



OKLAHOMA STATE
DEPARTMENT OF HEALTH

State of the County's Health Report

Working Together For Health

Pontotoc 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.

This report focuses on health factors and demographics in Pontotoc 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

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County Demographics

Population estimates¹

- 3.1% increase from 1990 to 2000 (34,112 to 35,164)
- 5.2% increase from 2000 to 2008 (35,164 to 36,999)
- Ranked 18th for growth in state

2008 Census Estimates²

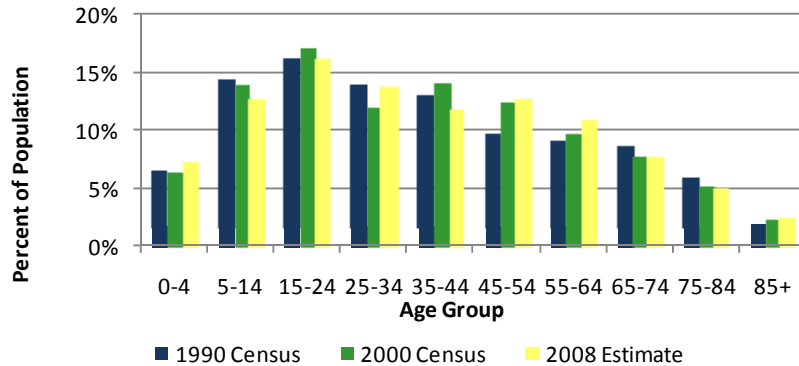
- Hispanic/Latino ethnicity = 3.3%
- Race
 - Whites = 77.5%
 - Native Americans = 18.6%
 - Blacks = 3.1%
- Age
 - Under 5 = 7.1%
 - 65 and over = 14.8%
 - Median age = 35.7 years

2000 Census³

- Housing units
 - Occupied = 13,978 (90%)
 - Vacant = 1,597 (10%)

- Disability (ages 21 to 64) = 23.0%
 - state = 21.5% national = 19.2%
 - 52.9% of disabled (ages 21-64) are employed
- Individuals below poverty = 16.5%
 - state = 14.7% national = 12.4%
- Families below poverty = 11.8%
 - state = 11.2% national = 9.2%

1990, 2000, & 2008 Population by Age Groups, Pontotoc County

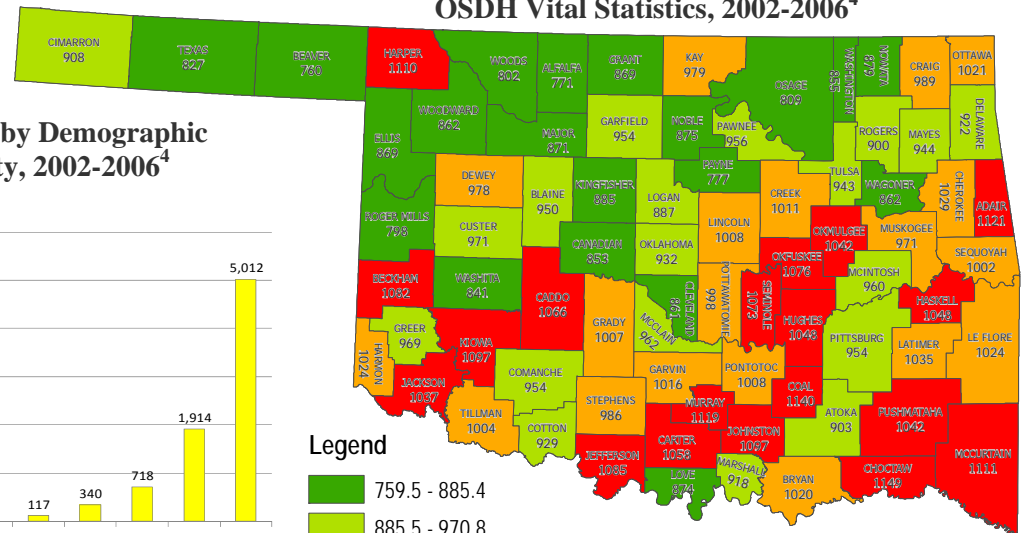


Top 10 Leading Causes of Death

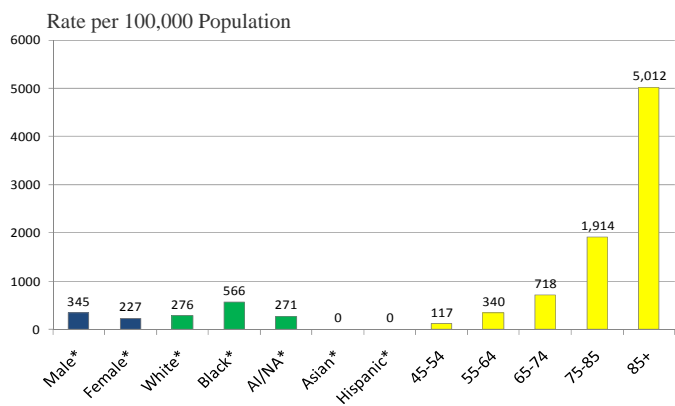
The top 10 leading causes of death⁴ table on the next page displays a broad picture of the causes of death in Pontotoc County. Since many health-related issues are unique to specific ages, this table provides causes of death by age group at a glance. The causes of death that are present across almost every age group have been highlighted. From 1983 to 1993 heart disease killed 1,129 people in Pontotoc County and is still the leading cause of death with all age groups combined.

From 2006-2008, the total charges for all heart disease-related hospitalizations for Pontotoc County residents was \$76,646,917.00, which translated to an average of \$35,682.92 per discharge.⁵ Total charges are an indicator of community health, however, these are hospital-based charges and not payments or costs of actual illness. The direct and indirect costs of disease are actually much higher (i.e., loss of employee wages, loss of tax revenue, loss of years of life).

Age-Adjusted Death Rates by County, OSDH Vital Statistics, 2002-2006⁴



Heart Disease Death Rates by Demographic Groups, Pontotoc County, 2002-2006⁴



* Age-Adjusted Death Rate per 100,000 Population

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

Rank	0-4	05-14	15-24	25-34	35-44	45-54	55-64	65+	All Ages
1	PERINATAL PERIOD 10	UNINTENT. INJURY < 4	UNINTENT. INJURY 19	UNINTENT. INJURY 18	UNINTENT. INJURY 17	CANCER 31	CANCER 71	HEART DISEASE 452	HEART DISEASE 557
2	CONGENITAL ANOMALIES 4	CANCER < 4	CANCER 4	HOMICIDE 6	HEART DISEASE 15	HEART DISEASE 26	HEART DISEASE 62	CANCER 289	CANCER 413
3	UNINTENT. INJURY < 4	NEPHRITIS < 4	HOMICIDE 4	SUICIDE 5	CANCER 13	UNINTENT. INJURY 24	UNINTENT. INJURY 13	STROKE 167	STROKE 181
4	INFLUENZA/ PNEUMONIA < 4	SUICIDE < 4	SUICIDE < 4	CANCER 4	DIABETES MELLITUS 5	LIVER DISEASE 7	BRONCHITIS/ EMPHYSEMA/ ASTHMA 11	INFLUENZA/ PNEUMONIA 91	UNINTENT. INJURY 123
5	HERNIA < 4		CONGENITAL ANOMALIES < 4	HEART DISEASE < 4	SUICIDE 4	STROKE 5	LIVER DISEASE 11	BRONCHITIS/ EMPHYSEMA/ ASTHMA 81	INFLUENZA/ PNEUMONIA 104
6			DIABETES MELLITUS < 4	INFLUENZA/ PNEUMONIA < 4	LIVER DISEASE < 4	SUICIDE 5	DIA B ETES MELLITUS 8	DIA B ETES MELLITUS 59	BRONCHITIS/ EMPHYSEMA/ ASTHMA 97
7			LIVER DISEASE < 4	BRONCHITIS/ EMPHYSEMA/ ASTHMA < 4	SIX CAUSES TIED < 4	BRONCHITIS/ EMPHYSEMA/ ASTHMA 4	NEPHRITIS 8	ALZHEIMER'S DISEASE 36	DIABETES MELLITUS 76
8				HIV < 4		HOMICIDE 4	STROKE 8	UNINTENT. INJURY 27	ALZHEIMER'S DISEASE 36
9				NEPHRITIS < 4		INFLUENZA/ PNEUMONIA 4	INFLUENZA/ PNEUMONIA 5	PNEUMONITIS 23	NEPHRITIS 28
10						TWO CAUSES TIED < 4	SEPTICEMIA (BLOOD POISONING) < 4	SEPTICEMIA (BLOOD POISONING) 23	THREE CAUSES TIED 27

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

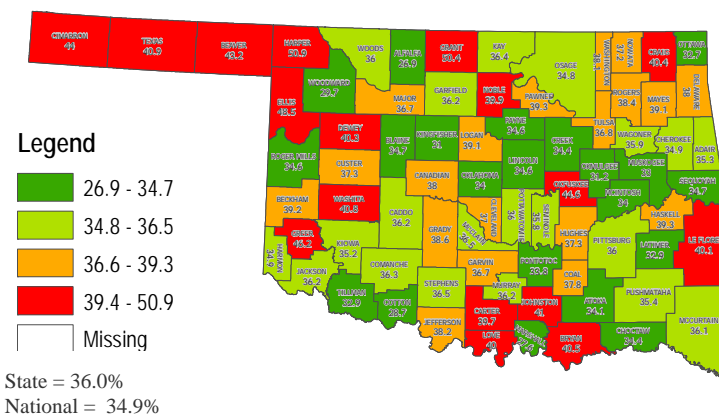
Nutrition & Overweight

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 obese⁶, estimated health care costs related to obesity for Pontotoc County soar to almost \$3.0 million. These costs only go up when the 65 and over population are included.

The Youth Risk Behavior Surveillance System (YRBS)⁷, 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.

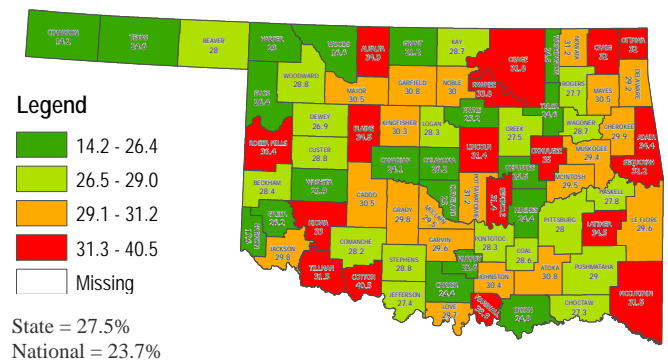
According to the Behavioral Risk Factor Surveillance System (BRFSS, 2003 & 2005)⁸, 86.2% of Pontotoc County adults did not eat the recommended 5 servings of fruits and vegetables a day. Increasing fruit and vegetable consumption is an economical way to control many health-related issues such as obesity and diabetes.

Percent of Adults who are Overweight, BRFSS, 2003-2008⁸



* Note: Data classified by Quartiles

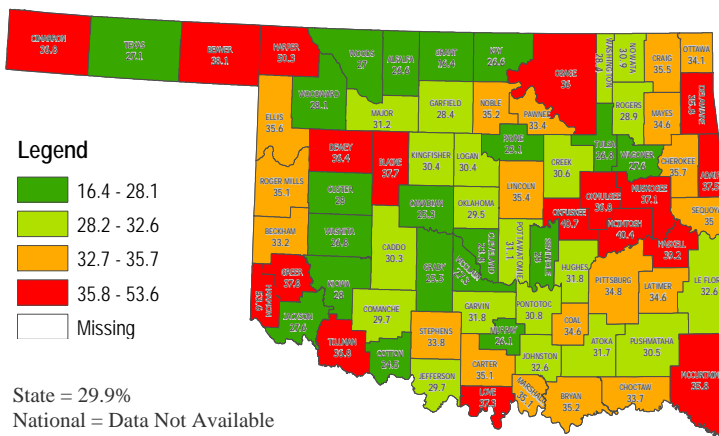
Percent of Adults who are Obese, BRFSS, 2003-2008⁸



* Note: Data classified by Quartiles

Physical Activity & Fitness

Percent of Adults with No Physical Activity Within Past Month, BRFSS, 2003-2008⁸



* 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 BRFSS⁸, it is estimated that 30.8% (8,303) of people in Pontotoc County had no leisure activity in the past month (at the time they were surveyed) and over two-thirds of the adults (68.2%) did not reach the recommended physical activity level.

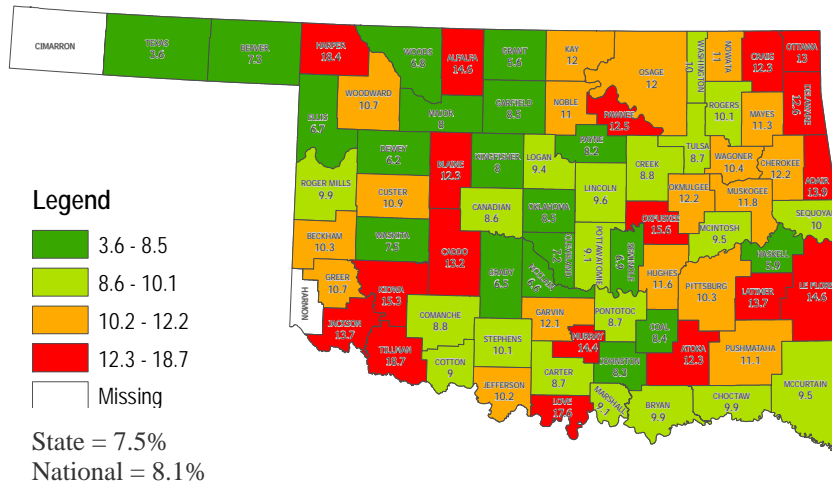
Statewide, 55% of high school students did not participate in physical activity for at least 60 minutes per day on five or more days in a week.⁷ Efforts need to be made to increase physical activity for our youth to build long-term healthy habits.

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 180 hospital discharges for diabetes among Pontotoc County residents.⁵ This accounted for a total of 773 days in the hospital and \$2,539,032.00 in total charges.⁵ This was an average of 4.3 days and \$14,105.73 in charges.⁵

Percent of Adults Who Have Ever Been Told They Have Diabetes, BRFSS, 2004-2008⁸



According to the 2004-2008 BRFSS, it is estimated that 8.7% (2,345) of Pontotoc 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.⁹ Persons with diabetes accumulate an estimated \$31,058,264.94 in health care costs in one year for Pontotoc County. Actual hospital charges account for only 2.5% of the total health care impact of diabetes.

* Note: Data classified by Quartiles

Teen Births

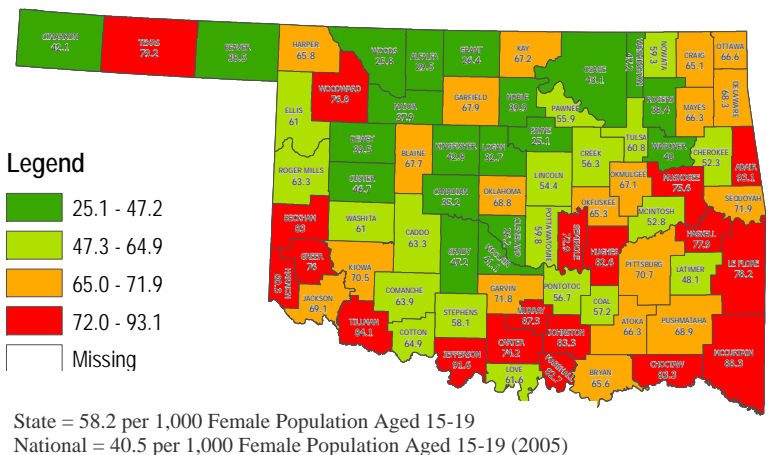
While births to teen mothers (age 15 to 19) have been on the decline in both the U.S. and Oklahoma, Oklahoma has moved down in the rankings according to the United Health Foundation.¹⁰ In 1993, the rate for teen births in the U.S. was 60.3 per 1,000 15-19 year old females and 67.1 in Oklahoma, ranking 35th in the country.¹⁰ 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.¹⁰ 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.¹⁰

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.¹¹

According to Oklahoma Vital Statistics, Pontotoc County had a teen birth rate of 66.8 in 2007, which accounted for a 16% increase from 2003 (57.4) and a 7% increase from 1993 (62.4)¹². The map represents a five-year average of teen birth rates, 2003-2007.¹²

On average in Oklahoma, births to teen mothers accumulate \$3,807 a year for each teenage birth¹³, which is often passed on to citizens. With an average of 73.0 births per year (2003-2007)¹², teen pregnancy costs the citizens of Pontotoc County \$233,600.00 a year.

Rate of Births to Teen Mothers (Age 15-19), OSDH Vital Statistics, 2003-2007¹²

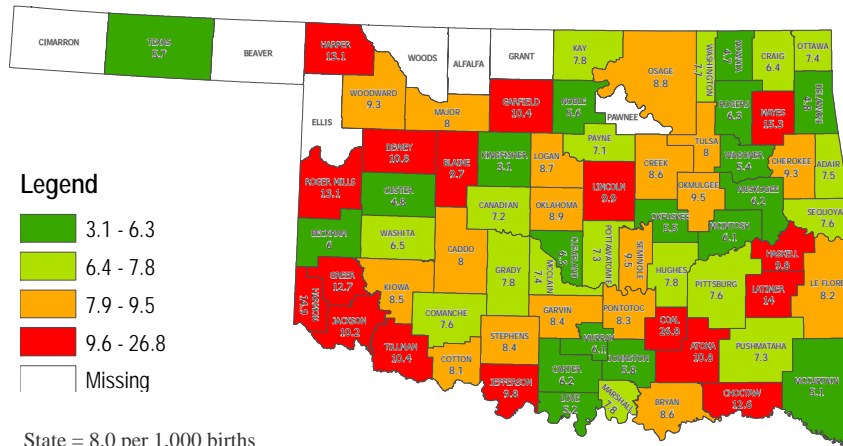


* Note: Data classified by Quartiles

Infant Mortality

Protecting the most vulnerable populations is a task for every Oklahoman, socio-demographic variables have repeatedly been shown to affect infant mortality and birth weight. Income, education, race/ethnicity, access to medical care and social services, and social support are just a few of the characteristics that alter these rates, both positively and negatively.¹⁶ Differences in infant mortality rates are most apparent within racial categories. From 2003-2005 within the U.S., the infant mortality rate among white mothers was 5.7 deaths per 1,000 live births, while black or African American mothers had an infant mortality rate of 13.3 and American Indian mothers a rate of 8.4. Interestingly, Hispanic mothers had rates similar to white mothers.¹⁵

**Infant Mortality Rate,
Oklahoma Vital Statistics, 2002-2006⁴**



Within Oklahoma, this trend continues. From 2002-2006, the infant mortality rate was highest for black or African American mothers (16.0), followed by American Indian (8.4), White (7.1), and Asian (5).⁴ The Hispanic infant mortality rate was 7.9.⁴

With an average of 412 infant deaths a year across Oklahoma⁴, it is difficult to obtain stable county-level data by race. From 2002-2006, the overall infant mortality rate for Pontotoc County was 8.3. This accounted for a 4% increase from the state rate of 8.0 deaths per 1,000 live births.⁴

In addition, the infant mortality rate in Pontotoc County accounted for 1,575 years of potential life lost based on an average age of death in Oklahoma of 75 years of age.⁴

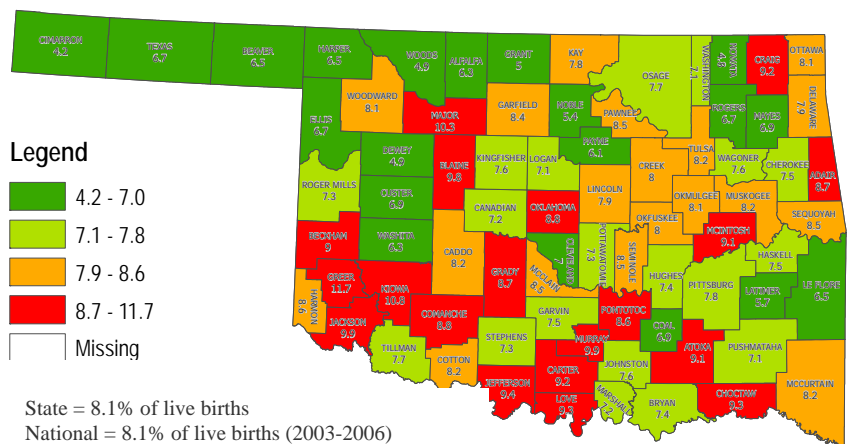
Low Birth Weight

Birth weight has been a long standing indicator of long-term health outcomes as birth weight has been linked to certain adult chronic conditions such as high blood pressure, Type II diabetes, and heart disease.¹⁷ Low birth weight is defined as any baby born weighing less than 2,500 grams or 5 pounds and 8 ounces (including very low birth weight = less than 1,500 grams/3 pounds, 5 ounces).¹⁷ Low birth weight is associated with premature births, multiple births, birth defects, chronic health problems or infections in the mother, smoking, alcohol or drug use, placental problems, inadequate maternal weight gain or socioeconomic factors.¹⁷ Understanding the trends behind low birth weight can assist in pinpointing causes specific to a community.

In Oklahoma from 2003-2007, 8.1% of the live births were less than 2,500 grams. As with infant mortality, babies born to black or African American mothers have the highest rates of low birth weight (14.1%), followed by White (7.5%), American Indian and Asian (6.9% each).¹⁸ This trend is similar to the national data.¹⁸

In Pontotoc County, from 2003-2007 the low birth weight rate was 8.6%.¹² This was a 6.2% increase from the state and national low birth weight rate. Because of the small numbers that occur in this category, county level data by race is unavailable.

**Percent of Live Births with Low and Very Low Birth Weight,
OSDH Vital Statistics, 2003-2007¹²**



Injury and Violence

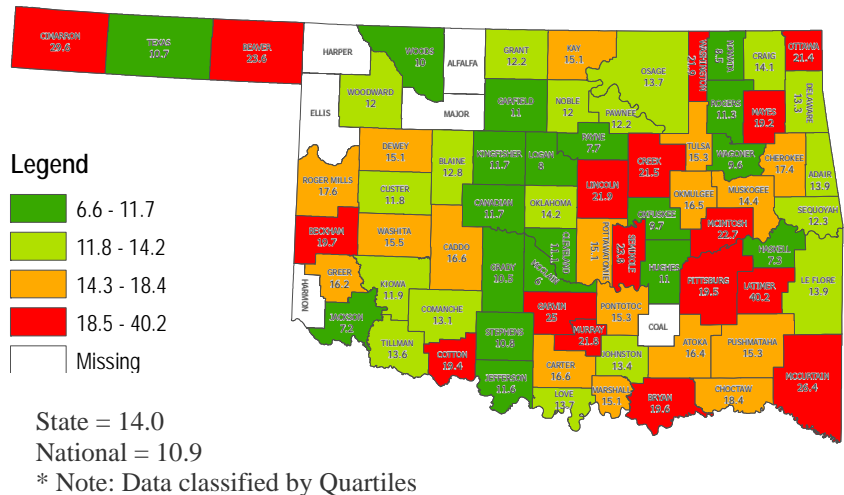
Across the nation and the state of Oklahoma, unintentional and violence-related injuries are on the rise. Unintentional injuries account for the 5th leading cause of death in the United States and Oklahoma for 2002-2006. For persons ages 1 to 44 in Oklahoma, unintentional injuries are the leading cause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

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

It is estimated that for every motor vehicle-related death \$1.3 million in economic costs are incurred (2008 data).¹⁶ For Pontotoc County, which has an average of 11.6 motor vehicle-related deaths a year⁴, the estimated economic costs are almost \$15.1 million a year.

Violence-related injuries (homicide and suicide) in Pontotoc County are ranked in the top 10 causes of death for persons from 5 to age 54 and suicide is the 3rd leading cause of death for ages 25 to 34.⁴

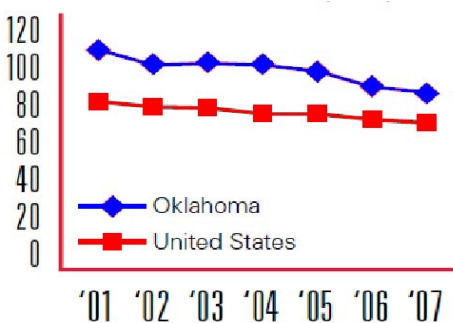
Age-Adjusted Suicide Rate by County, OSDH Vital Statistics, 2002-2006⁴



Tobacco Use Prevention

According to the 2005 State of the State's Health Report¹⁹, 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.²⁰

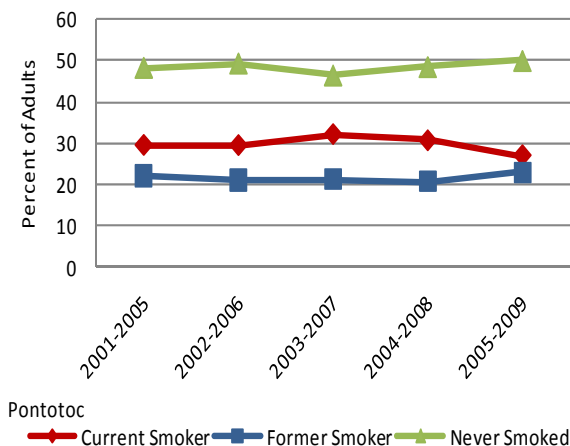
Per Capita Cigarette Sales: Oklahoma & United States²⁰



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 2009.²⁰ Since inception of the Helpline in August 2003, over 110,000 Oklahomans have received free cessation assistance.²⁰

The CDC estimated that a person who used tobacco accrued over \$3,300 in health care costs per year.²¹ According to the BRFSS (2005-2009)⁸, it is estimated that 27.0% (7,278) of adults in Pontotoc County use tobacco of some sort. Medical costs accumulated by those persons are over \$24.0 million a year for Pontotoc County.

Percent of Adults by Smoking Status, Pontotoc County, 2001-2009, Five-Year Averages⁸



Healthy People 2010 Table

Healthy People 2010 Indicators	Most Recent Data: Year(s)						2010 Target
	Pontotoc County		Oklahoma		United States		
Prevalence of Obese (Aged 18+)	2002-2008	28.0%	2008	31.0%	2008	26.7%	15%
No Leisure-Time Physical Activity (Aged 18+)	2002-2008	30.5%	2008	31.5%	2008	24.6%	20%
Prevalence of Smoking (Aged 18+)	2002-2008	28.9%	2008	24.7%	2008	18.4%	12%
Infant Mortality (Per 1,000 of births)	2002-2006	8.3	2006	8.1	2006	6.8	4.5
Low Birth Weight Infants (Percent of live births)	2002-2007	8.5%	2006	8.3%	2006	8.3%	5%
Very Low Birth Weight Infants (Percent of live births)	2002-2007	1.2%	2006	1.6%	2006	1.5%	0.9%
First Trimester Prenatal Care (Percent of births)	2002-2007	78.2%	2006	75.6%	2006	83.2%	90%
Prevalence of Diabetes (Aged 18+)	2002-2008	7.6%	2008	11.3%	2008	9.2%	2.5%
Lack of Health Insurance (Aged 18-64)	2002-2008	29.8%	2008	22.8%	2008	17.1%	0%
Prevalence of Binge Drinking (Aged 18+)	2002-2008	13.7%	2008	12.2%	2008	15.6%	6%
Coronary Heart Disease Death *	2002-2006	195.6	2006	184.5	2006	144.4	166.0
Cancer Death *	2002-2006	206.6	2006	194.9	2006	180.8	159.9
Unintentional Injury Death *	2002-2006	68.2	2006	55.6	2006	39.3	17.5
Transportation-Related Death *	2002-2006	35	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 year⁵ = 716
- Average charges⁵ = \$35,682.92
- Total—\$25,548,972.33 a year

Obesity

- 28.3% of population⁸ (7,629)
- \$395 in additional medical costs per person aged 18-64⁶
- Total—\$3,013,455.00

Diabetes

- Average hospital discharges per year⁵ = 60.0
- Average charges⁵ = \$14,105.73
- Total—\$846,344.00 a year

Teen Pregnancy

- Average 73 births to females aged 15-19 a year¹²
- \$3,200 in costs a year¹³
- Total—\$233,600.00 a year

Motor Vehicle-Related Injury Death

- Average 11.6 deaths per year⁴
- \$1,300,000.00 in economic costs per death¹⁶
- Total—\$15,080,000.00 a year

Tobacco Use

- 27.0% of population⁸ (7,278)
- \$3,300 in health care costs²¹
- Total—\$24,017,400.00 a year

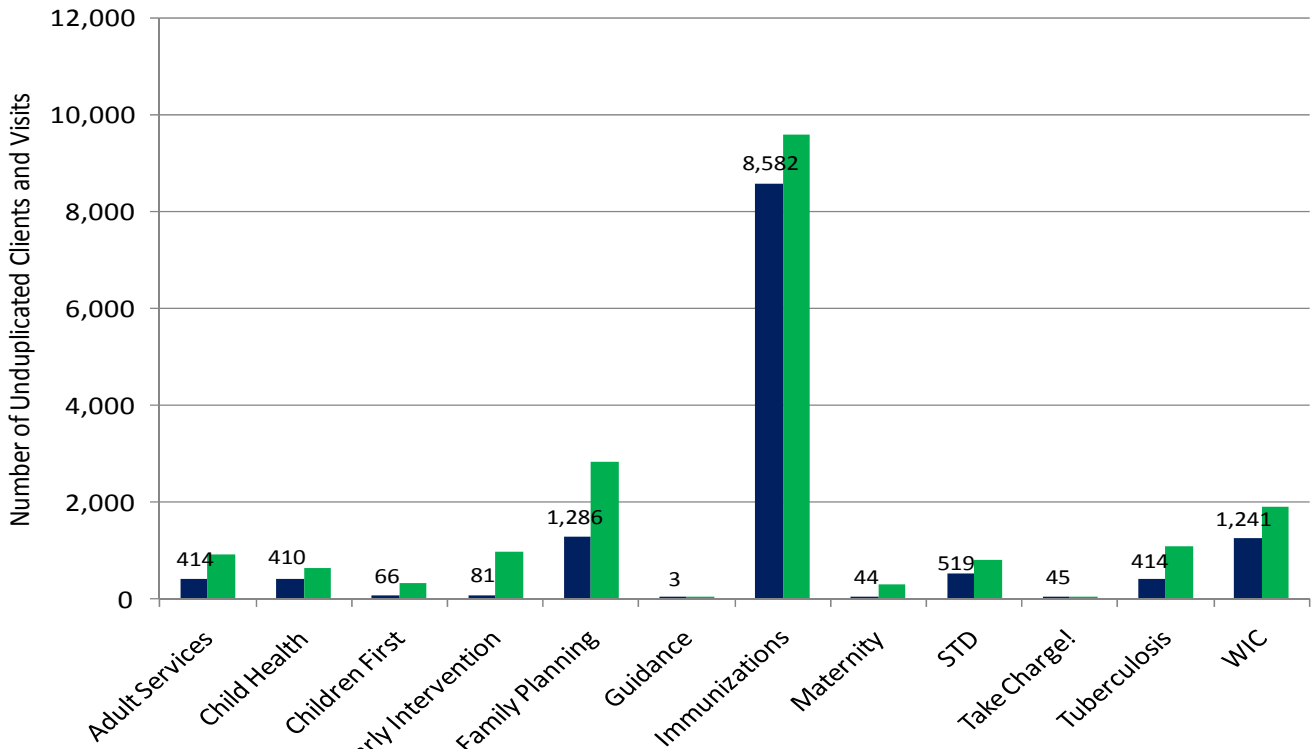
Grand Total for
Pontotoc County:

\$68,739,771.33



County Health Department Usage

County Health Department Unduplicated Clients, and Visits by Program, Pontotoc 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

PONTOTOC

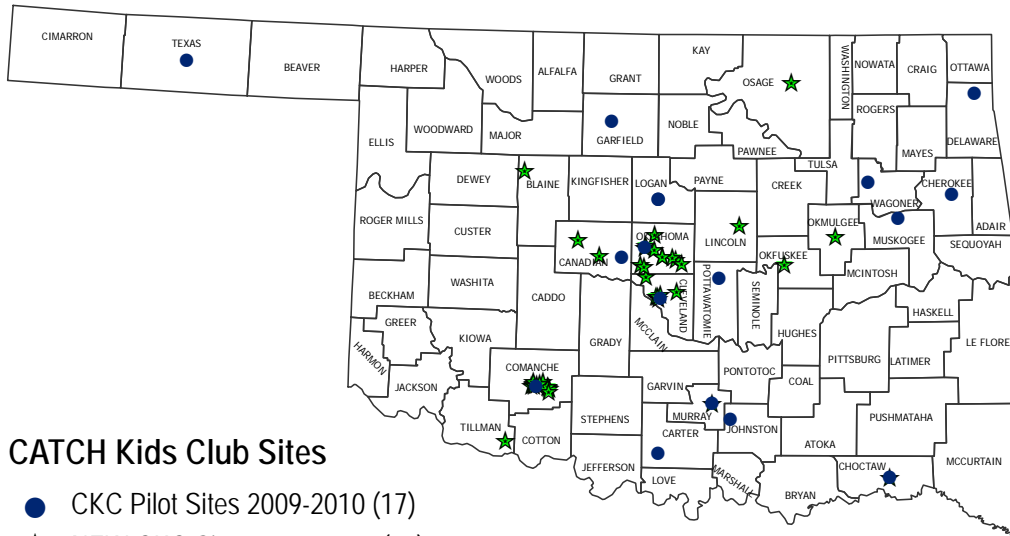
Population-Based Services by Event Type, Pontotoc County, SFY09

Event Type	Number of Events	Total Attendees
Focus Groups	4	85
Health Fair	2	800
Meeting/Taskforce/Coalition	10	144
Presentation/Class	85	7,238
Grand Total	101	8,267

Population-Based Services by Main Topic, Pontotoc County, SFY09

Topic	Number of Events	Total Attendees
General Health Department Services	13	1,328
Immunizations	2	535
Oral Health	82	6,343
Parenting Skills	2	26
Physical Activity/Fitness	1	13
Tobacco Education	1	22
Grand Total	101	8,267

Health Education



CATCH Kids Club Sites

- CKC Pilot Sites 2009-2010 (17)
- ★ NEW CKC Sites 2009-2010 (40)

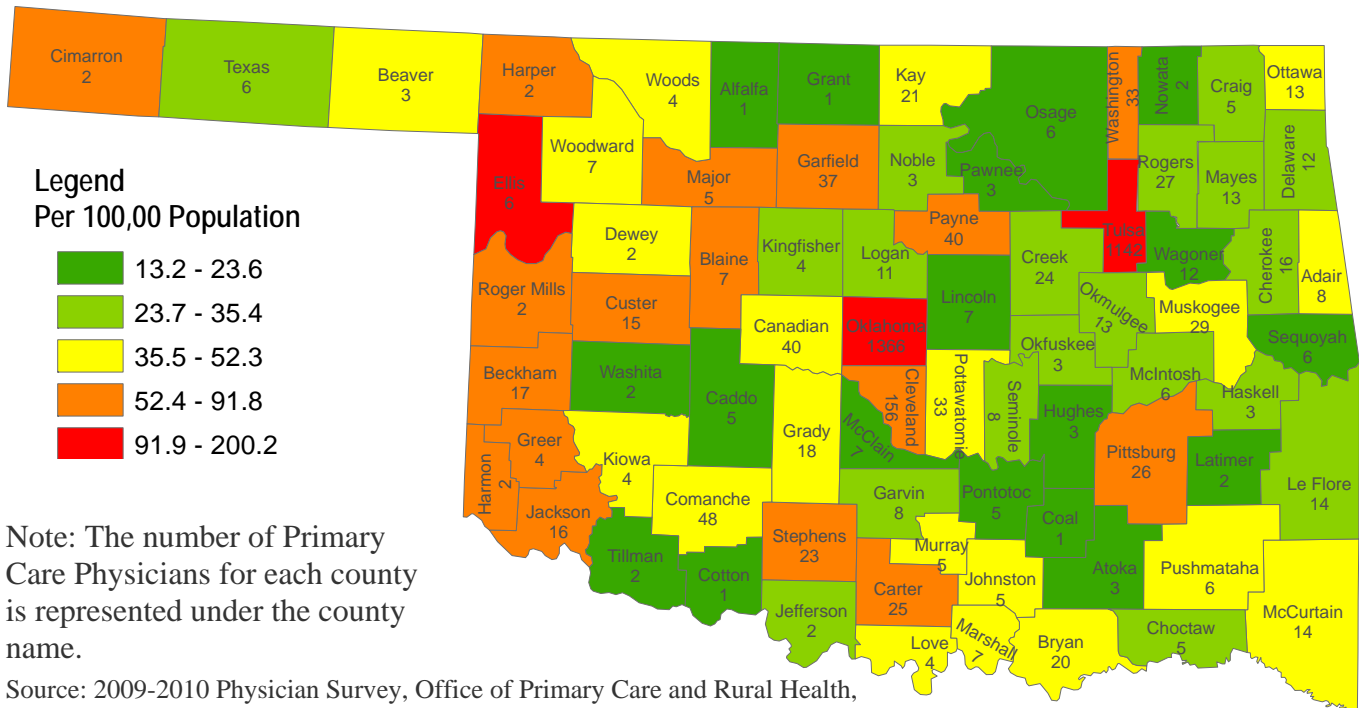
OSDH Health Education

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

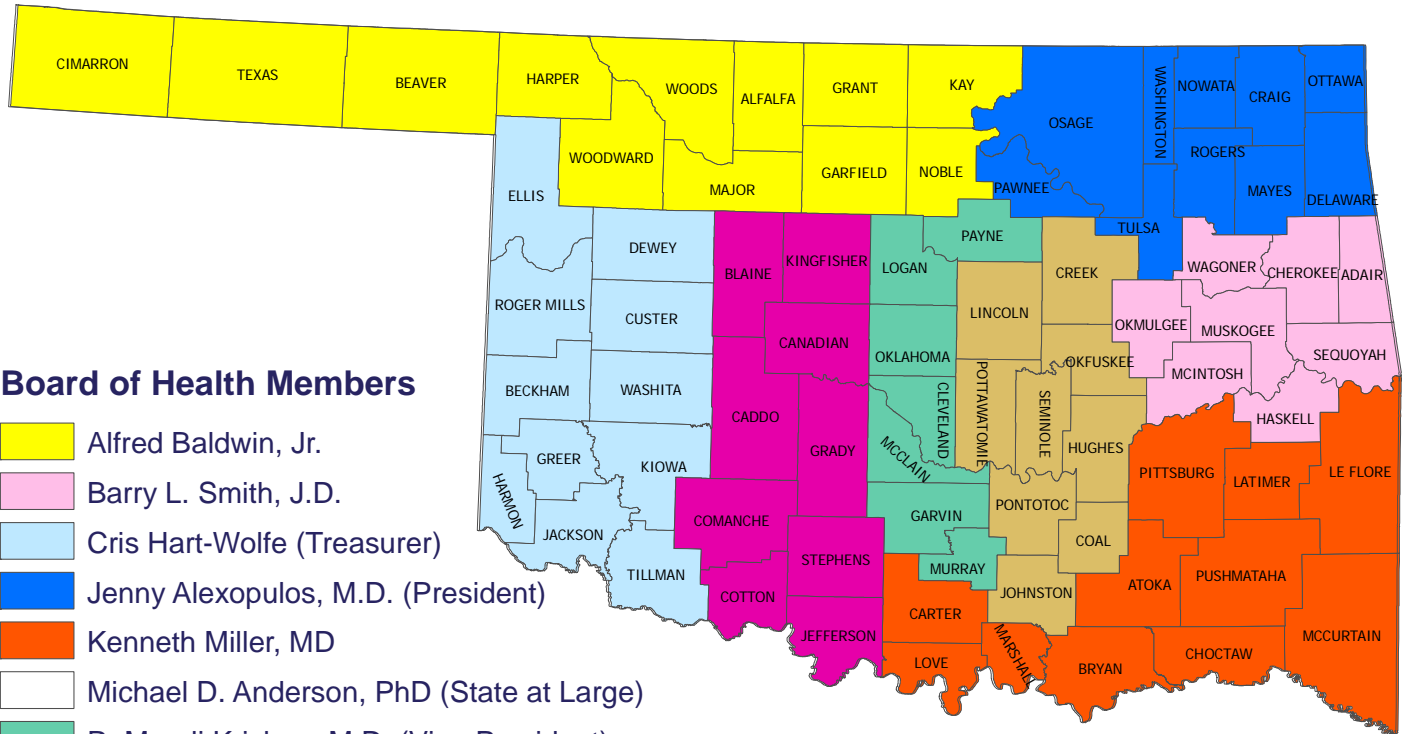
Rate of Primary Care Physicians per 100,000 Population, 2009 - 2010



Note: The number of Primary Care Physicians for each county is represented under the county name.

Source: 2009-2010 Physician Survey, Office of Primary Care and Rural Health, Community Development Service, Oklahoma State Department of Health

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 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

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6. Sturm, R., 2002. The effects of obesity, smoking, and drinking on medical problems and costs. *Health Affairs*, 21, 245.
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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 Pontotoc County. Please come and be part of the solutions that will lead Oklahoma and Pontotoc 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:

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Pontotoc County Turning Point & Systems of Care

Coalition Priorities:

1. Physical Activity and Nutrition
2. Wrap Around Services
3. Coalition Expansion and Development
4. Increase Community Resources and Programs
5. Alcohol, Tobacco, and other Drug Prevention
6. Meth Prevention and Education

2009 Significant Outcomes:

- ◆ Over 10 Walk This Weigh Events Held
- ◆ Educational Presentations in Area Schools and Churches
- ◆ Mental Health Court Established
- ◆ Meth Prevention Media Campaign
- ◆ Drug Prevention Curriculum implemented in county schools
- ◆ Crystal Darkness events held, website hosted and continues community outreach