

# Appendix

A: Community Themes and Strengths Survey \* **B: Forces of Change** \* C: Community Health Status Assessment \* D: Local Public Health System

## Introduction

The Forces of Change Assessment is part of the 4 assessments of MAPP (Mobilizing for Action through Planning and Partnership). This assessment asks the community’s leadership to answer: What is occurring or might occur that will affect the local public health system (LPHS) or the community?

Payne County utilized two separate groups of community stakeholders to discuss the questions asked by the Forces of Change Assessment in order to help illustrate the context in which public health is addressed by the community. The Stillwater and Payne County Live Well Coalitions are coordinating groups of stakeholders brought together by the Oklahoma Tobacco Settlement Endowment Trust to address health and wellness initiatives across the communities of Payne County. The Stillwater group focuses on issues related to the county seat of Stillwater, by far the largest community in the county with a varied resource pool and the unique

challenges that define a university town. The Payne County group focuses on the smaller more rural communities that often coordinate with each other to bolster resources and tackle their unique issues. The groups communicate regularly and have some common members.

The Payne County group chose to spend one of their regularly scheduled meetings (03/26/15) addressing the questions posed by the assessment and discussing the challenges and resources attached to each issue. The Stillwater Coalition chose to utilize an online survey to collect a comprehensive list of issues and then address the challenges and resources during several regularly scheduled meetings (02/09/15, 03/09/15, 04/13/15, and 05/11/15). Some of the issues highlighted may be specific to smaller communities or to Stillwater, but several issues were, of course, common to all communities.

## Partners Participating in Stillwater LiveWell Coalition - Forces of Change Assessment

OSU Prevention Programs – TSET SWAT	Stillwater Chamber of Commerce
Payne County Health Department	Stillwater Public Schools
Stillwater Head Start	SST Software
OSU Student Health Services	OSU Wellness Office
Stillwater Makes a Change (Stillwater High School Student Organization)	Stillwater Mining Co.
OSU Payne County Extension	Oklahoma State Department of Health – Turning Point
Stillwater YMCA	Stillwater Medical Center
OSU Prevention Programs – TSET	St. John University Parish
City of Stillwater	Rural Health Projects, Inc.

## Partners Participating in Payne County LiveWell Coalition – Forces of Change Assessment

Sponsored Programs	CHIO/OU HSC
University Health Services	City of Stillwater
Department of Wellness	City of Perkins
Payne County Health Department	Oklahoma State University Health and Human Services
Oklahoma State Department of Health – Turning Point	Stillwater Housing Authority
Yale Public Schools	OSU Prevention Programs – TSET

**Results - Summary****Factors****Opportunities****Challenges**

<i>Lower socio-economic status (county)</i>	Schools currently serving as social service center. Oil industry creates economic opportunity	Generational poverty reduces access to necessary resources
<i>3 local lakes</i>	Accessible fitness, economic, recreation, and social activities. Water supply	Balancing environmental needs with economic opportunity.
<i>4 season climate</i>	Variety in seasonally-based activities creates accessibility and economic opportunities.	Extremes limit recreation opportunity and create risk for vulnerable populations.
<i>Regional population center (Stillwater)</i>	Magnet community can provide leadership and attract model effective policy and development.	Focus of resources creates vulnerability in smaller communities. Responsibility to support larger and more diverse populations.
<i>Rural Cultural Attributes</i>	Close knit community increases security. Independence to utilize the best of both types of community.	Identity confusion for communities. Including diverse populations. Progress and innovation versus tradition and security.
<i>Large government employment</i>	Stability and resilience for future planning. University a magnet for educated, multi-cultural population.	Less diversity in employers and a slow growth trajectory.
<i>Large, diverse student population</i>	Population traditionally open to healthier lifestyles and education focused. Multi-culturalism promotes empathy and a diversification of ideas and input.	Younger population can be riskier. Students increase competition for housing and low-wage jobs. Students traditionally lack long-term interest in community.
<i>Town and Gown</i>	Collaborative efforts increase resources. Educated, diverse workforce. Research and development with local application.	Policy inconsistencies create confusion. University activities and needs can be overwhelming and create competition for resources.
<i>Oil Industry</i>	Jobs for a wide range of skills. Boom business development. Reduces dependency on foreign oil.	Huge market fluctuation creates instability for families. Balancing environmental impacts with economic success.
<i>Bible Belt</i>	Social capital and varied social service offerings. Strengthens sense of community.	Inclusion and communication between differing groups. Sex education policy.
<i>Wheat Belt</i>	Agricultural research and development. Quality agriculture products.	Balancing agricultural needs with residential needs. Lack of diversity creates liability.

## Trends

## Opportunities

## Challenges

<i>Car-centric communities</i>	Increasing multimodal improvements improves accessibility. Local interest in alternate transportation. OSU transit system.	Expensive and complicated to retrofit communities for improvements. Varied modes of transportation can be unsafe.
<i>Social Media</i>	Reaching known populations quickly with constant information.	Largely unregulated which can lead to abuse.
<i>Decreased smoking rates</i>	Healthier population and more economic freedom with less medical spending.	Rise in unregulated e-cigarette usage.
<i>(Employee) Wellness</i>	More economic freedom with less medical spending. Better quality of life and livability.	Insuring equal access to wellness activities and information while insuring personal privacy.
<i>Affordable Care Act</i>	Wellness and prevention resources as well as access to primary care.	Accessing Medicaid. Insurance may not equal quality care. Small business burdens. Lack of providers. Lack of information on rights or responsibilities.
<i>Reduced Federal Spending</i>	Collaboration and blended funding.	Increased competition and reduction in services and opportunities.
<i>Aging Population</i>	Cross-generational education and mentorship. Financially stable and a deep well of experience.	Increased medical issues create financial and quality of life liabilities.
<i>Grandparents raising grandchildren</i>	Intergenerational bonding. Can provide stability during risky times for young families.	Unexpected drain on resources. Role confusion for families
<i>Growing population</i>	Diverse input into planning and growth. Increased economic opportunity and choices.	Growth requires investment and can stress infrastructure. Insuring equal access to opportunities.
<i>Climate change</i>	Technology and research solutions.	Finding consensus on priorities. Balancing current needs with future needs.
<i>State laws governing local ordinances</i>	Creates consistency. State legislators also elected.	Impedes local determination to direct community development.

## Events

## Opportunities

## Challenges

<i>Oil and Gas Prices</i>	Boom incomes create upward mobility for families. Cheap gas frees up personal income.	Downturns are inevitable. Providing opportunities for community members to prepare for busts and increase stability.
<i>Severe weather events</i>	Can be planned and prepared for. Several groups already collaborating on resources and planning for loss prevention.	Varied events require varied investment. At risk populations need more protection.
<i>Local Wellness Initiatives</i>	Town and gown collaborations. Benevolence Campus. Wellness grants and initiatives.	Insuring equitable access. Sustainability of programming and investment.

## Results – Detailed

### FACTORS

#### Lower Socio-Economic Status in Rural Areas

Opportunities	Challenges
<ul style="list-style-type: none"><li>• <b>Welding &amp; tank companies need skilled workers</b></li><li>• <b>School is social center</b></li></ul>	<ul style="list-style-type: none"><li>• Reduced access to healthy lifestyles</li><li>• Reduced mobility</li><li>• Generational poverty</li><li>• Stillwater attracts most business</li></ul>

The smaller communities in Payne County have a higher concentration of members with lower socio-economic status. Financial insecurity limits mobility and access to healthy lifestyle choices. The smaller towns share close proximity to Stillwater’s resources but transportation between the towns is only achieved with a personal vehicle. Since Stillwater attracts many of the business and agency resources, smaller community members are at risk for developing generational poverty. One exception is the welding and tank industry centered in Cushing. These companies require skilled labor but the demand fluctuates with the oil industry. Typically, schools are the social center of the communities. Many populations can be reached with additional resources being housed at the schools. Sporting events are popular and accessible places for members to congregate.

#### Three Local Lakes

Opportunities	Challenges
<ul style="list-style-type: none"><li>• <b>Self-determination for responsible stewardship</b></li><li>• <b>Accessible outdoor recreation</b></li><li>• <b>Fitness-based social gathering</b></li><li>• <b>Consistent water supply</b></li><li>• <b>Ecological responsibility</b></li><li>• <b>Development responsibility</b></li><li>• <b>OSU as partner</b></li></ul>	<ul style="list-style-type: none"><li>• Litter</li><li>• Drunk boating</li><li>• Water quality issues</li><li>• Safety</li><li>• Ecological needs vs development needs</li></ul>

Payne County’s lakes provide for a diverse and attractive set of outdoor recreation/exercise opportunities. Fishing, hiking, biking, skiing, boating, kayaking, and even yoga on paddleboards are possible ways to increase physical activity, as well as build community through various clubs and events. The natural challenges occurring from these great resources is the need to responsibly balance the ecological needs and the development needs of the area. Our ability to be proactive and responsible stewards can insure productive sustainability for our lakes. University resources in the areas of planning and conservation are already being utilized and will continue to be strong partners. Additionally, many of the activities mentioned create unique safety concerns that will require careful consideration.

#### Large Government Employment

Opportunities	Challenges
<ul style="list-style-type: none"><li>• <b>Jobs</b></li><li>• <b>Stability during market changes</b></li><li>• <b>Recession resilient</b></li><li>• <b>Job security</b></li></ul>	<ul style="list-style-type: none"><li>• Slow to expand</li><li>• Fewer big corporations to invest in livability</li><li>• Funding may be unstable/politically motivated</li><li>• Hiring freezes are not locally controlled</li></ul>

The government employers in Stillwater include the university, federally funded positions therewithin, and a large municipally-owned medical center. Government employment trends move more slowly than the private sector making it less responsive. This creates more job security and recession resilience, but expansion can also be hampered. Additionally, government funding means government control of decision-making, meaning federal monies come with federal stipulations, state with state requirements, all the way to the local level.



## FACTORS (CONTINUED)

### Four Season Climate

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Sunny days</li> <li>• Dryness reduces smoking on high fire days</li> <li>• Commerce opportunities (varied for seasonal changes)</li> <li>• Varied outdoor recreation opportunities</li> <li>• Local indoor youth recreation opportunities (YMCA, Colvin, martial arts)</li> </ul>	<ul style="list-style-type: none"> <li>• Extremes discourage outdoor play</li> <li>• Housing climate control accessibility</li> <li>• Personal tolerance of extremes may reduce exercise options</li> <li>• Limited indoor recreation opportunities for extreme days</li> <li>• Extremes limit free recreation opportunities (running/walking)</li> <li>• Extreme weather great excuse not to exercise</li> <li>• Roads cleared in winter storms for vehicle traffic only</li> </ul>

Payne County’s four season climate assures us a variety of outdoor recreation and commerce opportunities. At times, the extremes in weather provide barriers to people utilizing those opportunities, which are usually the more accessible in terms of cost, such as walking or jogging. These extremes also create a drain on community resources because housing needs to have functional HVAC systems for families to remain healthy. Additionally, city resources must be used to keep roads, and bicycle paths clear during winter weather. The community’s challenge will be to effectively mitigate the detrimental effects of extreme weather while taking full advantage of the variety our four seasons provides to us.

### Regional Population Center

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Destination for necessities</li> <li>• Regional municipal leadership</li> <li>• Magnet community</li> <li>• Resources to provide services for underserved populations</li> </ul>	<ul style="list-style-type: none"> <li>• Expectation to provide services for underserved populations</li> <li>• Creates brain drain in smaller communities</li> </ul>

Stillwater, The county seat of Payne County, is located an hour from each of the urban areas in Oklahoma and is considered a regional population/culture center. Because of this designation, it is the natural location for many agencies and businesses to house themselves. This creates both the opportunity to develop regional leadership skills and infrastructure worthy of the “regional center” designation and the added challenge of being both innovative and stable in the delivery of services and programs.

### Rural Cultural Attributes

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Fewer people to win over</li> <li>• Close-knit community</li> <li>• Close relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Economic development/progress</li> <li>• Health literacy gap</li> <li>• Harder to challenge conventional thought</li> <li>• Traffic</li> <li>• Isolated</li> </ul>

There are benefits and challenges to having characteristics of both a rural and urban community. The strong connections of a smaller, close-knit population can become exclusionary. A successful community will draw upon the social support and connectedness of its small town roots while growing and channeling resources towards its new identity as a more developed location with a more diverse population, who may have need more support.



## FACTORS (CONTINUED)

### Large & Diverse Student Population

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Skewed poverty rate</li> <li>• Sporting events creates tourism dollars</li> <li>• Mutual benefit from livability/wellness investment</li> <li>• Highly educated population</li> <li>• Education-focused population</li> <li>• International population</li> <li>• Cultural events/exposure</li> <li>• Healthier/younger population</li> </ul>	<ul style="list-style-type: none"> <li>• Students fill low skill/wage positions</li> <li>• Alcohol access for minors</li> <li>• Transient population</li> <li>• Skewed poverty rate</li> <li>• Health equity gap</li> <li>• Education gap</li> <li>• Loss of educated population (brain drain)</li> <li>• Population lack of long-term interest in community</li> <li>• Student need keeps housing prices high (consistent demand)</li> </ul>

College towns naturally develop a balance of give and take with their supporting communities. The student population can be a drain on many resources, including housing and low wage/skill positions. Conversely, student input into the economy during the school year is a boost and the younger population is usually healthier and more active. The international student population brings diverse cultural events to the community calendar.

### Town Vs Gown

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Creates educated work force</li> <li>• Research &amp; development</li> <li>• Tobacco free campus</li> <li>• Contributes to econ development</li> <li>• Collaborative efforts to increase resources including               <ul style="list-style-type: none"> <li>○ transit</li> <li>○ outdoor recreation</li> <li>○ cultural events</li> </ul> </li> <li>• Sporting events creates tourism dollars</li> <li>• Mutual benefit from livability/wellness investment</li> </ul>	<ul style="list-style-type: none"> <li>• Viewed as separate from city</li> <li>• Litter problem at edge of campus</li> <li>• Donations focus on university</li> <li>• Planning &amp; policy inconsistency creates competition between needs of large OSU entity &amp; rest of community (smoking)</li> <li>• Events dominate the calendar</li> </ul>

The university can be described as a big fish in a little tank. It creates a wealth of resources that can be used by the community, such as transportation, sporting event commerce, cultural events, research development, and an educated workforce. Yet it consumes a large amount of resources as well, such as fundraising dollars and infrastructure. The university's needs at times overwhelm and supercede the needs of the community, creating a resentment on behalf of permanent local residents. There are several opportunities for town and gown to work together for mutual benefit in the realm of livability and wellness.



## FACTORS (CONTINUED)

### Bible Belt

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Encourages positive community interaction/social responsibility</li> <li>• Sense of community</li> <li>• Varied social service offerings/infrastructure</li> <li>• Resources for high risk populations</li> <li>• Interdenominational communication</li> <li>• Environmental stewardship movement</li> <li>• Social capital</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Discourages newcomers</li> <li>• Slow to change</li> <li>• Barriers to sex education</li> <li>• Inclusion</li> </ul>

Church communities' social benefits and moral responsibilities are strong and provide many resources. That strength can become a barrier to specific issues where there is little communication and certain groups are excluded.

### Heavy Oil Industry Presence

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Creates jobs for a wide range of skills</li> <li>• Cheap gas</li> <li>• Ok Energy Resource Board</li> <li>• Reduces dependency on foreign markets</li> <li>• Company philanthropy</li> <li>• Boom business development</li> </ul>	<ul style="list-style-type: none"> <li>• Earthquakes</li> <li>• Decreased livability</li> <li>• Transient population may not get services</li> <li>• Water pollution</li> <li>• Temporary housing availability</li> <li>• Resources &amp; needs flex with the market</li> <li>• Market fluctuation</li> <li>• High infrastructure use/damage (roads)</li> <li>• Drilling environmental impact</li> <li>• Boom/bust income</li> </ul>

The oil and gas industry is the backbone of local economies. While the industry provides a wide range of employment opportunities, those opportunities can be insecure as lower wage jobs are the first to be cut when gas prices drop. Making the most of this dependence will require that communities create sustainable alternative support systems during busts as well as responsible investment during booms. Energy companies can be great partners and provide many resources beyond jobs when there is open communication between them and the communities in which they work. There is also a responsibility to insure that oil and gas production operates in a way that is consistent with a community's values concerning environmental impact balanced with a company's right to profit and succeed.

### Wheat Belt

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Farmer's market</li> <li>• OSU is an ag school</li> <li>• Research &amp; development</li> <li>• Co-ops</li> <li>• Good beef</li> </ul>	<ul style="list-style-type: none"> <li>• Lacking ag diversity</li> <li>• Balancing ag needs with residential interests</li> <li>• Basic needs vs wellness</li> <li>• Local growing season does not equal school season</li> <li>• Packaged fruit (additives)</li> <li>• Drought</li> <li>• Imported fruits &amp; veggies</li> </ul>

Oklahoma's wheat production is a proud tradition in our area. While research and development creates economic opportunity, mono-agriculture comes with its own liabilities. Lack of local diversity creates a dependence on imported or packaged fruits and vegetables. Communities must also learn to balance agricultural needs with residential interests.





## TRENDS

### Car-Centric Communities

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Fantastic riding community</b></li> <li>• <b>Focusing on multimodal improvements increases livability</b> <ul style="list-style-type: none"> <li>○ <b>decreases traffic</b></li> <li>○ <b>decreases obesity</b></li> <li>○ <b>accessible exercise</b></li> <li>○ <b>OSU transit</b></li> </ul> </li> <li>• <b>Stillwater Bike Club</b></li> <li>• <b>Public transportation</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Retro-fitting existing infrastructure for multi-use</b></li> <li>• <b>Discourages physical activity</b></li> <li>• <b>History of sprawl</b></li> <li>• <b>Not enough walking/biking paths</b></li> <li>• <b>Safety of walkers/bikers/drivers</b></li> <li>• <b>Role confusion (cyclists &amp; cars)</b></li> <li>• <b>Increased accidents</b></li> </ul>

The current community infrastructure is not set up to combat a car-centric atmosphere, but a strong social will to move towards multimodal improvements is gaining partners and momentum throughout the community. These improvements aim to increase livability and wellness in the community.

### Social Media

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Ability to reach known populations quickly</b></li> <li>• <b>Massive amounts of information</b></li> <li>• <b>Widely used</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Increase in anonymous bullying</b></li> <li>• <b>Causes distraction</b></li> <li>• <b>Largely unregulated locally</b></li> </ul>

The rise of social media is a national trend that infiltrates the daily lives of the majority of our communities. It creates instant connection between people, ideas, and information on an unprecedented scale. While the ever-evolving platforms create newer and more accessible platforms almost constantly; keeping up with the changes can be an exhausting and distracting prospect. There is also little oversight into how these programs are used by individuals, opening the door to anonymous bullying and unhealthy relationships which is outside the control of traditional authorities. A balance must be met between utilizing the education potential of social media connections and protecting the vulnerable from abuses of that connection.

### Decreased Smoking Rates

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Lower cancer rates</b></li> <li>• <b>Decreased infant mortality</b></li> <li>• <b>Lower incidents of asthma/bronchitis/COPD</b></li> <li>• <b>Healthier children</b></li> <li>• <b>Improved air quality</b></li> <li>• <b>Less street/park litter</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Rise in unregulated e-cigarette usage</b></li> <li>• <b>Increase in youth e-cigarette use</b></li> </ul>

The reduction in tobacco use in our society has created a wealth of health benefits. Our former smokers are reducing their cancer, COPD, and cardiovascular disease risk. Our children are healthier, able to avoid childhood asthma, ear infections, and SIDS. The environment is cleaner without smoke in the air or cigarette butts and spit cups in our parks and streets. Unfortunately, tobacco addiction is a very real illness and the industry has introduced e-cigarettes and vapor products in an attempt to improve the image of nicotine use. These new products are poorly researched, barely regulated, and are already showing signs of attracting youth with sweet and candy-like flavors. Anecdotal evidence that they can be used as a cessation device has yet to be backed up with research. Insuring these cigarette replacements do not scale back the advancements our communities have made in improving their health will be a continuing battle.





## TRENDS (CONTINUED)

### Wellness Focus for Employers

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Outcome/evidence based programming</b></li> <li>• <b>Trend towards healthier generations</b></li> <li>• <b>Trickle down benefits</b></li> <li>• <b>Healthy workers=more productivity</b></li> <li>• <b>Fitness at work</b></li> <li>• <b>Lower healthcare costs</b></li> <li>• <b>Higher quality of life</b></li> <li>• <b>Healthier work environment</b></li> <li>• <b>Increased wellness market offerings</b></li> <li>• <b>Incentives provide tangible benefits</b></li> <li>• <b>Flexible programming</b></li> </ul>	<ul style="list-style-type: none"> <li>• Perception (and reality) of Wellness or Else attitude</li> <li>• Expensive</li> <li>• Prevention is a hard sell</li> <li>• No tobacco cessation resources for minors</li> <li>• Consistency required for lifestyle changes</li> <li>• Programs need administration (money, time, manpower)</li> <li>• Hard to vet quality resources</li> <li>• Limited standardization of programming</li> </ul>

A national focus on wellness trends has turned a spotlight on employee wellness issues. While there are several challenges for creating a highly functioning employee wellness program such as providing for the tangible and intangible costs for such programming as well as the lack of a standardized body of reliable resources. The benefit of healthier employees reaches beyond increased productivity and decreased healthcare costs to the lifestyle changes that improve the lives of families into the next generation. Communities must be careful to balance the privacy rights and freedom of individual employees with the motivational methods that are effective change instigators.

### Affordable Care Act

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Wellness Resources</b></li> <li>• <b>Access to health care</b></li> <li>• <b>HSA's</b></li> <li>• <b>Prevention</b></li> <li>• <b>Emphasis on primary care</b></li> </ul>	<ul style="list-style-type: none"> <li>• OK Medicaid expansion refusal</li> <li>• Insurance does not equal quality care</li> <li>• Lack of providers</li> <li>• Contraceptive debate</li> <li>• Small business burdens</li> </ul>

The Affordable Care Act is a very complicated, wide-ranging piece of legislation. It will take communities decades to fully deconstruct what its contents mean for them. Ensuring that stakeholders have access to the information that will help them make the best personal and policy choices will maximize the intended benefit of set of laws.

### Reduced Federal Spending

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Forced concentration on necessities</b></li> <li>• <b>Allows private sector to expand</b></li> <li>• <b>Decreased paperwork</b></li> <li>• <b>Focus on locally-guided, sustainable projects</b></li> <li>• <b>Programs must be effective</b></li> <li>• <b>Collaborations/blended funding</b></li> <li>• <b>Streamline services</b></li> </ul>	<ul style="list-style-type: none"> <li>• Education funding is suffering</li> <li>• Increased fundraising competition</li> <li>• Decreased health initiative funding for wellness programs</li> <li>• Disagreement on priorities</li> <li>• Private sector investment not required to be equitable</li> </ul>

Anytime a funding source begins to shrink there is increased competition and a reduction of services. Yet opportunities do arise in the creativity needed to deal with less federal funding. Collaborations and streamlining can create more sustainable support for locally-guided projects.



## TRENDS (CONTINUED)

### Aging Population

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Beginner classes for needed skills</b></li> <li>• <b>Population needs a place to feel valued</b></li> <li>• <b>Golden Oaks intergenerational school</b></li> <li>• <b>Financially settled</b></li> <li>• <b>Time to volunteer/mentor/adult activities</b></li> <li>• <b>Tai Chi classes</b></li> <li>• <b>Experiences and time to share</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Decreased energy levels</b></li> <li>• <b>Increased health issues/medical needs</b></li> <li>• <b>Stereotyping/devaluing</b></li> <li>• <b>Health equity/literacy</b></li> <li>• <b>Finances at risk</b></li> <li>• <b>Work experience vs education for career changes</b></li> <li>• <b>Sandwich generation</b></li> <li>• <b>Raising grandchildren</b></li> </ul>

As will all populations, engaging a sector such as the elderly requires investment and education. Communities must resist the urge to stereotype this group in order to fully benefit from the experience and possible contributions the elderly have to offer their communities. Providing resources that can help them protect themselves against the risks of the season of their life; including increased medical needs and decreased ability to work, can help secure this population to better share their experiences and knowledge.

### Grandparents Raising Grandchildren

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Northern Oklahoma College</b></li> <li>• <b>Support groups</b></li> <li>• <b>Multigenerational learning activities</b></li> <li>• <b>Opportunities for intergenerational bonding</b></li> <li>• <b>Values</b></li> <li>• <b>DHS childcare subsidy for working grandparents</b></li> <li>• <b>Gives parents freedom to get on their feet</b></li> <li>• <b>Education opportunities</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Increased unexpected financial needs (increases poverty risk)</b></li> <li>• <b>Decreased mental health help</b></li> <li>• <b>Adverse childhood experiences</b></li> <li>• <b>Childrearing requires increased energy</b></li> <li>• <b>Legal authority to make decisions</b></li> <li>• <b>Role confusion for grandparents and grandchildren</b></li> <li>• <b>Outdated childrearing techniques</b></li> <li>• <b>Misinformation</b></li> </ul>

Grandparents raising grandchildren can help some families stabilize after adverse experiences. However, the energy and financial requirements of unexpectedly raising children again may place the family at risk of stressors which could lead to a variety of negative outcomes. The current national spotlight on this trending issue has helped agencies and communities secure information, resources, and other forms of support for these at risk families.

### Growing Population

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>New ideas/members</b></li> <li>• <b>Target store?</b></li> <li>• <b>Increase in local economy and commerce</b></li> <li>• <b>Commercial opportunities</b></li> <li>• <b>Increase in dining/shopping choices</b></li> <li>• <b>Increase in workforce</b></li> <li>• <b>Stable increase in growth allows for better planning</b></li> <li>• <b>Diversity</b></li> <li>• <b>Push to expand services</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Infrastructure needs growth, especially schools and medical providers</b></li> <li>• <b>Housing cost increase</b></li> <li>• <b>Traffic increase</b></li> <li>• <b>Decreased housing availability</b></li> <li>• <b>Tax on resources</b></li> </ul>

A growing population creates several opportunities to increase commercial offerings and attract new ideas from an incoming, diverse population. However, this increase in population and ideas also means an increased strain on the infrastructure and resources of the community, which if not addressed can lead to the marginalization of certain populations and negative relations between segments of said community.



## TRENDS (CONTINUED)

### Local Oil & Gas Industry

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Increase industry revenue can increase education revenue</b></li> <li>• <b>National example of positive community/industry relationships</b></li> <li>• <b>Economic stimulus</b></li> <li>• <b>Cheaper oil/gas</b></li> <li>• <b>Jobs</b></li> <li>• <b>Increased wages</b></li> </ul>	<ul style="list-style-type: none"> <li>• Surface owner vs mineral owner rights</li> <li>• Water quality and treatment concerns</li> <li>• Environment protection</li> <li>• Health issues</li> <li>• High risk jobs</li> <li>• Insurance coverage</li> <li>• Market volatility</li> <li>• Earthquakes</li> </ul>

The bottom line of our community’s oil and gas concerns is how to balance the economic opportunity afforded by our untapped mineral wealth with the responsibility to protect community members and the environment from the harmful effects of irresponsible industry practices. This balancing act requires inclusive communication and transparent decision-making at all levels of the community.

### Climate Change

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Varied and innovative agriculture practices</b></li> <li>• <b>Technology solutions</b></li> </ul>	<ul style="list-style-type: none"> <li>• Water supply concerns</li> <li>• Increased weather unpredictability</li> <li>• Increased food cost</li> <li>• Depends on national/international agriculture</li> </ul>

Climate change affects our ability to provide for our basic needs in the coming decades. Currently the effects of climate change are beginning to threaten our water availability, food production, and the safety of already poverty stricken populations worldwide. While opinions vary on how to tackle the negative effects of climate change, most of this decision-making will need to balance the needs of the current population with preserving resources and developing solutions to protect future generations.

### State Laws governing local ordinance limits

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Legislative turnover</b></li> <li>• <b>Self-determination</b></li> <li>• <b>Smoke free bars</b></li> <li>• <b>Texting while driving ban</b></li> </ul>	<ul style="list-style-type: none"> <li>• Outside effect on local business</li> <li>• Curbs local control</li> <li>• Minimum wage restriction</li> <li>• Pre-emption</li> </ul>

State laws affect a community’s ability to self-determine their local ordinances. In some instances, this intervention can help ease communication, transportation, and collaboration between different communities (such as texting while driving bans or child restraint laws). In other instances, they can be seen as intruding on a community’s ability to control its priorities for the sake of outside interests.



## EVENTS

### Oil & Gas Prices

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Oil &amp; Gas industry employs across a range of skills and education levels</li> <li>• Cheap gas prices</li> </ul>	<ul style="list-style-type: none"> <li>• Market is volatile and downturns are inevitable</li> <li>• Environmental impacts of industry</li> </ul>

The oil and gas industry is the backbone of local economies. While the industry provides a wide range of employment opportunities, those opportunities can be insecure as lower wage jobs are the first to be cut when gas prices drop. Making the most of this dependence will require that communities create sustainable alternative support systems during busts as well as responsible investment during booms. Energy companies can be great partners and provide many resources beyond jobs when there is open communication between them and the communities in which they work. There is also a responsibility to insure that oil and gas production operates in a way that is consistent with a community's values concerning environmental impact balanced with a company's right to profit and succeed.

### Local Wellness Initiatives

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Tobacco resolution</li> <li>• Benevolence Campus</li> <li>• New biking trails</li> <li>• Live Well Grant</li> <li>• Complete Streets</li> <li>• State support</li> <li>• Clean parks</li> <li>• Accessibility</li> <li>• Funding opportunities</li> <li>• Resources</li> </ul>	<ul style="list-style-type: none"> <li>• Insuring equity</li> <li>• Tobacco ordinance</li> <li>• Apathy</li> <li>• PR challenges</li> <li>• Lack of teen smoking cessation resources</li> <li>• Sustainability</li> <li>• Maintenance</li> </ul>

Payne County is home to many innovative wellness initiatives which provide wellness opportunities and funding for establishing healthy behaviors. The challenges remain of insuring equal access to these opportunities and insuring sustainability and maintenance of those initiatives.

### Local Weather

Opportunities	Challenges
<ul style="list-style-type: none"> <li>• Public shelters</li> <li>• Community bonding</li> <li>• Opportunity to rebuild</li> <li>• Lower cost of living</li> <li>• FEMA grants</li> <li>• Local emergency management structure</li> <li>• Payne County Animal Response Team</li> <li>• Cushing Safety Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Varied Events               <ul style="list-style-type: none"> <li>○ Ice storms</li> <li>○ Drought</li> <li>○ Tornados</li> </ul> </li> <li>• Insurance</li> <li>• Agriculture damage</li> <li>• Travel</li> <li>• HVAC required and expensive</li> <li>• Unpredictable</li> <li>• Health hazards</li> <li>• Requires constant preventative planning &amp; education</li> </ul>

The extreme nature of local weather creates many challenges for protecting populations and infrastructure. This requires funding and preparation for prevention which can be a hard sell at times. Thankfully a strong sense of community and generosity in the past have aided with recovery from these events.

