

Shape your future

McClain County
Health Department



COMMUNITY HEALTH IMPROVEMENT PLAN

McClain County, Oklahoma

2012 - 2017



Creating
a State
of Health

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McClain County Health Department
Shari Kinney, MS, MPH, RN

The 2012 “McClain County Health Improvement Plan” is the first Health Improvement Plan completed in McClain County. This plan is aligned with the “Oklahoma Health Improvement Plan” to address several key health priority areas relevant to Oklahomans and McClain County residents.

- Obesity Reduction
- Child Health
- Mental Health
- Tobacco Prevention

The McClain County Health Department in partnership with the Blanchard Community Coalition, A Turning Point Partner; CARE Coalition, A Turning Point Partnership; and Community Youth Activities Program, Inc. and other community partners work to improve the health and well-being of McClain County residents.

This plan addresses the health status of McClain County residents, goals for the five year strategic plan, and strategies 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,

A handwritten signature in blue ink that reads "Shari Kinney".

Shari Kinney, DrPH, RN

McClain County Health Department Administrative Director

McClain COUNTY BOARD OF HEALTH

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Executive Summary

Purpose

Oklahoma ranks at the bottom in many health status indicators and ranks 48th for overall health in the nation according to the 2011 United Health Foundation State Health Rankings. The 2011 County Rankings Report for the State of Oklahoma ranks McClain County 14th out of 77 counties in the State of Oklahoma for overall health outcomes. The state's poor health ranking and McClain County's poor health indicators 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 of low fruit and vegetable consumption, and low physical activity, all contribute to the poor health status of our citizens. McClain County has a higher rate of heart disease and stroke than state and national levels. According to the "2011 Oklahoma State of the State's Health Report," it is estimated that if Oklahoma "matched" the national average in health status indicators, 5,320 lives would be saved each year.

The Oklahoma Health Improvement Plan

In 2008, the Oklahoma Legislature required the State Board of Health, through a senate resolution, to develop a comprehensive health improvement plan for the "general improvement of the physical, social and mental well being of all people in Oklahoma through a high-functioning public health system." As a result, the Oklahoma Health Improvement Plan (OHIP) was created, providing the framework for county health improvement plans.

The overall vision of the OHIP involves partnerships with Oklahoma counties to improve health at the local level through a Community Health Improvement Plan (CHIP). From this challenge, the McClain County Health Department is collaborating with community partners and health entities to assess needs and strategically plan to improve the community's health.

State of the County's Health Report

As a part of the OHIP, the "State of the County's Health Report" was released for McClain County for spring 2010 and 2011. The report findings compare McClain County to the rest of Oklahoma and the United States in health indicators. It reveals that McClain County has higher rates of heart disease, stroke, cancer, diabetes and obesity when compared to state and national levels. The McClain County Health Status Assessments shows that the county does fare better in childhood immunizations, infant mortality rates, individuals and children living below poverty level, and graduation rates.

According to the 2011 McClain County Health Status Assessment, 33% of McClain County residents have access to healthy food options compared to the national rate of 92%. Additionally, 64.9% of McClain county residents do not reach their recommended physical activity rates, which is higher than the state and national average. Overall, McClain County obesity rates have continued to rise from 2005 – 2009 by 6.7%. In summary, critical health concerns for McClain County include higher rates of death from heart disease, type 2 diabetes, and rising obesity rates.

Priority Areas

Tobacco Use Prevention

The McClain County Health Improvement Planning Committee is partnering with the Tobacco Free McClain County Coalition to address tobacco use prevention. This coalition builds on indicators in the Tobacco Settlement Endowment Trust (TSET) Tobacco Prevention grant in McClain County and the Healthy People 2020 objectives. These include: 1) Improve community-wide engagement, 2) Prevent youth initiation of tobacco use, 3) Promote cessation services, 4) Eliminate secondhand smoke exposure, 5) Advocate effective tobacco control policy, and 6) Use media more effectively. Key policy changes essential to accomplish the objectives include: passing of tobacco free parks in all of McClain County, clean indoor air and youth access ordinances, 24/7 no tobacco use in McClain County schools, and advocating for restoration of local control through the local municipalities.

Obesity Reduction

The McClain County Health Improvement Planning Committee is working with the Blanchard Community Coalition and the CARE Coalition, both McClain County Turning Point partnerships, to address obesity reduction. The determinants of obesity in the United States are complex. A comprehensive approach to nutrition and fitness is needed to change social norms and influence the environments in which we live, work, and play. The coalitions observe the Healthy People 2020 objectives. Their priorities include: 1) Improve community-wide engagement, 2) Improve access to and consumption of healthy, safe, and affordable food and beverages, 3) Encourage physical activity, 4) Increase school and out-of-school programs, and 5) Raise awareness about the importance of healthy eating and physical activity. Key policy change needed to achieve objectives include: Supporting the Certified Healthy Oklahoma Programs in the Oklahoma Legislature, which encourage certified healthy schools, businesses, and communities to promote improved nutrition and physical activity standards.

Children's Health

The McClain County Health Improvement Planning Committee is working with the McClain County Turning Point coalitions as well as numerous community agencies and resources to address child health improvement. There were a number of major children's issues identified in the planning phase that needed to be addressed. The strategies endorse both Healthy People 2020 objectives and community strategies that include: 1) Improve infant health outcomes, 2) Improve health outcomes for children age 1 year to 18 years old, and 3) Increase advocacy for health policy. The community coalitions and organizations addressing these strategies are: 1) McClain County Turning Point Coalitions, 2) McClain/Garvin County Youth and Family Services, 3) CARE Coalition, 4) Community Youth Activities Program, Inc., 5) Blanchard Community Coalition, 6) The Frontier Systems of Care, 7) University of Oklahoma Southwest Prevention Center Area Resource Center, 8) Southwest Medical Center, 9) OSU Cooperative Extension Service-McClain County, 10) Delta Community Action Team, 11) Central Oklahoma Community Mental Health Center, 12) Chickasaw Nation, and 13) The Healthy Beginnings Program.

Children's Mental Health and Substance Abuse

The McClain County Health Improvement Planning Committee is working with the McClain County Turning Point coalitions as well as numerous community agencies and resources to address children's mental health and substance abuse improvement. The children's mental health and substance abuse priority area addresses four strategies based on the Healthy People 2020 objectives and community health strategies including: 1) Increase community involvement, 2) Promote agency collaboration, 3) Increase awareness and access of local mental health services, and 4) Develop and expand community-based programs for prevention of substance abuse among children and youth. The community coalitions and agencies addressing these strategies to help improve mental health resources and services available to McClain County residents are: 1) CARE Coalition, 2) Frontier Systems of Care Coalition, 3) Community Youth Activities Program, Inc., 4) Central Oklahoma Community Mental Health Center, 5) McClain County Office of Juvenile Affairs, and 6) Norman Addiction Information Center.

Future Actions and Recommendations

This plan includes information on partners and resources available in McClain County to collaborate to address priority issues. Awareness and thoughtful application of the data along with input from community partners help provide opportunities to improve the health of our local citizens.

Another overall goal of this plan is to raise awareness of community health through increased communication and strengthened collaborations; ultimately, reaching positive, measurable outcomes on the priority issues by 2017.

This plan will be reviewed annually and revised every five years, both to monitor progress toward identified goals, and to establish new goals and priorities as needed. Work groups and coalitions will develop action plans to address each priority issue and review objectives annually. In 2017, the McClain County Health Improvement Planning Committee will come together to revise the plan based on current community needs. The committee challenges our partners to work on these initial critical implementation strategies as we move forward.

Vision and Planning for McClain County's Future



Introduction and Background

The United Health Foundation defines health as “A state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity.” Achieving this requires action at the national, state, and county levels. The McClain County Turning Point Coalition’s vision is “To become a united county through programs and services that support the wellness and quality of life for youth and families in McClain County.” The mission is to “Provide support and enhance the area-wide systems serving children, youth, families and the elderly in McClain County.” The Health Improvement Planning team for McClain County adopted this mission and vision to lead them through the strategic planning process. This vision and mission cannot be accomplished by a single entity, but as a county-wide collaboration through awareness, setting goals, and plans with individuals taking action, and evaluating the outcomes of that action.

Demographics and Data

According to the 2010 Census Bureau, McClain County has had a population boom, with a 24.4% increase over the last 10 years, making it the third fastest growing county in Oklahoma. Compared to the rest of the state, McClain County has a higher percentage of children under 18. McClain County has a lower percentage of adults 65 and older, Hispanics or Latinos, African Americans, Asians, Native Americans and other races. Socioeconomically, the McClain County poverty rate is lower than Oklahoma’s and has higher median and per-capita incomes.

Demographics	Oklahoma	%	McClain Co	%
Total Population 2010	3,751,351		34,506	
Percentage Change from 2000 to 2010	8.7%		24%	
Age				
Under 18 Years	929,666	25%		26%
18-64 Years	2,314,970	62%		61%
65+ Years	506,715	14%		13%
Race/Ethnicity				
White	2,706,845	72%	29,168	85%
Hispanic or Latino	332,007	9%	2,400	7%
African American	277,644	7%	239	1%
Asian	65,076	2%	127	<1%
American Indian & Alaska Native	321,687	9%	2,218	6%
Native Hawaiian & Pacific Islander	4,369	<1%	6	<1%
Other	154,409	4%	9	<1%
Identified by two or more races	221,321	6%	1,651	5%
Socioeconomic				
Persons below poverty	16.3%		9.4%	
Families below poverty	12.0%		6.4%	
Median household income	\$42,979		\$53,708	
Per capita income	\$23,094		\$23,556	
Persons per household	2.51		2.77	

2010 US Census Bureau

Framework

Mobilizing for Action through Planning and Partnerships (MAPP)

The McClain County community engaged in the strategic planning model: “Mobilizing for Action through Planning and Partnerships (MAPP)” to conduct community based assessments. The MAPP tool was developed by the National Association of County and City Health Officials (NACCHO) in cooperation with the Public Health Practice Program Office and Centers for Disease Control and Prevention (CDC). The outcome of this process is the Community Health Improvement Plan (CHIP).

Organize for Success/Partnership Development

The first phase in the MAPP process is to organize for success and develop partnerships. The McClain County Health Department staff along with community partners attended trainings to understand the MAPP process and how to educate the community on the process. The McClain County Turning Point Coalitions worked together to develop new partnerships and bring key stakeholders into the process. Together, they engaged in several strategic planning meetings. The coalitions continue to grow and develop new partnerships to build broad representation.



Visioning

The McClain County Turning Point Coalitions spent time at the initial CHIP meeting to discuss what a healthy McClain County would look like. After discussion it was decided that the current vision and mission would be used to drive the process.

MAPP Assessment Process

The Community Health Improvement Planning Team began meeting in the spring of 2011 to conduct four community health assessments in the third phase of the MAPP process. The assessments include:

1. Community Health Status Assessment
2. Local Public Health System Assessment
3. Community Themes and Strengths Assessment
4. Forces of Change Assessment

Identify Strategic Issues

This fourth phase of MAPP was done after reviewing the assessment data. Several priorities were found through the assessments. The CHIP committee member organizations were requested to vote on four

emerging health issues. As a result, four priority areas were chosen: Tobacco Prevention, Obesity Reduction, Children’s Health, and Children’s Mental Health and Substance Abuse.

Formulate Goals and Strategies

Once these priority areas were selected, the committee assessed current coalitions and activities occurring in the county. The tobacco prevention priority area fit well with the Tobacco Free McClain County Coalition. The obesity reduction priority area fit well with the Blanchard Community Coalition; A Turning Point Partnership and Community Youth Activities Program, Inc. The children’s mental health and substance abuse prevention priority area fit with several local coalitions and community agencies including: 1) CARE Coalition, 2) Frontier Systems of Care Coalition, 3) Community Youth Activities Program, Inc., 4) Central Oklahoma Community Mental Health Center, 5) McClain County Office of Juvenile Affairs, and 6) Norman Addiction Information Center. The children’s health priority area will be split into several different community coalitions including: 1) Blanchard Community Coalition; A Turning Point Partner, 2) CARE Coalition, 3) Frontier Systems of Care Coalition, 4) University of Oklahoma Southwest Prevention Center Area Resource Center, 5) McClain County Health Department Injury Prevention Team, and 6) Community Youth Activities Program, Inc. Community members volunteered to serve on priority area coalition/work groups to develop action plans to address strategies.

Action Cycle

With the presentation of the CHIP to the community, the Action Phase of the MAPP process begins. Communication among public health organizations continues to be a need in the community and the group will be developing ways to encourage ongoing communication through social media and agency websites. Since health needs are constantly emerging, the plan will continue to be reviewed and revised over the next five years. Each coalition will be developing action plans and reviewing their objectives annually to monitor progress and assess strategies.



The McClain County Health Improvement Planning Committee meets to prioritize and address community health issues.



Assessment Findings

I. The Community Health Status Assessment identifies priority community health and quality of life issues. These assessments were completed by using data from the Oklahoma State Department of Health, the Oklahoma Institute for Child Advocacy, the Centers for Disease Control and Prevention, Department of Health and Human Services, and the United Health Foundation. McClain County ranks 14th in the State of Oklahoma for overall health outcomes when compared to the state. McClain County has higher death rates from heart disease and stroke when compared to the state and national rates. Only 33% of McClain County residents have access to healthy food options compared to the national rate of 92%. As well, 64.9% of McClain County residents do not reach their recommended physical activity rates, which is higher than the state and national average.

McClain County ranks better than the state average in childhood immunizations. Also, McClain County is better than the state and national rates for first trimester prenatal care, individuals and children below poverty, and persons not insured. In summary, critical health concerns for McClain County include higher rates of death for heart disease, type 2 diabetes, and rising obesity rates compared to the national average. According to the 2010 Oklahoma Prevention Needs Assessment Survey, 15% of McClain County 12th grade students report current alcohol use in the past 30 days and 51.6% report favorable peer attitudes towards drug use.

II. The Local Public Health System Assessment measures the capacity and performance of the public health system. This assessment includes organizations and entities that contribute to the public's health, and are considered community health partners. The assessment was completed through a community forum and group consensus voting by community partners to answer questions in their area of expertise. This assessment showed how well essential services are provided in McClain County.

Community health partners indicated the following areas of strength:

- 75% feel that there are adequate amounts of resources in the community investigating health problems & hazards.
- 52.1% think policy development that supports individual and community health efforts is significant.
- 50.1% feel that the enforcement of laws is upheld in the county.
- 43% believe that we have the resources to assure a competent workforce.

Community health partners indicated the following areas of improvement:

- 28.3% feel that community agencies evaluating the effectiveness, accessibility, and quality of personal and population based health services need improvement.
- 8.3% feel that research for new and innovative solutions available to health problems are minimal.
- 48.4% feel that there is poor communication and knowledge between agencies including access to agency information and websites.

III. The Community Themes and Strengths Assessment, is designed to gather information from the community on perceived quality of life and community assets. This assessment was completed by conducting a survey questionnaire at the McClain County fair event and collecting community data from coalition

meetings within McClain County in the fall of 2011. This assessment resulted in a strong understanding of community issues, concerns, and perceptions, and a map of community assets within McClain County. Responses to the Community Themes and Strengths assessment included:

Strengths

- Developing and growing communities across the county while maintaining family oriented values
- Increasing health/education resources and potential for partnerships
- County population continues to flourish as third fastest growing county in Oklahoma

Weakness

- Lack of sidewalks, parks, and walking trails contribute to physical inactivity
- Lack of public transportation
- Lack of prevention education and resources
- Insufficient access to healthy food options
- Inadequate mental health services available

Opportunities

- Community partnerships collaborating to work more efficiently at meeting the needs of the County
- New school buildings, library, and other resources to provide prevention education services to county youth
- Local communities implementing master plans to implement physical activity resources, and land usage for health related businesses

Threats

- Being close to other metropolitan areas
- Inadequate access and number to health food venues (i.e. whole food stores, fresh fruit/vegetable outlets, healthy choice restaurants)
- Lack of community resources
- Access to safe places to be physically active

IV. The Forces of Change Assessment focuses on identifying changes that affect the context in which the community and its public health system operate. This was completed in brainstorming sessions with multiple community coalition meetings across McClain County. The communities felt important issues to improve health in the community are tobacco prevention, obesity prevention, substance abuse, mental health services, and a focus on preventative health services and education. Some forces keeping the community from improving health and quality of life include:

- Inadequate funding for services and programs
- lack of resources and/or staff
- local policies and ordinances not in place
- Poor communication between community agencies and programs
- Parent apathy

Also noted were the declining economy, more clients seeking assistance, teen pregnancies, and drug and alcohol abuse among children and youth.

HEALTH INDICATORS	U.S.	OK	McClain Co.
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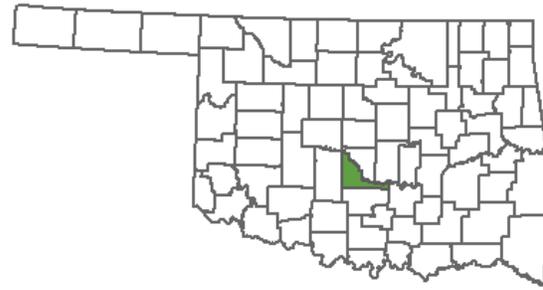
MORTALITY			
INFANT (RATE PER 1,000)	6.8	8.6	8.7
TOTAL (RATE PER 100,000)	760.2	933	941.0

LEADING CAUSES OF DEATH (RATE PER 100,000)			
HEART DISEASE	190.9	242.1	265.3
CANCER	178.4	198.3	211.5
STROKE	42.2	53.8	65.3
CHRONIC LOWER RESPIRATORY DISEASE	43.3	61.3	68.0
UNINTENTIONAL INJURY	40	58.5	55.6
DIABETES	22.5	29.4	18.3
INFLUENZA/PNEUMONIA	16.5	20.1	25.8
ALZHEIMER'S DISEASE	22.7	23.1	20.6
NEPHRITIS (KIDNEY DISEASE)	14.5	15.7	9.0
SUICIDE	11.3	14.7	6.8

DISEASE RATES			
DIABETES PREVALENCE	8.3%	11.0%	8.7%
ASTHMA PREVALENCE	8.8%	10.0%	9.3%
CANCER INCIDENCE (RATE PER 100,000)	481.7	498.9	556.1

RISK FACTORS & BEHAVIORS			
FRUIT/VEGETABLE CONSUMPTION	23.4%	14.6%	14.8%
NO PHYSICAL ACTIVITY	23.8%	31.4%	28.9%
SMOKING	17.9%	25.5%	17.2%
OBESITY	26.9%	32.0%	35.1%
IMMUNIZATIONS < 3 YEARS	69.9%	70.2%	70.7%
SENIORS FLU VACCINATION	70.1%	72.3%	73.5%
SENIORS PNEUMONIA VACCINATION	68.5%	72.1%	67.5%
LIMITED ACTIVITY DAYS (AVG)	4.3	5.2	5.9
POOR MENTAL HEALTH DAYS (AVG)	3.5	4.2	3.0
POOR PHYSICAL HEALTH DAYS (AVG)	3.6	4.3	4.1
GOOD OR BETTER HEALTH RATING	85.5%	80.4%	84.4%
TEEN FERTILITY (RATE PER 1,000)	22.1	30.4	16.4
FIRST TRIMESTER PRENATAL CARE	83.2%	76.3%	84.0%
LOW BIRTHWEIGHT	8.2%	8.2%	8.6%
ADULT DENTAL VISITS	71.3%	57.9%	57.0%
USUAL SOURCE OF CARE	81.0%	77.6%	80.0%

SOCIOECONOMIC FACTORS			
NO INSURANCE	14.3%	19.8%	13.4%
POVERTY	13.2%	15.7%	10.0%



McClain County

Mortality and Leading Causes of Death

McClain County ranked 33rd in the state for age-adjusted total mortality.

McClain County's leading causes of death were heart disease, cancer, and chronic lower respiratory disease.

McClain County had the lowest rate of deaths due to suicide in the state. It also had the fifth lowest rate of deaths due to diabetes.

Disease Rates

McClain County's prevalence of diabetes was the tenth lowest in the state.

Risk Factors, Behaviors & Socioeconomic Factors

McClain County had the sixth smallest percentage of adult smokers in the state.

McClain County adults had relatively positive perceptions of their health, ranking eighth in the state for this indicator.

McClain County had the tenth lowest rate of teen births.

McClain County had the third lowest poverty rate in the state.

Changes from Previous Report

Mortality rates decreased 13 percent for stroke and diabetes, and 15 percent for unintentional injury.

The mortality rate increased 29 percent for nephritis.

Prevalence among adults increased 21 percent for diabetes, 69 percent for asthma, and 34 percent for obesity.

There were 16 percent fewer adults who consumed the recommended serving of fruits and vegetables daily and 19 percent more physically inactive adults.

There are 18 percent fewer adult smokers.

Adults experienced more than double the number of limited activity days.

Thirty-two percent fewer adults were without health care coverage and 22 percent fewer residents lived in poverty.

Priority Area - Tobacco

“The groundwork for all happiness is health.”

- James Leigh Hunt

Tobacco use is the single most preventable cause of premature death. It harms nearly every organ in the body and is linked to a number of diseases. The Centers for Disease Control and Prevention says more deaths are caused each year by tobacco use than by all deaths from HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides and murders combined.



Community members join the Easter Bunny for “Kick Butts Day” tobacco prevention awareness event at Weaver Park in Purcell.

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**Medical costs
accumulated by tobacco
users in McClain County
add up to \$14.2 million a
year.**

- State of the County’s Health
Report



The good news is that smoking is on the decline overall in the nation, Oklahoma, and in McClain County. The 2011 State of the State’s Health Report Card showed McClain County smoking rates at 17.2% which is slightly lower than the national rate of 17.9% and Oklahoma’s rate of 25.5%. According to the State Department of Health, tobacco use cost Oklahomans over \$2 billion in medical expenses and lost productivity every year. Medical costs accumulated by tobacco use in McClain County added up to \$14.2 million last year. The McClain County Health Status Assessment indicates that McClain County’s tobacco use rates have increased from 15.3% in 2003 to 16.8% in 2009. However, the 2011 State of the State’s Health Report Card shows there were 18% fewer smokers than the previous year’s report. McClain County is heading in the right direction and needs to continue its efforts to follow the national and state trends in lowering tobacco use and improving the overall health of its citizens.



Priority Area - Obesity

“An ounce of prevention is worth a pound of cure.”

- Benjamin Franklin

McClain County has an obesity rate of 35.1% which is higher than Oklahoma’s 32% rate and the national rate of 26.9%. According to the McClain County Health Status Assessment, McClain County’s 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.

Furthermore, health indicators show 28.9% of residents are listed as having “no physical activity” and have a higher average of limited activity days than the state and national average. Regular fruit and vegetable consumption for residents is 14.8%, lower than the national average of 23.4% and is about equal to Oklahoma’s average of 14.6%. The report shows that there were 16% fewer adults who consumed the recommended serving of fruits and vegetables daily and 19% more physically inactive adults from last year’s report. Additionally, regular exercise and healthy eating for McClain County residents has been on the decline. Health indicators show heart disease, stroke and cancer are higher for McClain County residents than the state and national averages.



Taking a chop at better health, kids from Newcastle Elementary take part in fun-filled physical activities as part of the Newcastle Health and Fitness Fair event.



Families visit booths to get health and wellness information at the Newcastle Health and Fitness Fair.



Priority Area – Children’s Health

“Prevention is better than cure.”

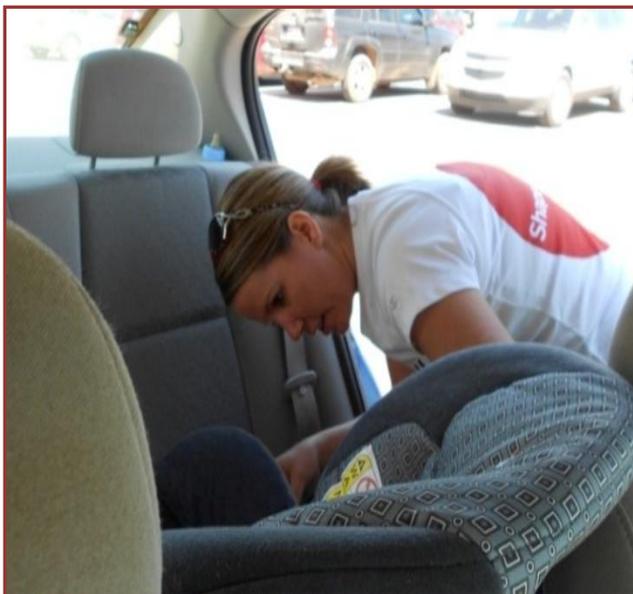
- Desiderius Erasmus

Our children are our future and their good health and safety is our most precious value. However, for the first time in history, children are not expected to live as long as their parents. Prevention efforts and resources help children initiate a lifestyle of physical activity, healthy eating, and being tobacco free, which all make headway for a healthy outlook and future.



Unintentional injuries are the leading cause of death for ages 5 to 44 in McClain County.

- McClain County MAPP Assessment



McClain County Health Department employees take pride in demonstrating good practices and healthy habits for safe sleeping to parents’.

McClain County is close to the state and national rates and benchmarks for immunizations for children less than 3 years of age, however, the Healthy People 2020 goal is to have 80% of children less than 35 months fully vaccinated. Currently only 70.7% of children in McClain County have received the recommended number of vaccinations.

Unintentional injury and disaster preparedness can save lives and prevent injury. Unintentional injuries can include but are not limited to car accidents, farm injuries, crime, and natural disasters. According to the McClain County Health Status Assessment, unintentional injuries are the leading cause of death for ages 5 – 44 in McClain County, accounting for 63.9% of all unintentional injuries. Educating and providing bike helmets, car seats and seat safety checks, smoke alarms and disaster preparedness are a few ways the McClain County Health Department is working to improve this statistic.

Buckle up for Safety! Educating families on car seats and checking proper installation has been a very useful program provided by the McClain County Health Department.

Priority Area – Children’s Mental Health and Substance Abuse

“We must accept finite disappointment, but we must never lose infinite hope.”

- Martin Luther King

Mental health issues are often inter-related with other health issues. According to the Oklahoma Department of Mental Health and Substance Abuse (ODMHSA), of the 245 clients served in McClain County in 2009, 63.3% were adults with serious mental illness, a 1.5% increase from 2008. Of those clients, 38.5% were treated for substance abuse with alcohol and drug use being primary causes of mental illness.



Norman Alcohol Information & Counseling (NAIC) reaches out to educate the public on the resources available and dangers of alcohol, tobacco, and other drug use and abuse.

One of the primary diagnoses of serious mental disturbance of children treated was a drug related illness at 7.7%. In 2009, 284 people in McClain County traveled to neighboring counties for outpatient drug and alcohol treatment. McClain County had the lowest rate of deaths due to suicide in the state. Mental illness is an area tied into to other priority health issues for McClain County.

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38.5% of ODMHSA clients were treated for substance abuse with alcohol and drug use being primary causes of mental illness.

- Oklahoma Dept. of Mental Health and Substance Abuse Services

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Regular wellness checkups from healthcare professionals in the community help identify and provide the proper resources for treatment.



Strategic Plan - Tobacco

The McClain County Health Improvement Planning Committee is partnering with the Tobacco Free McClain County Coalition to address tobacco use prevention. The Tobacco Free McClain County Coalition builds on indicators in the Tobacco Settlement Endowment Trust Tobacco Prevention grant in McClain County and the Healthy People 2020 objectives. These include: 1) Improve community wide engagement; 2) Prevent youth initiation of tobacco use; 3) Promote cessation services; 4) Advocate effective tobacco control policy; and 5) Develop effective use of media. Key policy changes essential to accomplish the objectives below include: passing of tobacco free parks in all of McClain County; clean indoor air and youth access ordinances; 24/7 no tobacco use in McClain County schools; and advocating to restore local control through polices at the local municipalities.

Objectives:

By 2017, reduce McClain County's adult smoking rate from 17.2% to 16%.

By 2017, reduce tobacco use in McClain County from 16.8% to 15.8%.

By 2017, increase annual average utilization of the Oklahoma Tobacco Helpline in McClain County from 25.7% to 28%.

Strategy 1: Improve community wide engagement

- Increase coalition members that participate and promote activities and events related to tobacco prevention
- Increase community sectors or organizations represented addressing tobacco prevention
- Increase trainings provided to youth and adults related to tobacco prevention

Strategy 2: Prevent youth initiation of tobacco use

- Continue/expand Students Working Against Tobacco Groups
- Increase the number of schools, public or private, with a written 24/7 No Tobacco Use School Policy
- Provide Evidence Based Tobacco Prevention Curriculum to McClain County youth
- Provide community based youth activities including compliance checks, reward/reminder visits, and Operation Store Front to provide community awareness education

Strategy 3: Promote tobacco cessation services

- Increase the use of 5A's Tobacco Cessation Counseling Program training with health care providers and use with clients
- Increase awareness and publicity for the 1-800-Quit Now helpline
- Encourage medical providers to engage in tobacco cessation/encourage clients to understand benefits of tobacco cessation
- Sustain and grow Great American Smoke Out, Great American Spit Out, and Kick Butts Day activities and awareness
- Increase number of Certified Healthy Businesses, Restaurants, and Communities

Strategy 4: Advocate effective tobacco control policy

- Promote and educate workplaces on tobacco free policies
- Increase indoor and outdoor voluntary tobacco free policies
- Reduce access to tobacco products
- Increase the number of tobacco free or smoke free parks and/or recreation area policies

Strategy 5: Effective use of media

- Work with retailers on advertising placement
- Increase media pieces in newspaper, social media, radio, TV, and editorials that promote tobacco prevention

Strategic Plan – Obesity Reduction

The McClain County Health Improvement Planning Committee is working with the McClain County Turning Point coalitions to address obesity reduction. A comprehensive approach to nutrition and fitness is needed to change social norms and influence the environments in which we live, work, and play. The obesity reduction work group recommendations endorse the Healthy People 2020 objectives. Their priorities include: 1) Improve community-wide engagement; 2) Improve access to and consumption of healthy and affordable food and beverages; 3) Encourage physical activity; and 4) Increase school and community programs. Key policy changes needed to achieve the objectives below include: Support the Certified Healthy Oklahoma Program in the Oklahoma Legislature, and promote business, school, and worksite healthy eating and physical activity standards.

Objectives:

By 2017, reduce McClain County's obesity rate from 35.1% to 34%.

By 2017, increase McClain County's Access to Healthy Foods from 33% to 48%.

By 2017, increase McClain County's physical activity within the past month from 27.3% to 31%.

Strategy 1: Improve community wide engagement

- Increase coalition members that participate and promote activities and events related to obesity reduction
- Increase community sectors or organizations represented addressing obesity reduction
- Promote and increase Certified Healthy Businesses and Restaurants

Strategy 2: Improve access to and consumption of healthy and affordable food and beverages

- Limit access to vending machines in schools/non-food fundraising
- Increase utilization and expand farmers markets
- Improve access to affordable healthy foods by implementing community gardens

Strategy 3: Encourage physical activity

- Increase community physical activity programs/events
- Increase safe routes to schools
- Promote school wellness policies that encourage physical activity being included in every school day
- Increase worksite, school, and communities with physical activity policies supporting healthy lifestyles

Strategy 4: Increase school and community programs

- Implement school and community programs that encourage healthy eating and physical activity
- Support physical education in middle and high schools
- Encourage health screenings at school/community events with data collection methods
- Increase Certified Healthy Schools/Community Certifications

Strategic Plan – Children’s Health

The McClain County Health Improvement Planning Committee is working with the McClain County Turning Point coalitions as well as numerous community agencies and resources to address child health improvement. There were a number of major children’s issues identified in the planning phase that needed to be addressed. The strategies endorse both Healthy People 2020 objectives and community strategies that include: 1) Improve infant health outcomes; 2) Improve health outcomes for children age 1 year to 18 years old; and 3) Increase advocacy for health policy. The community coalitions and organizations addressing these strategies are: 1) McClain County Turning Point Coalition; 2) McClain/Garvin County Youth and Family Services; 3) CARE Coalition; 4) Community Youth Activities Program, Inc.; 5) Blanchard Community Coalition; 6) The Frontier Systems of Care; 7) University of Oklahoma Southwest Prevention Center Area Resource Center; 8) Southwest Medical Center; 9) OSU Cooperative Extension Service-McClain County; 10) Delta Community Action Team; 11) Central Oklahoma Community Mental Health Center; 12) Chickasaw Nation; and 13) The Healthy Beginnings Program.

Objectives:

By 2017, reduce McClain County’s low birth weight rate from 8.6% to 8.0%

By 2017, increase immunizations < 3 years from 70.7% to 74%

By 2017, increase car seat checks completed

Strategy 1: Improve infant health outcomes

- Provide tobacco cessation and substance abuse education resources to pregnant mothers
- Provide nutrition education and community resources available to pregnant mothers
- Provide car seat education and proper car seat installation
- Increase immunization rates through public events and media campaigns

Strategy 2: Improve health outcomes for children age 1 year to 18 years old

- Promote car seat and helmet use through safety events and media
- Provide car seats checks to community
- Collaborate with community partners to increase immunization awareness and rates
- Implement the Coordinated Approach to Child Health (CATCH) Program(s)
- Educate health care providers and parents on the importance of infant immunizations and timely administration
- Provide resources and information through evidence-based curriculum workshops or classes
- Provide evidence-based curriculum training in STD/ HIV education to McClain County youth
- Provide oral health education in schools and communities
- Provide healthy cooking demonstrations for youth and families
- Host town hall forums to increase awareness on tobacco, alcohol, and other drug prevention
- Reduce access to substances of abuse

Strategy 3: Increase advocacy for health policy

- Provide education on policy and advocacy opportunities
- Promote legislative changes through policy and advocacy
- Promote health education requirement in schools

Strategic Plan – Children’s Mental Health and Substance Abuse

The McClain County Health Improvement Planning Committee is working with the McClain County Turning Point coalitions as well as numerous community agencies and resources to address children’s mental health and substance abuse improvement. The children’s mental health and substance abuse priority area addresses four strategies based on the Healthy People 2020 objectives and community health strategies including: 1) Increase community involvement; 2) Promote agency collaboration; 3) Increase awareness and access of local mental health services; and 4) Develop and expand community-based programs for prevention of substance abuse among children and youth. The community coalitions and agencies addressing these strategies to help improve mental health resources and services available to McClain County residents are: 1) CARE Coalition; 2) Frontier Systems of Care Coalition; 3) Community Youth Activities Program, Inc.; 4) Central Oklahoma Community Mental Health Center; 5) McClain County Office of Juvenile Affairs; and 6) Norman Addiction Information Center.

Objectives:

By 2017, Decrease the percent of McClain County youth who report current alcohol use in the past 30 days by 5% (Source: 2010 OPNA; Baseline: 15%)

By 2017, Decrease the percent of McClain County youth who report favorable peer attitudes towards drug use by 5% (Source: 2010 OPNA; Baseline: 51.6%)

By 2017, increase school participation in state youth behavior survey data collection [Youth Risk Behavior Survey, Oklahoma Prevention Needs Assessment (OPNA), and Youth Tobacco Survey (YTS) (Source/Baseline: YRBS 2010-0%, OPNA-16%, YTS-16%)

Strategy 1: Increase community involvement

- Increase coalition members that participate and promote activities and events related to mental health awareness
- Increase trainings provided to youth and adults related to mental health and substance abuse prevention

Strategy 2: Promote agency collaboration

- Establish a resource network that coordinates agency services
- Develop a resource guidebook in electronic and hard copy

Strategy 3: Increase awareness and access of local mental health services

- Strengthen the linkage and referral system between mental health providers and other service organizations
- Increase community education about services that are currently available
- Promote use of the 211 help and referral line
- Increase SoonerCare enrollment

Strategy 4: Develop and expand community-based programs for prevention of substance abuse among children and youth

- Identify evidence-based models on positive youth development and adolescent health needs
- Increase the number of schools providing evidence-based models on positive youth development
- Promote mental health awareness through public awareness campaigns

Appendix

McClain County Health Improvement Planning Team

American Legion-Blanchard Office
Blanchard Community Coalition
Blanchard Eye Care Clinic
Blanchard Public Schools
City of Blanchard
City of Goldsby
City of Purcell
Central Oklahoma Center of Mental Health Center
Chickasaw Nation
Copelin's Office Center
Dr. Mark Winchester
Department of Mental Health & Substance Abuse Services
Blanchard Police Department
Blanchard Chamber of Commerce
Blanchard Drug and Gift
First United Methodist Church of Blanchard
Agape Baptist Church-Blanchard
Trinity United Methodist Church
First National Bank and Trust
First Baptist Church of Cole
Lion's Club-Blanchard
Lion's Club-Purcell
Mid America Technology Center
McClain County Health Department-Blanchard
McClain County Health Department-Purcell
McClain County Department of Human Services
McClain County Emergency Management Services
McClain County Office of Juvenile Affairs

McClain County OSU Cooperative Extension Service
McClain County Pioneer Library System
McClain County Systems of Care
McClain County Youth and Family Services
Newcastle Chamber of Commerce
Newcastle Emergency Management Systems
Newcastle Public Schools
Nu Chi Community Sorority
Norman Regional Health System
Norman Addiction & Information Center
Oklahoma Commission on Children and Youth
Oklahoma Health Care Authority
Oklahoma State Department of Health
Oklahoma Institute for Child Advocacy
Pioneer Telephone Services
Purcell Medical Center
Purcell Public Schools
St. Anthony's Medical Center-Blanchard
South Central Medical Resource Center
Turning Point-Oklahoma State Department of Health
US Senator Tom Coburn's office
USA Tae Kwon Do-Purcell
University of Oklahoma-Health & Exercise Science Division
University of Oklahoma Southwest Prevention Center
Area Resource Prevention Center
Washington Public Schools

McClain County Board of Health

- Bryan Dye, M.D.
- Charles Foster
- Tony Christian, Ed.D.
- Doug Harryman
- Lisa Roberts, MA



Community Initiatives and Resources

Blanchard Community Coalition, a Turning Point Partner

Judy Williams, Chair

P.O. Box 1551

Blanchard, OK 73010

(405) 306-4116 jwilliamson@pldi.net

The Blanchard Community coalition focuses on addressing wellness and quality of life for youth and families of Northern McClain County residents by hosting annual health and safety information events, health education training seminars, promoting healthy behavior policies, substance abuse prevention and access among youth, and promoting certified healthy Oklahoma programs.

Member Organizations:

McClain County Health Department, McClain County OSU Cooperative Extension Service, Central Oklahoma Community Mental Health Center, Norman Regional Health System, Blanchard Public Schools, City of Blanchard, First Baptist Church of Cole, Nu Chi Community Sorority, Oklahoma State Department of Health-Turning Point, Chickasaw Nation, The University of Oklahoma Southwest Prevention Resource Center, Blanchard Police/Fire Dept., Blanchard Chamber of Commerce, Blanchard Drug and Gift, First United Methodist Church of Blanchard, Blanchard Lion's Club, Norman Addiction Information Center, McClain-Garvin Youth and Family Service Center, McClain County Office of Juvenile Affairs, St. Anthony Medical Center, Pioneer Library Systems-Blanchard

CARE Coalition, a Turning Point Partnership

Joanna Schmidt, Chair

COCMHC, Child and Family Services

"Oklahoma Healthy Transition Initiative"

P.O. Box 400, Norman, OK 73070

(405) 573-3903 jmschmidt@odmhsas.org

The CARE Coalition focuses on addressing public health issues and needs specific to youth and families of McClain County by conducting annual youth speak out events, health education training seminars, promoting healthy behavior policies, and substance abuse prevention.

Member Organizations:

McClain County Health Department, McClain County OSU Cooperative Extension Service, Central Oklahoma Community Mental Health Center, Norman Regional Health System, Purcell Public Schools, City of Purcell, Oklahoma State Department of Health-Turning Point, Chickasaw Nation, The

University of Oklahoma Southwest Prevention Resource Center, McClain County Sheriff's Department, McClain County Department of Human Services, Norman Addiction Information Center, McClain-Garvin Youth and Family Services, Varangon, McClain County Office of Juvenile Affairs, Oak Tree Counseling Services, Oklahoma State Department of Health, South Central Medical Resource Center, Purcell Medical Center, Community Youth Action Program of Purcell, Delta Head Start, Pioneer Library Systems-Purcell, McClain County Area III Foster Grandparents

Tobacco Free McClain County Coalition

Mindy Bellack, Program Coordinator

Communities of Excellence Tobacco Program

Norman Regional Health System

901 North Porter Ave Norman, OK 73071

(405) 912-3584 mbellack@nrh-ok.com

This TSET grant was sponsored by the CARE Coalition and Norman Regional Health Systems. This grant is in its first grant year and supports policies, planning and implementation of tobacco policies, prevention activities, and cessation.

Member Organizations:

McClain County Health Department, McClain County OSU Cooperative Extension Service, Central Oklahoma Community Mental Health Center, Norman Regional Health System, McClain County Department of Human Services, Norman Addiction Information Center, McClain-Garvin Youth and Family Services, McClain County Office of Juvenile Affairs, Purcell Medical Center, Community Youth Action Program of Purcell, Pioneer Library Systems-Purcell

Community Youth Actives Program Inc., a Turning Point Partner

Charlotte Renfro, Chair

P.O. Box 534

Purcell, OK 73080

(405) 527-2644 charlotterenfro@windstream.net

The CYAP Coalition focuses on the youth of McClain County by providing a safe environment and encourages positive life choices through education, recreation, and community service activities.

Community Initiatives and Resources

University of Oklahoma Southwest Prevention Center, Area Resource Prevention Center

Charlene Shroder
University Of Oklahoma
(405) 354-7899 Charlenes@ou.edu

The Area Prevention Resource Center focuses on preventing youth initiation of alcohol and drug use, and reducing adult binge drinking.

Member Organizations:

University of Oklahoma, McClain County Health Department, Norman Addiction Information Center, Purcell Public Schools, Oklahoma Department of Mental Health and Substance Abuse Services

Family Frontier System of Care – Oklahoma Healthy Transitions Initiative

Central Oklahoma Community Mental Health Center
Norman, OK 73070
(405) 573-3812 TOCAPPS@odmhsas.org

The Family Frontier Systems of Care Coalition provides strength and support to McClain County families. The coalition works with service providers and the communities to support youth and families to thrive in a safe, stable, and permanent family environment.

Member Organizations:

McClain County Health Department, Central Oklahoma Community Mental Health Center, McClain-Garvin Youth and Family Services, Purcell Public Schools, Purcell Public Library, McClain County Department of Human Services

Working Together to Create a Healthier McClain County



Electronic Supporting Documents

Get Fit Eat Smart Physical Activity and Nutrition State Plan

www.ok.gov/health/disease

Oklahoma Health Improvement Plan

http://www.ok.gov/health/organization/Board_of_Health/OHIP.html

Oklahoma State of the State's Health Report

www.ok.gov/health/pub/boh/state/SOSH2011.pdf

Oklahoma Turning Point

www.okturningpoint.org

Oklahoma State Plan for Tobacco Use Prevention and Cessation

www.ok.gov/health/documents/stateplan.pdf

Oklahoma State Department of Health Center for Health Statistics (OK2SHARE)

<http://www.health.ok.gov/ok2share>

Oklahoma State Department of Health Behavioral Risk Factor Surveillance (BRFSS)

<http://www.health.ok.gov/ok2share>

McClain County State of the County's Health Report

<http://www.ok.gov/health/documents/McClain%20County%202010.pdf>

2011 United Health Foundation Report

<http://www.americashealthrankings.org/OK/2011>



McClain County Health Improvement Plan



For more information or to get involved, contact: Shari Kinney, DrPH, RN

McClain County Health Department (405) 321-4048

ShariK@Health.ok.gov

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