<sup>4</sup>

**Age-Adjusted Suicide Rate by County, OSDH Vital Statistics, 2002-2006<sup>4</sup>**



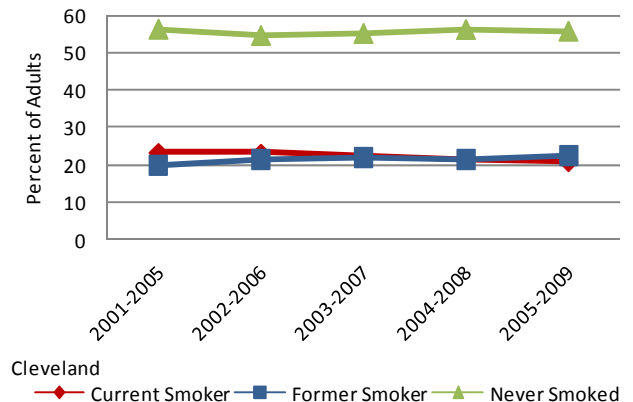
# Tobacco Use Prevention

According to the 2005 State of the State's Health Report<sup>19</sup>, tobacco use among Oklahomans has remained fairly stable from 1990 to 2002. The good news is that total cigarette sales in Oklahoma (tribal and non-tribal combined) have dropped from 98.2 packs per capita in fiscal year 2005 to 86.7 packs per capita during fiscal year 2008. The national average dropped during this same time period.<sup>20</sup>



Tobacco use is no longer just the problem of the individual but also the community as a whole. With health care costs on the rise, targeting areas such as tobacco use is an effective way to control those costs. The Oklahoma Tobacco Helpline (1-800-QUIT-NOW), supported jointly by the Oklahoma Tobacco Settlement Endowment Trust and the Oklahoma State Department of Health, continues to experience high call volume. Over 37,800 Oklahomans received free cessation assistance through the Helpline in fiscal year 2009.<sup>20</sup> Since inception of the Helpline in August 2003, over 110,000 Oklahomans have received free cessation assistance.<sup>20</sup>

**Percent of Adults by Smoking Status, Cleveland County, 2001-2009, Five-Year Averages<sup>8</sup>**



The CDC estimated that a person who used tobacco accrued over \$3,300 in health care costs per year.<sup>21</sup> According to the BRFSS (2005-2009)<sup>8</sup>, it is estimated that 20.9% (37,081) of adults in Cleveland County use tobacco of some sort. Medical costs accumulated by those persons are over \$122.4 million a year for Cleveland County.

# Healthy People 2010 Table

Healthy People 2010 Indicators	Most Recent Data: Year(s)						2010 Target
	Cleveland County		Oklahoma		United States		
Prevalence of Obese (Aged 18+)	2002-2008	23.8%	2008	31.0%	2008	26.7%	15%
No Leisure-Time Physical Activity (Aged 18+)	2002-2008	24.5%	2008	31.5%	2008	24.6%	20%
Prevalence of Smoking (Aged 18+)	2002-2008	23.0%	2008	24.7%	2008	18.4%	12%
Infant Mortality (Per 1,000 of births)	2002-2006	6.3	2006	8.1	2006	6.8	4.5
Low Birth Weight Infants (Percent of live births)	2002-2007	7.0%	2006	8.3%	2006	8.3%	5%
Very Low Birth Weight Infants (Percent of live births)	2002-2007	1.1%	2006	1.6%	2006	1.5%	0.9%
First Trimester Prenatal Care (Percent of births)	2002-2007	84.4%	2006	75.6%	2006	83.2%	90%
Prevalence of Diabetes (Aged 18+)	2002-2008	6.8%	2008	11.3%	2008	9.2%	2.5%
Lack of Health Insurance (Aged 18-64)	2002-2008	16.6%	2008	22.8%	2008	17.1%	0%
Prevalence of Binge Drinking (Aged 18+)	2002-2008	14.4%	2008	12.2%	2008	15.6%	6%
Coronary Heart Disease Death *	2002-2006	209	2006	184.5	2006	144.4	166.0
Cancer Death *	2002-2006	169.3	2006	194.9	2006	180.8	159.9
Unintentional Injury Death *	2002-2006	33.7	2006	55.6	2006	39.3	17.5
Transportation-Related Death *	2002-2006	11.9	2006	21.0	2006	14.5	9.2

Note: \* means (Age-adjusted death per 100,000 to the 2000 U.S. standard population).

Reference:

- [1] Healthy People 2010 volume I and II, U.S. Department of Health and Human Services, November 2000.
- [2] Centers for Disease Control and Prevention (CDC), Wide-Ranging Online Data for Epidemiologic Research: Data for Oklahoma and United States.
- [3] CDC, National Center for Chronic Disease Prevention and Health Promotion, the Behavioral Risk Factor Surveillance System (BRFSS): Data for Oklahoma and United States.
- [4] Oklahoma State Department of Health (OSDH), OK2SHARE, BRFSS: Data for Oklahoma Counties.
- [5] OSDH, OK2SHARE, Vital Statistics: Data for Oklahoma Counties.



# Health Care Cost Summary

---

## Cardiovascular Disease (Heart Disease)

- Average hospital discharges per year<sup>5</sup> = 2,783
- Average charges<sup>5</sup> = \$47,629.69
- Total—\$132,553,423.33 a year

## Obesity

- 25.0% of population<sup>8</sup> (44,356)
- \$395 in additional medical costs per person aged 18-64<sup>6</sup>
- Total—\$17,520,620.00

## Diabetes

- Average hospital discharges per year<sup>5</sup> = 262.0
- Average charges<sup>5</sup> = \$24,101.13
- Total—\$6,314,496.33 a year

## Teen Pregnancy

- Average 222 births to females aged 15-19 a year<sup>12</sup>
- \$3,200 in costs a year<sup>13</sup>
- Total—\$709,120.00 a year

## Motor Vehicle-Related Injury Death

- Average 25.6 deaths per year<sup>4</sup>
- \$1,300,000.00 in economic costs per death<sup>16</sup>
- Total—\$33,280,000.00 a year

## Tobacco Use

- 20.9% of population<sup>8</sup> (37,081)
- \$3,300 in health care costs<sup>21</sup>
- Total—\$122,367,300.00 a year

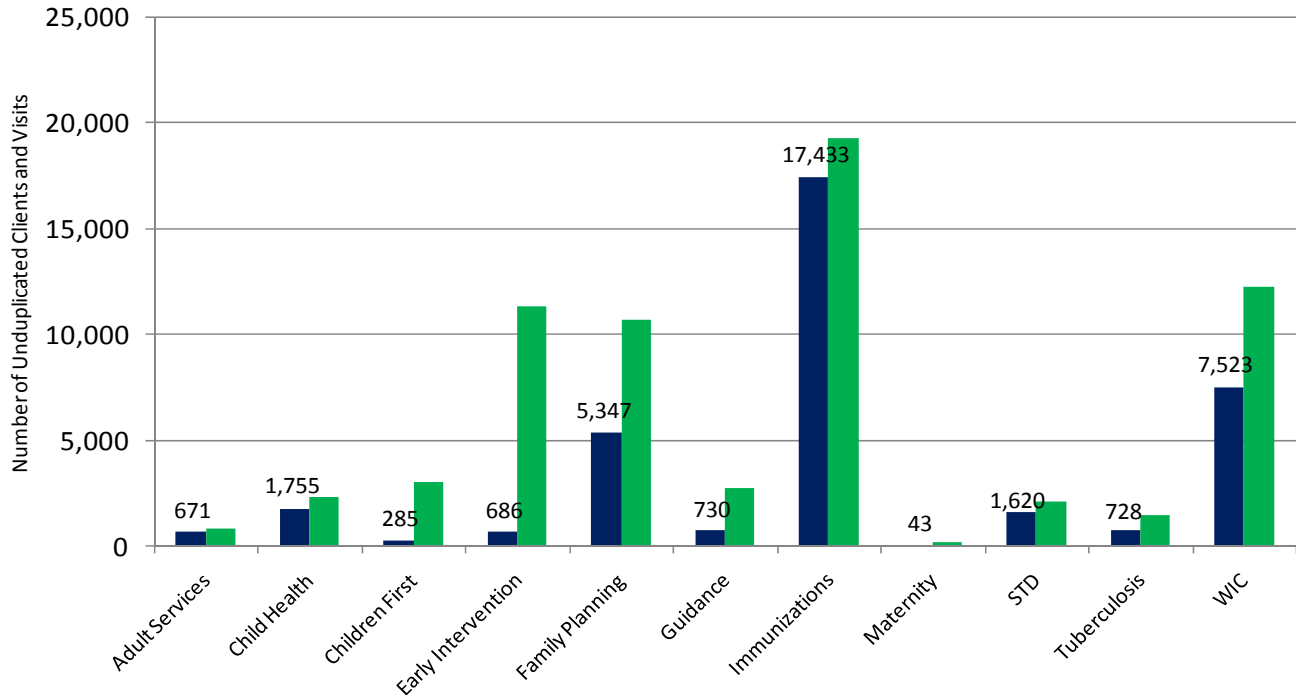
Grand Total for  
Cleveland County:

**\$312,744,959.67**



# County Health Department Usage

## County Health Department Unduplicated Clients, and Visits by Program, Cleveland County, State Fiscal Year 2009



Data Note: Data is reflective of all services offered in a county, including county health departments and contracts.

■ Unduplicated Clients ■ Visits

CLEVELAND

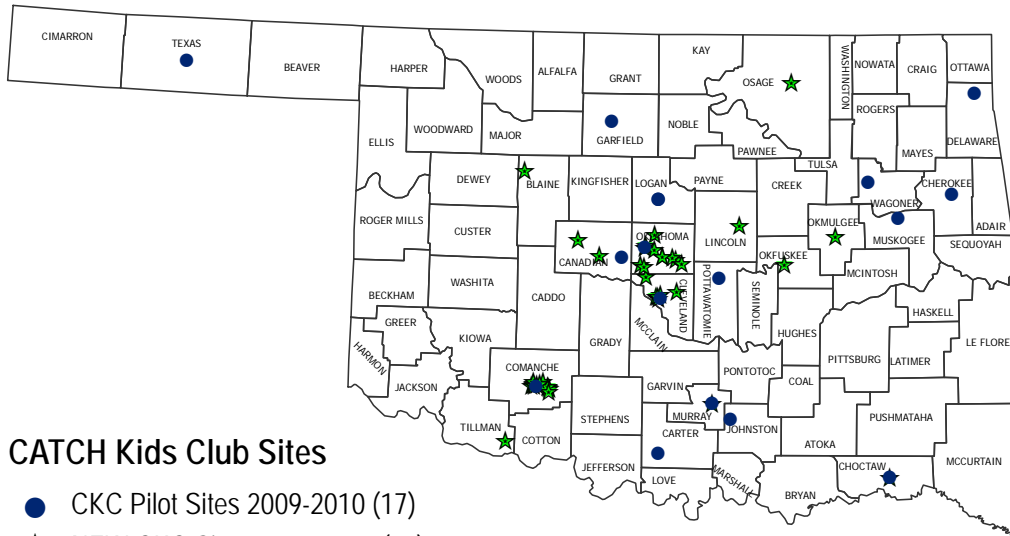
### Population-Based Services by Event Type, Cleveland County, SFY09

Event Type	Number of Events	Total Attendees
Conference/Display	3	794
Focus Groups	11	179
Group Screening	8	325
Health Fair	7	2,420
Meeting/Taskforce/Coalition	130	1,451
Presentation/Class	360	14,065
Surveys/Assessment	3	105
<b>Grand Total</b>	<b>522</b>	<b>19,339</b>

### Population-Based Services by Main Topic, Cleveland County, SFY09

Topic	Number of Events	Total Attendees
Arthritis	1	2
Developmental Stages	115	4,823
DHS Child Care Consultation	73	251
Discipline/Behavior Management	18	104
Family Relationships	36	901
Fetal Alcohol Syndrome	2	33
General Health Department Services	33	1,505
Human Relationships	13	171
Immunizations	7	399
Injury Prevention	17	910
Nutrition and Overweight	35	1,976
Oral Health	94	6,826
Parenting Skills	13	326
Physical Activity/Fitness	76	2,376
STD/HIV/AIDS	3	650
Tobacco Education	47	2,136
<b>Grand Total</b>	<b>583</b>	<b>23,389</b>

# Health Education



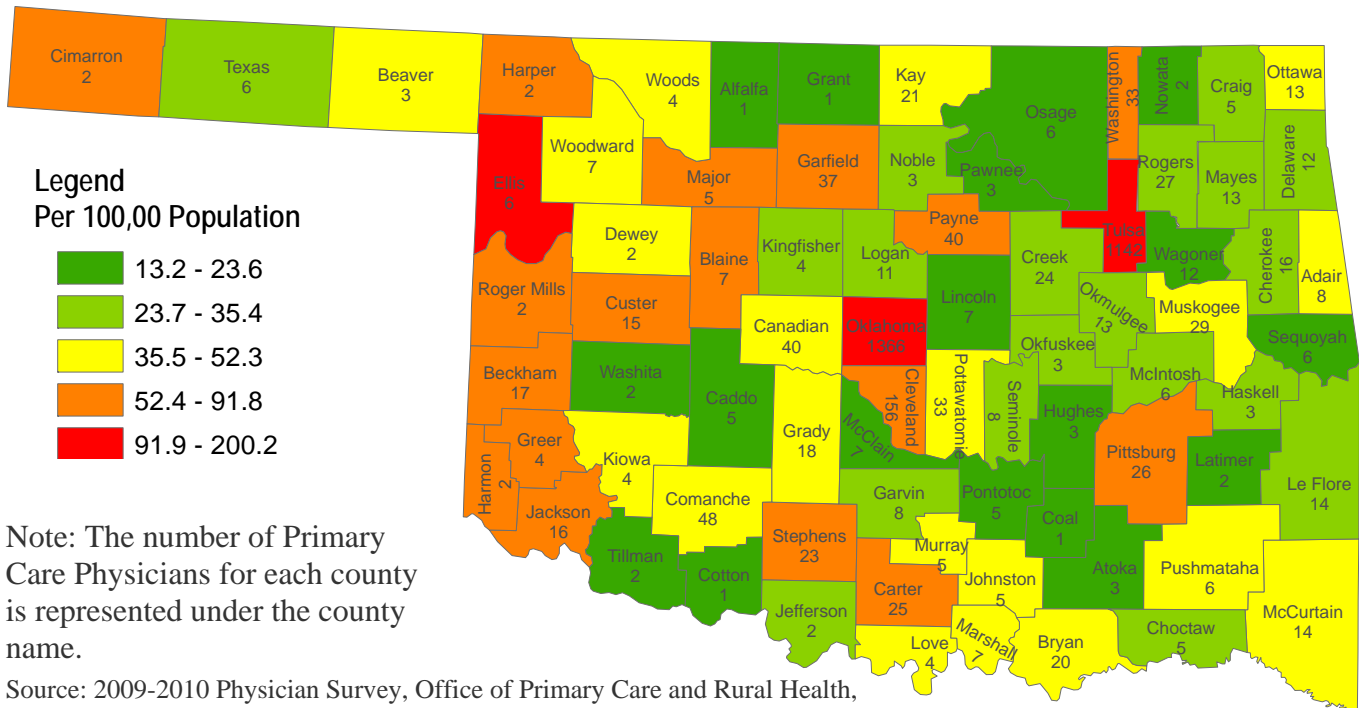
**Cleveland County Health Educator**  
 Alexandria Hart-Smith  
 250 12th Ave. N.E.  
 Norman, OK 73071  
 405-579-2251  
 alexandh@health.ok.gov

**OSDH Health Education**  
 Kathy Payne, Director  
 1000 NE 10th St, room 506  
 Oklahoma City, OK 73117  
 405-271-6127  
 KPayne@health.ok.gov

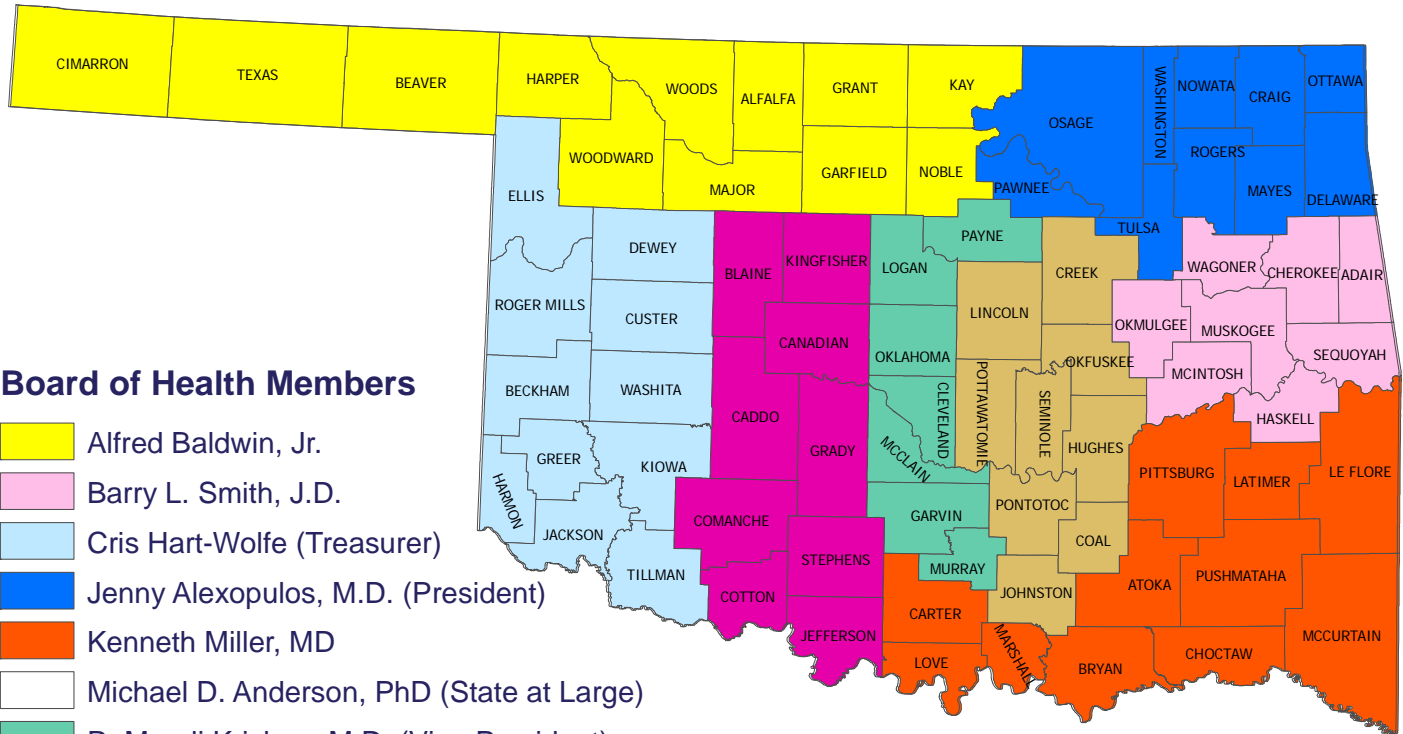
If you have an after-school program that is interested in learning more about CATCH Kids Club, a physical activity and nutrition program for children grades K-5, please contact the local health educator or Kathy Payne for information.

## Primary Care Coverage Map

**Rate of Primary Care Physicians per 100,000 Population, 2009 - 2010**



# OSDH Board of Health Map



## Board of Health Members

- Alfred Baldwin, Jr.
- Barry L. Smith, J.D.
- Cris Hart-Wolfe (Treasurer)
- Jenny Alexopoulos, M.D. (President)
- Kenneth Miller, MD
- Michael D. Anderson, PhD (State at Large)
- R. Murali Krishna, M.D. (Vice-President)
- Richard G. Davis, DDS
- Ronald Woodson, MD

Created: 11.03.2010  
Source: Oklahoma State Department of Health

# Oklahoma Health Improvement Plan



For the complete OHIP, including a full list of partners, visit [www.ok.gov/health](http://www.ok.gov/health) and click the "Oklahoma Health Improvement Plan" link.



### [STRATEGIC PLANNING]

#### FLAGSHIP GOALS

- Tobacco Use Prevention
- Obesity Reduction
- Children's Health

#### INFRASTRUCTURE GOALS

- Public Health Finance
- Workforce Development
- Access to Care
- Health Systems Effectiveness

#### SOCIETAL & POLICY INTEGRATION

- Policies and Legislation
- Social Determinants of Health & Health Equity

OKLAHOMA HEALTH IMPROVEMENT PLAN

## Reference List

---

1. U.S. Census Bureau, Population Estimates, Accessed February 12, 2010 from [www.census.gov](http://www.census.gov).
2. U.S. Census Bureau, 2008 Census Estimates, Accessed February 12, 2010 from [www.census.gov](http://www.census.gov).
3. U.S. Census Bureau, Census 2000 Summary File 3, Accessed February 12, 2010 from [www.census.gov](http://www.census.gov)
4. Oklahoma State Department of Health, Health Care Information, OK2SHARE, Death Statistics - Final, Accessed April 13, 2010, [www.health.ok.gov/ok2share](http://www.health.ok.gov/ok2share).
5. Oklahoma State Department of Health, Health Care Information, OK2SHARE, Inpatient Discharge Statistics, Accessed May 20, 2010, [www.health.ok.gov/ok2share](http://www.health.ok.gov/ok2share). Note: Data does not include federal or tribal facilities.
6. Sturm, R., 2002. The effects of obesity, smoking, and drinking on medical problems and costs. *Health Affairs*, 21, 245.
7. Oklahoma State Department of Health, Health Care Information, OK2SHARE, Youth Risk Behavior Survey (YRBS), [www.health.ok.gov/ok2share](http://www.health.ok.gov/ok2share).
8. Oklahoma State Department of Health, Health Care Information, OK2SHARE, Behavioral Risk Factor Surveillance Survey (BRFSS), [www.health.ok.gov/ok2share](http://www.health.ok.gov/ok2share).
9. Winning at Work—Diabetes Facts, American Diabetes Association, Accessed May 24, 2010 from [www.diabetes.org](http://www.diabetes.org)
10. United Health Foundation, America's Health Rankings, [www.americashealthrankings.org](http://www.americashealthrankings.org)
11. Healthy Teen Network, Unique Needs of Children Born to Teen Parents, Accessed May 24, 2010 from [www.healthteennetwork.org](http://www.healthteennetwork.org)
12. Oklahoma State Department of Health, Health Care Information, OK2SHARE, Birth Statistics—Final, [www.health.ok.gov/ok2share](http://www.health.ok.gov/ok2share).
13. Than National Campaign to prevent Teen Pregnancy, By the Numbers: The Public Costs of Teen Childbearing in Oklahoma, November 2006.
14. Finch, B. K., 2003. Early origins of the gradient: The relationship between socioeconomic status and infant mortality in the United States. *Demography*, 40, 675-699.
15. United States Department of Health and Human Services (US DHHS), Centers of Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS), Office of Analysis and Epidemiology (OAE), Division of Vital Statistics (DVS), Linked Birth / Infant Death Records 2003-2005 on CDC WONDER On-line Database. Accessed at <http://wonder.cdc.gov/lbd-current.html> on May 25, 2010 4:08:29 PM
16. National Safety Council, Estimating the Costs of Unintentional Injuries, Accessed May 25, 2010 from [http://www.nsc.org/news\\_resources/injury\\_and\\_death\\_statistics/Pages/EstimatingtheCostsofUnintentionalInjuries.aspx](http://www.nsc.org/news_resources/injury_and_death_statistics/Pages/EstimatingtheCostsofUnintentionalInjuries.aspx).
17. March of Dimes, Low Birthweight Fact Sheet, Accessed May 25, 2010 from [http://www.marchofdimes.com/professionals/14332\\_1153.asp#head2](http://www.marchofdimes.com/professionals/14332_1153.asp#head2).
18. United States Department of Health and Human Services (US DHHS), Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS), Division of Vital Statistics, Natality public-use data 2003-2006, on CDC WONDER Online Database, March 2009. Accessed at <http://wonder.cdc.gov/natality-current.html> on May 25, 2010 5:09:49 PM
19. Oklahoma State Department of Health, 2005 State of the State's Health, Accessed May 25, 2010 from <http://www.ok.gov/health/pub/boh/state05/index.html>.
20. Oklahoma State Department of Health, Tobacco Use Prevention Service.
21. Centers for Disease Control and Prevention. Annual smoking-attributable mortality, years of potential life lost, and economic costs—United States, 1995–1999. *MMWR* 2002;51(14):300–303.





**OKLAHOMA STATE  
DEPARTMENT OF HEALTH**

Community and Family  
Health Services  
Community Development Service  
1000 NE 10th St, Room 508  
Oklahoma City, OK 73117  
Phone: 405-271-6127

Report compiled by:  
Miriam McGaugh, Ph.D.  
Epidemiologist  
and  
Shu-Chuan Lin, Ph.D.  
Epidemiologist

***Working Together For Health***

Cleveland County Health  
Department  
Administrator:  
Shari Kinney  
250 12th Ave N.E.  
Norman, OK 73071  
405-321-4048  
<http://www.ok.gov/health>

The Oklahoma Turning Point Initiative is public health improvement in action involving partnerships between the state and county departments of health, local communities, and policy-makers. The Oklahoma Turning Point engine is fueled by a community-based decision making process whereby local communities tap into the capacities, strengths, and vision of their citizens to create and promote positive, sustainable changes in the public health system, and the public's health.

**We are at a cross roads in our state and in Cleveland County. Please come and be part of the solutions that will lead Oklahoma and Cleveland County to becoming a healthy place to live, work and learn.**

“If we are together nothing is impossible.  
If we are divided all will fail.” - [Winston Churchill](#)

If you are interested in learning more about Turning Point or becoming involved in local activities, please contact:

Brandi McGehee  
Pottawatomie County Health Department  
1904 Gordon Cooper Dr  
Shawnee, OK 74801  
(405) 273-2157  
Email: [BrandiM@health.ok.gov](mailto:BrandiM@health.ok.gov)  
Website: [www.okturningpoint.org](http://www.okturningpoint.org)

## Cleveland County Turning Point

### Coalition Priorities:

1. Decrease Tobacco Use with Cleveland County residents.
2. Decrease Alcohol consumption by minors in Cleveland County.
3. Decrease Obesity rates in Cleveland County Residents.

### 2009 Significant Outcomes:

- ◆ Tobacco in-service trainings
- ◆ Great American Smoke out activities
- ◆ Youth In Action Camp-Noble
- ◆ Youth Health Screening's in Noble
- ◆ Farmers Market Noble
- ◆ Social Host Law Enforced
- ◆ Great American Spit Out Day
- ◆ Operation Store Front-SWAT
- ◆ Reward Reminder Visits-SWAT
- ◆ City of Noble banned Tobacco use in all Public areas
- ◆ Tobacco use is banned by the Moore Youth Baseball & Football Association.