

McCurtain County

Oklahoma

Community Health Improvement Plan



Summer 2015

ACKNOWLEDGEMENTS

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Idabel Industrial Development Authority
Idabel Main Street
Idabel Police Department
Idabel Public Schools
Kiamichi Area Nutrition Program
Kiamichi Family Medical Clinic
Kiamichi Technology Center
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McCurtain County Board of County Commissioners
McCurtain County Coalition for Change
McCurtain County Department of Human Services
McCurtain County Health Department
McCurtain County Sherriff's Office
McCurtain County Youth Coalition
McCurtain Memorial Hospital
Medical Emergency Response Corps
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GLOSSARY OF ACRONYMS

CATCH.....	Coordinated Approach To Child Health
CDC.....	Centers for Disease Control
CHSA.....	Community Health Status Assessment
CHA.....	Community Health Assessment
CHIP.....	Community Health Improvement Plan
CORE.....	Community Outreach and Rural Education
CTASA.....	Community Themes and Strengths Assessment
FOCA.....	Forces of Change Assessment
LCSW.....	Licensed Clinical Social Worker
LDCAA.....	Little Dixie Community Action Agency
LPHSA.....	Local Public Health System Assessment
MAPP.....	Mobilizing for Action through Planning and Partnerships
MCCFC.....	McCurtain County Coalition for Change
MCHD.....	McCurtain County Health Department
NACCHO.....	National Association of County and City Health Officials
PACE.....	Promoting Active Communities Everywhere
SAFE.....	Striving for an Abuse Free Environment
SOS.....	Southeast Oklahoma Services for Family Violence Center
SPF SIG.....	Strategic Prevention Framework State Incentive Grant
WIC.....	Women and Infant Children
VAWA.....	Violence Against Women Act
VOCA.....	Victims of Crime Act



McCurtain County Coalition *for* Change

Vision



To develop and sustain a progressive, safe, healthy and fun community!

Mission

Coalition for Change will build partnerships to achieve a safe, economically viable, and positive community.



Executive Summary

Following a brief training, in the late summer of 2013, the McCurtain County Health Department (MCHD) in partnership with the McCurtain County Coalition for Change (MCCFC) began development of a Core Team to facilitate and involve community partners in the MAPP (Mobilizing for Action through Planning and Partnerships) process. The Core Team of 13 members is a subcommittee of the coalition.



MCHD and MCCFC engaged representatives from a variety of sectors in McCurtain County to complete the (MAPP) process with the ultimate goal of developing a Community Health Assessment (CHA) and a Community Health Improvement Plan (CHIP). This document is a direct result of the MAPP Assessment Process which compiled four diverse assessments into one document; the

Community Health Assessment (CHA).

- Community Health Status Assessment
- Community Themes and Strengths Assessment
- Forces of Change Assessment
- Local Public Health System Assessment

These 4 broad assessments allowed the opportunity for community partners and the public to give a true representation of the current health status in McCurtain County. The ultimate goal of the MAPP process was the development of a CHIP that truly reflects the needs and priorities of all residents of McCurtain County.

After reviewing the assessment data collected during the fall of 2013 and throughout 2014, eleven (11) potential strategic issues were identified.

- access to healthcare
- childhood health
- chronic disease
- domestic violence
- infant mortality
- mental health and substance abuse
- obesity
- physical activity
- tobacco
- unintentional injury
- teen pregnancy



Executive Summary *continued*

A Community Health Assessment Overview and Prioritizing Luncheon meeting was conducted on Tuesday, June 2, 2015 in Idabel at the McCurtain Memorial Hospital. Printed and bound CHAs were presented to the group. Jerry Speck, RTPC gave a power point presentation to the group detailing the process for developing the Community Health Assessment. Key findings were presented with the 11 following priority issues: access to health care, childhood health, teen pregnancy, infant mortality, mental health and substance abuse, obesity, tobacco use, physical activity, chronic disease, unintentional death and injury and domestic violence.



Prioritizing Strategic Issues

Following the presentation participants determined a need to bundle said priorities that received numerous votes since many could be worked on at the same due to wide spread focused grants with the community. Each participant was given 3 votes to use on what they saw as being to top priorities for McCurtain County (SEE PICTURE).

The top three voted issues were Teen Pregnancy and Infant Mortality with 19 votes, Chronic Disease, Physical Activity, Obesity and Tobacco Use with 25 votes and Mental Health and Substance Abuse, Domestic Violence and Unintentional Death & Injury with 25 votes. Childhood health received 8 votes and access to health care received 5 votes. The group agreed to bundle together the following issues:

- Teen Pregnancy and Infant Mortality
- Chronic Disease, Physical Activity, Obesity and Tobacco Use
- Mental Health and Substance Abuse, Domestic Violence, Unintentional Death and Injury
- Childhood Health
- Access to Health Care



Executive Summary *continued*

Development of Priority Teams

During the Community Health Assessment Overview and Prioritizing the following teams were developed:

Teen Pregnancy and Infant Mortality (19 VOTES)

Jamie Tadlock, Carla Mitchell, Lynda Byrd, Linda Cain, Denise Webb, LaDonna Harveson, Shalan Prince and Tonya Finley

Mental Health and Substance Abuse, Domestic Violence and Unintentional Death & Injury (25 VOTES)

Jane Harmon, Kristen Clouse, Rhonda McGough, Amber Kent, Stevie Carreathers, Jamie Tadlock, Meghan Bako, Jeffrey Taylor, Robbie Mullens and Creda Impson

Chronic Disease, Physical Activity, Obesity and Tobacco Use (25 VOTES)

Amber Kent, Shalan Prince, Reonda Rice, Greg Parnell, Rhonda McGough, Amy Gilbreath and Susan Ramsey

Mental Health and Substance Abuse were separated to developed strategic plans. Following the CHA Overview and Prioritizing Luncheon, the aforementioned teams worked on the objectives and strategies for the Community Health Improvement Plan. The strategic plans are broad and aggressive.

The CHIP was presented to the McCurtain County Coalition for Change for approval on Tuesday, August 18, 2015. The CHIP was approved unanimously.

In their June 16, 2015 meeting, the McCurtain County Coalition for Change updated their agenda to represent the aforementioned priority issues.



THE MAPP PROCESS

The following description of MAPP is taken from the NACCHO website, and can be found at: <http://www.naccho.org/topics/infrastructure/mapp/framework/mappbasics.cfm>



Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic approach to community health improvement. This tool helps communities improve health and quality of life through community-wide strategic planning. Using MAPP, communities seek to achieve optimal health by identifying and using their resources wisely, taking into account their unique circumstances and needs, and forming effective partnerships for strategic action.

The MAPP tool was developed by NACCHO in cooperation with the Public Health Practice Program Office, Centers for Disease Control and Prevention (CDC). A work group composed of local health officials, CDC representatives, community representatives, and academicians developed MAPP between 1997 and 2000. The vision for implementing MAPP is:

"Communities achieving improved health and quality of life by mobilizing partnerships and taking strategic action."

Benefits of Undertaking MAPP

Below are just some of the benefits to be derived from the MAPP process.

Create a healthy community and a better quality of life. The ultimate goal of MAPP is optimal community health—a community where residents are healthy, safe and have a high quality of life. Here, a "healthy community" goes beyond physical health alone. According to the World Health Organization, "Health is a dynamic state of complete physical, mental, spiritual and social well-being and not merely the absence of disease or infirmity". The Institute of Medicine echoes this definition and notes that "health is...a positive concept emphasizing social and personal resources as well as physical capabilities".

Increase the visibility of public health within the community. By implementing a participatory and highly publicized process, increased awareness and knowledge of public health issues and greater appreciation for the local public health system as a whole may be achieved.

Anticipate and manage change. Community strategic planning better prepares local public health systems to anticipate, manage and respond to changes in the environment.



Create a stronger public health infrastructure. The diverse network of partners within the local public health system is strengthened through the implementation of MAPP. This leads to better coordination of services and resources, a higher appreciation and awareness among partners and less duplication of services.

Engage the community and create community ownership for public health issues. Through participation in the MAPP process, community residents may gain a better awareness of the area in which they live and their own potential for improving their quality of life. Community-driven processes also lead to collective thinking and a sense of community ownership in initiatives, and, ultimately, may produce more innovative, effective and sustainable solutions to complex problems. Community participation in the MAPP process may augment community involvement in other initiatives and/or have long-lasting effects on creating a stronger community spirit.





DEMOGRAPHICS

People Facts

McCurtain County

Oklahoma

Population 2010	33,151	3,751,357
Population 2000	34,402	3,450,654
Under 18-2013	25.6%	24.6%
65 years and over-2013	16.7%	14.3%
White-2013	67.8%	75.4%
Black-2013	8.7%	7.7%
American Indian and Alaska Native-2013	15.7%	9.0%
Asian-2013	0.5%	2.0%
Native Hawaiian and Pacific Islander-2013	0.7%	0.2%
Hispanic or Latino -2013	5.1%	9.6%
High School Graduates-2008-12	81.1%	86.2%
Bachelor's Degree or Higher-2008-12	13.0%	23.2%
Home Ownership Rate	69.0%	67.5%
Median Household Income	32,124	44,891
Persons Below Poverty	27.1%	16.6%
Land Area in Square Miles	1,850.01	68,594.92



Strategic Plans

Infant Mortality

The number of infant deaths before the age of one in McCurtain County is concerning. Contributing factors include: high rates of teen mothers, high rates of babies born at low birth weights and lack of early prenatal care.

Infants whose mothers do not receive prenatal care in the first trimester (67.8%) are more likely to have a low birth weight and are at a higher risk for death than those infants whose mothers get care early on in the pregnancy. Mothers who see a physician early on in their pregnancy can correct un-healthy behaviors and identify potential problems, which could prevent damage to the developing fetus. The infant mortality rate for African Americans in McCurtain County is astronomically high at 14.6 in 2012.



Additional measures looked at were McCurtain county teen birth rates at 39.2% in 2014 whereas the state was at 22.9% for girls between the ages of 10 and 19. Low birth weight babies are at 8.1% for 2014 slightly below the state average.

Little Dixie Community Action Agency (LDCAA) received a Community Action Network grant (Healthy Start grant) to work on improving the infant mortality rates in McCurtain County for the next 5 years. Healthy Start will work in partnership with the health department's Preparing for a Lifetime Program through Children First.

Objective: Demonstrate a decrease in the infant mortality rate in McCurtain County, by 2020.

Baseline: 7.8 ~ CHA, Attachment D

- ✓ Strategy 1 Promote and support the Healthy Start program (Collective Action Network Grant) provided by Little Dixie Community Action Agency.
- ✓ Strategy 2 Promote and support the Children First program provided by McCurtain County Health Department.



Infant Mortality *continued*

- ✓ Strategy 3 Promote and support the “Preparing for a Lifetime “initiative by providing educational materials to the public and community presentations through Oklahoma State Department of Health, Little Dixie Community Action Agency and McCurtain County Coalition for Change.
- ✓ Strategy 4 Plan and conduct community baby shower/educational event to connect with the minority population.
- ✓ Strategy 5 Educate expecting parents and communities on the dangers of tobacco.
- ✓ Strategy 6 Increase efforts to ensure mental/behavioral health and social support services for expecting parents.

Community Resources: Little Dixie Community Action Agency
Community Action Network ~ Healthy Start Grant
McCurtain County Health Department
WIC Program
Children 1st Program
Sooner Start
Social Worker
Bright Beginnings
Teen Pregnancy Prevention Nurse
Choctaw Nation of Oklahoma
WIC Program
Support for Expecting and Parenting Teens
Wee Care Pregnancy Center

Teen Pregnancy

“Making a Difference” is an evidenced based abstinence program, through MCHD, that is currently being taught in the McCurtain county public schools by the Teen Prevention Coordinator. The indicators for childhood health in McCurtain County are very concerning. Thousands of area children live in high risk families including households with at least one of the following: frequent conflict or domestic violence, single head of households, a substance abusing or mentally ill household member, and/or a teen parent.

All of these indicators can have significant adverse effects on children. Some of these affects include: anxiety, depression, impulsive behavior, and poor performance in school. Children who interface with these indicators are more likely to drop out of school, to become teen parents, and to use drugs and alcohol. While McCurtain County has seen a decrease in teen pregnancy rates



Teen Pregnancy *continued*

over the last 4 years according to Kids Count report from the Robert Woods Johnson Foundation, continued attention to teen pregnancy will assist in continuing to decrease teen pregnancy.

Objective: Demonstrate a decrease in the teen pregnancy rate in McCurtain County by 2020.

Baseline: 39.2% ~ CHA, Attachment D

- ✓ Strategy 1 Promote and support the evidence based curriculum in McCurtain county schools, “Making a Difference” and “Making Proud Choices” provided by the Oklahoma State Department of Health.
- ✓ Strategy 2 Promote and support the evidenced based program in McCurtain county schools, “Personal Responsibility Educational Program” provided by Choctaw Nation.
- ✓ Strategy 3 Promote and participate in a teen event in partnership with McCurtain County Coalition for Change.
- ✓ Strategy 4 To educate adolescents through the family planning services provided by the McCurtain County Department of Health.
- ✓ Strategy 5 Promote and participate in Teen Pregnancy Prevention month in May by providing public service announcements, newspaper articles and educational materials to the public.

Community Resources:

Little Dixie Community Action Agency

Community Action Network ~ Healthy Start Grant

Smart Start ~ Tri County

McCurtain County Health Department

WIC Program

Children 1st Program

Sooner Start

Social Worker

Teen Pregnancy Prevention Nurse ~ *Making a Difference*

Choctaw Nation of Oklahoma

WIC Program

Support for Expecting and Parenting Teens



Chronic Disease

Chronic disease is defined as a non-infectious condition that persists for more than three months. Examples include arthritis, COPD, cancer, diabetes, asthma, and HIV/AIDS. Heart disease, cancer and diabetes are among the leading causes of death in the United States and McCurtain County has high rates of these diseases. In the State of the State's Health Rankings (SSHR) McCurtain County scored F's in stroke, smoking, diabetes, obesity, and fruit and vegetable consumption; all of which are contributing factors to high chronic disease rates. Of low-income adults in McCurtain County, 16.5% live more than 1 mile from a grocery store which decreases their access to fruits and vegetables. When surveyed, an overwhelming 86.4% of adults in McCurtain County report eating less than 5 servings of fruits and vegetables a day.

Additional measures causing concern within the county include: adults with diabetes at 10.5% above the state rate of 10% and cancer incidence at 192.7 per 100,000 people (McCurtain County @ 510.2 per 100,000). Adults who are obese are at 33.3% above the state average of 32% and well above the national average. Poor physical health days at 4.7 are almost twice the national average.

Objectives: Demonstrate a decrease in the number of adults with diabetes in McCurtain County, by 2020.

Baseline: 10.5 prevalence ~ CHA, Attachment D

- ✓ Strategy 1 Increase the number of schools, business, congregations, early childhood, restaurants and communities who apply for Certified Healthy recognition.
- ✓ Strategy 2 Collaborate to promote awareness and utilization of Local Farmers Markets within various communities located within McCurtain County.
- ✓ Strategy 3 Collaborate to promote awareness and utilization of diabetes programs available within McCurtain County.
- ✓ Strategy 4 Collaborate to promote awareness and utilization of heart disease programs, including Million Hearts campaign, available within McCurtain County.
- ✓ Strategy 5 Collaborate with physicians and other health related agencies to promote early detection and treatment resources for chronic disease.
- ✓ Strategy 6 Promote and educate community members on healthy living lifestyles through community outreach opportunities.



Chronic Disease *continued*

- ✓ Strategy 7 Create/utilize social media outlets that promotes healthy living lifestyles including; chronic disease prevention, obesity reduction, tobacco and smokeless tobacco use and physical activity.

Community Resources: McCurtain County Health Department
 Living Longer/Living Stronger
 Million Hearts Campaign- 1422 Grant
 Certified Healthy Program
 American Diabetes Association
 American Lung Association

Physical Activity

Sedentary lifestyles have put community members at an increased risk for: obesity, heart disease, diabetes, colon cancer, and high blood pressure. Physical activity decreases these risks as well as improves mood and promotes healthy sleep patterns. A community's physical environment can influence the availability of opportunity to participate in physical activity. Measures looked at were the high percentage of adults who were sedentary (37%) in 2014. Adults with no leisure time activity were at 34.6% compared to 29.36% for the state. McCurtain County, with almost 2200 square miles, has only 6 recreation and fitness locations.

McCurtain County's physical environment has improved significantly in the last few years. In 2010, the county ranked 76th out of 77 counties, however in 2014, the county increased the ranking to 65th.

During the Forces of Change Assessment, citizens voiced concerns about the need for the parks to be revitalized. Attendees recommended improving sidewalk accessibility so people can increase their outdoor activity by walking safely to work, shop and play. The community also expressed the need for more physical activity opportunities for adolescents and teens. The City of Idabel is currently constructing a new park.

Objective: Demonstrate a decrease in the number of adults in McCurtain County who are sedentary, by 2020.

Baseline 37% ~ CHA, Attachment D

- ✓ Strategy 1 Promote physical activity events throughout McCurtain County in partnership with schools, community events and other opportunities that arise through coalition efforts.



Physical Activity *continued*

- ✓ Strategy 2 Collaborate to promote awareness and utilization of diabetes programs available within McCurtain County.
- ✓ Strategy 3 Collaborate to promote awareness and utilization of heart disease programs, including 1422 Grant campaign, available within McCurtain County.
- ✓ Strategy 4 Promote and educate community members on healthy living lifestyles through community outreach opportunities.
- ✓ Strategy 5 Create/utilize social media outlets that promotes healthy living lifestyles including; chronic disease prevention, obesity reduction, tobacco and smokeless tobacco use and physical activity.

Community Resources: Tobacco Settlement Endowment Trust
Healthy Living Grant
Shape Your Future
Oklahoma Health Care Authority
SoonerFit.org

Tobacco Use

Tobacco affects the whole body causing physical and mental dependency; as well as illness and disease. Approximately one-third of Americans will die prematurely because of their tobacco dependence.

McCurtain County has decreased its smoking prevalence rate from 33% to 22.7%; approximately 1 percentage point each year for the last 10 years. Currently the county is under the state prevalence rate, but still received a 'D' on the County Health Report Card for tobacco use. Cancer incidence for McCurtain County was at 510.2 people per 100,000. On a good note, all cities and towns in McCurtain County have adopted Clean Indoor Air and Youth Access Ordinances as well as all school districts have adopted 24/7 No Tobacco policies.

Objective: Demonstrate a reduction in tobacco prevalence among adults in McCurtain County by 2020.

Baseline: Adults 23% prevalence ~ CHA, Attachment D



**TOBACCO
STOPS WITH ME.**

Tobacco Use *continued*

- ✓ Strategy 1 Promote smoke free environments through community activity/events throughout McCurtain County.
- ✓ Strategy 2 Increase the number of schools, business, congregations, early childhood, restaurants and communities who have implemented and practice health and tobacco policies.
- ✓ Strategy 3 Promote and educate community members on healthy living lifestyles through community outreach opportunities.
- ✓ Strategy 4 Create social media outlets that promotes healthy living lifestyles including; chronic disease prevention, obesity reduction, tobacco and smokeless tobacco use and physical activity.

Community Resources: Tobacco Settlement Endowment Trust
Healthy Living Program
Oklahoma State University Extension Office
Kids Rock Program
American Lung Association
American Cancer Society

Obesity

McCurtain County is ranked 64th in Oklahoma for health factors and the steadily increasing obesity rate is of notable concern. McCurtain County also has high rates of medical complications directly related to obesity including diabetes, heart disease, and stroke. Limited physical activity and low intake of fruits and vegetables play a significant role in the increase in obesity as well as: increased sedentary lifestyles, too much screen time, lack of healthy parental role models, limited availability of healthy food choices, poverty, and lack of easily accessible sidewalks.

One in three adults is obese in McCurtain County tying it for the 4th highest rate in the state, which was 24% higher than the national rate. McCurtain County ranked at 37% for people who were sedentary; the state ranking at 31% for 2014. Recreation and fitness facilities for the entire county include 6 sites.

Objective: Demonstrate a decrease in adult obesity in McCurtain County, by 2020.

Baseline 36% adult obesity ~ CHA, Attachment D



Obesity *continued*

- ✓ Strategy 1 Collaborate to promote awareness and utilization of child health programs, including CATCH, available within McCurtain County.
- ✓ Strategy 2 Increase the number of schools, business, congregations, early childhood, restaurants and communities who apply for Certified Healthy recognition.
- ✓ Strategy 3 Collaborate to promote awareness and utilization of Local Farmers Markets within various communities located within McCurtain County.
- ✓ Strategy 4 Collaborate to promote awareness and utilization of heart disease programs, including Million Hearts campaign, available within McCurtain County.
- ✓ Strategy 5 Promote and educate community members on healthy living lifestyles through community outreach opportunities.
- ✓ Strategy 7 Create social media outlets that promote healthy living lifestyles including; chronic disease prevention, obesity reduction, tobacco and smokeless tobacco use and physical activity.



Community Resources: Tobacco Settlement Endowment Trust
Healthy Living Program
Oklahoma State University Extension Office
Diabetes Support Group
Kiamichi Area Nutrition Program
CATCH Kids Club

Mental Health

The number of people who are mentally ill in McCurtain County continues to rise and within the last two years has increased nearly ten percent. Substance abuse indicators have also been on the rise in recent years. Factors contributing to the poor mental health status and high rates of substance abuse of McCurtain county including: poverty, family disruption (domestic violence and divorce), and high liquor store density.

Minimal treatment options for both severe mental illness and addiction issues are also a concern in the area. Currently, there is no inpatient treatment available for adults within the area and no



Mental Health *continued*

psychiatrists to oversee outpatient treatment within McCurtain County; however, there are now two nurse practitioners for behavioral health in the county. There is one geriatric behavioral facility at the county hospital. There are also limited mental health facilities that provide care to the uninsured.

The ratio for mental health provider was at 544:1 in 2014; whereas the state ratio is at 426:1. Poor mental health days were at 4.0 for 2013 sitting slightly below the state average of 4.2 for the same time period. McCurtain County's suicide rate was an alarming 23.9 per 100,000 people. As a result of substance abuse, there were 74 alcohol related car crashes in McCurtain County in 2010.

Objective: Demonstrate an increase in the proportion of adults in McCurtain County who self-report good or better mental health days, by 2020.

Baseline 4.0 days per month ~ CHA, Attachment D

- ✓ Strategy 1 Promote and educate community members including youth on services available in McCurtain County through multiple media outlets including; social and print.
- ✓ Strategy 2 Provide support in the coordination and implementation of Health Home providers within McCurtain County.
- ✓ Strategy 3 Promote and participate in mental health awareness activities and events in order to reduce the stigma of mental health services in McCurtain County.
- ✓ Strategy 4 Develop and maintain a mental health provider list for the region and make available to community members and supporting agencies.
- ✓ Strategy 5 Seek local champion for mental health committee.
- ✓ Strategy 6 Create/utilize social media outlets to increase education on mental health and local/state resources. Maintain on an ongoing basis.

Community Resources:

- Sequel Care of Oklahoma
Health Home Grant
- Regional Prevention Coordinators ~ Region 6
Kiamichi Council on Alcohol and Drug Abuse
- Carl Albert Mental Health Services
Health Home Grant
- CREOKS
Health Home Grant
- Providence of Oklahoma



Substance Abuse

The number of people who are mentally ill in McCurtain County continues to rise and within the last two years has increased nearly ten percent. Substance abuse indicators have also been on the rise in recent years. Factors contributing to the poor mental health status and high rates of substance abuse of McCurtain county including: poverty, family disruption (domestic violence and divorce), and high liquor store density. Minimal treatment options for both severe mental illness and addiction issues are also a concern in the area.



Currently, there is one small inpatient treatment facility in Valliant available for women only. Also there are no psychiatrists to oversee outpatient treatment within McCurtain County; however, there are currently 2 behavioral health nurse practitioners in McCurtain County. There are also limited mental health facilities that provide care to the uninsured. The ratio for mental health provider was at 544:1 in 2014; whereas the state ratio is at 426:1. Poor mental health days were at 4.0 for 2013 sitting slightly below the state average of 4.2 for the same time period. McCurtain County's suicide rate was an alarming 23.9 per 100,000 people. As a result of substance abuse, there were 74 alcohol related car crashes in McCurtain County in 2010.

Objective: Demonstrate a decrease in the number of adults who drink excessively, by 2020.

Baseline: 9% ~ CHA, Attachment D

- ✓ Strategy 1 Promote media campaigns that educate community members on varying substance abuse and alcohol issues throughout McCurtain County.
- ✓ Strategy 2 Support Responsible Beverage and Services Sales trainings throughout McCurtain County.
- ✓ Strategy 3 Support the reduction of access to alcohol for minors under 21 through compliance checks.



Substance Abuse *continued*

- ✓ Strategy 4 Promote education on prescription drug issues including; prescription monitoring programs, drop box utilization and locations.
- ✓ Strategy 5 Promote and support continued Standardized Field Sobriety Test Trainings for all county law enforcement officers.
- ✓ Strategy 6 Promote substance abuse and alcohol prevention programs within the adolescent population.
- ✓ Strategy 7 Create/utilize social media outlets to increase education of substance abuse prevention and local/state resources and maintain on an ongoing basis.
- ✓ Strategy 8 Support and promote substance abuse prevention education and awareness through collaborative efforts of partners.
- ✓ Strategy 9 Develop sustainability in collaborative efforts to reduce substance abuse.

Community Resources: Southeastern Oklahoma Interlocal Cooperative
Strategic Prevention Framework State Incentive Grant
Regional Prevention Coordinator
Kiamichi Council on Alcoholism and Substance Abuse
Valliant House Treatment Center for Women
Providence of Oklahoma
Carl Albert Mental Health Services
Sequel Care of Oklahoma

Domestic Violence

The Community Themes and Strengths Assessment revealed that McCurtain County community members see a strong need for improvement in the area of domestic violence and like violations against others.

Studies indicate that there is a strong correlation between alcohol consumption and the occurrence and severity of domestic violence. Also, victims of domestic violence are fifteen times more likely to abuse alcohol than those who have not experienced abuse.



Domestic Violence *continued*

McCurtain County has both, a high liquor store density and substance abuse rates, which likely contributes to increased domestic violence.

Statistics have shown that child abuse is also more likely to occur in a house with domestic violence. Children who grow up in homes with domestic violence are fifteen times more likely to be physically or sexually abused in their homes. Adverse childhood experiences are at a far higher rate for McCurtain County than state or national averages. Children 0-17 in foster care are at 67 per 1000 children in 2013. Adverse childhood experiences score for McCurtain County was at 38.0 in 2004. Arrests for juveniles for violent crimes were at 12 for 2008.



Annually, approximately 20,000 cases of domestic violence are reported in the state of Oklahoma. Domestic violence and sexual assault are two of the most under reported crimes. Although the community strongly recognizes that domestic violence is an area that needs continued attention, statistics specific to McCurtain County were not readily available for the purpose of documenting in the Community Health Assessment. The Core Team will continue to recognize the need to include domestic violence issues within the community health improvement plan.

Objective: Demonstrate a decrease in the ACE score for children living in McCurtain County.

Baseline: 38/1,000 ~ CHA, Attachment D

- ✓ Strategy 1 Support/promote two domestic violence outreach efforts annually in McCurtain County.
- ✓ Strategy 2 Create/utilize social media outlets to increase education of domestic violence and local/state resources and maintain on an ongoing basis.
- ✓ Strategy 3 Connect McCurtain County citizens to resources through local McCurtain County Coalition for Change.
- ✓ Strategy 4 Promote domestic violence prevention and teen dating programs within the adolescent population.



Domestic Violence *continued*

- ✓ Strategy 5 Seek local champion for domestic violence committee.

Community Resources:

- SOS for Family Violence Center
- VOCA
- McCurtain County Sheriff's Office
- VAWA
- Choctaw Nation of Oklahoma
- Legacy
- Project SAFE
- Voices for Survivors
- McCurtain County Health Department
- Bright Beginnings

Unintentional Death *and* Injury

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.

This trend does not change much in McCurtain County where unintentional injuries are the leading cause of death for ages 5 to 44 in McCurtain Counties. Department of Public Safety has estimated that for every motor vehicle related death \$1.3 million in economic costs are incurred. For McCurtain County, which has an average of 15.8 motor vehicle-related deaths a year, the estimated economic costs are almost \$20.5 million a year. Violence-related injuries (homicide and suicide) in McCurtain County rank in the top 10 causes of death for persons from 15 to age 64 and suicide is the 7th leading cause of death for all ages.

In 2010, the most recent year that data are publicly available, injuries accounted for almost \$1.4 billion of Oklahoma's hospital inpatient charges, or almost \$34,000 per discharge. This equates to more than 10% of total inpatient charges in 2010 and does not consider other related medical expenses or lost productivity.

In McCurtain County, unintentional injury is the 4th leading cause of death at 84.4 deaths per 100,000 population. The county rate is lower than the rate of 90.2 which was reported in the previous County Health Report. The current rate is higher than the state rate of 58.7 deaths per 100,000 population.

Motor-vehicle accidents account for 48% of McCurtain County's unintentional injury deaths per



Unintentional Death and Injury *continued*

100,000 population, resulting in an estimated cost of \$93.7 million in 2011. This cost includes wage and productivity losses, medical expenses, administrative expenses, motor vehicle damage, and employers' uninsured costs (\$1.42 million per death).

Violence-related deaths (suicide and homicide) are also leading causes of death in Oklahoma. McCurtain County's homicide rate of 9.5 deaths per 100,000 population is 44% higher than the state rate of 6.6 deaths per 100,000 population, and the suicide rate of 24.1 deaths per 100,000 population is 45% higher than the state rate of 16.6 deaths per 100,000 population. An additional measured looked at was adults who drink excessively at 9%; we are 1% point behind the state at 10% in 2014.



Objective: Demonstrate a decrease in the number of adults who drink excessively, by 2020.

Baseline: 9% ~ CHA, Attachment D

- ✓ Strategy 1 Promote Prescription Monitoring Programs throughout McCurtain County pharmacists.
- ✓ Strategy 2 Educate citizens of McCurtain County on misuse and abuse of prescription drugs.
- ✓ Strategy 3 Seek champions to work on coalition committee.
- ✓ Strategy 4 Promote county and regional resources.
- ✓ Strategy 5 Promote "Did You Know Campaign" in county.
- ✓ Strategy 6 Promote and conduct Sobriety Checkpoint Trainings for county officers.
- ✓ Strategy 7 Promote national 'Distracted Driving Campaign'.
- ✓ Strategy 8 Create/utilize social media outlet to increase awareness of causes of unintentional death and injury causes and preventive measures in McCurtain County.

Community Resources: McCurtain County Sheriff's Office
Broken Bow Police Department
Idabel Police Department
Regional Prevention Coordinator



Summary

As McCurtain County Coalition for Change moves into Phase 6 and implementation of this Community Health Improvement Plan (CHIP), it is important that they remember this is a very fluid and dynamic process. All phases of the MAPP process may need to be revisited at any time due to unforeseen circumstances and developments. This potential situation is to be expected. Though the team strived to be deliberate in the strategic planning process, there will be obstacles and opportunities that are yet to be discovered. Members of the McCurtain County Coalition for Change will formally review this plan annually. The coalition will be in constant evaluation mode as they work to implement strategies.



McCurtain County Coalition for Change has been a cornerstone of community mobilization and collaboration since their first meeting in 1996. Their first efforts focused on identifying substance abuse and behavioral health issues adversely affecting McCurtain County residents. The vision of the McCurtain County Coalition for Change is a progressive, safe and healthy county for the people of McCurtain County. This plan is the next significant step in achieving that vision.

McCurtain County Coalition for Change has learned over the years that improving health outcomes takes a lot of time and effort. However, the coalition has also seen improved health outcomes do eventually come. Even though the county is the second poorest in the state, they have seen the health rankings continue to rise in areas where concentrated efforts have been conducted. In the past 11 years, tobacco prevalence has dropped a dramatic 10% to a low of 23% tied with the state average. Overall health outcomes puts this most southeast county at 59th out of 77 counties, which may seem dismal, but it actually demonstrates a dramatic increase for a county that has been in the bottom 3 for many years.

With the experience and knowledge of these successes, the members of the McCurtain County Coalition for Change will continue to apply themselves to improving the health of its citizens. The coalition understands that this is a battle that never ends, that there will always be room for improvement no matter how much ground is gained in increasing health outcomes. They are a committed group, who keep on keeping on because of those who cannot or will not stand up for themselves. They will continue working to make changes and to perpetuate best and promising practices, so that all can and will know how best to improve their health. They will continue on promoting and educating on healthy lifestyle choices through a holistic approach. They will continue on to eliminate disparities that affect the different population groups. And most especially they will continue on teaching, telling and pushing forward to achieve greater health outcomes for all citizens of McCurtain County.



Appendix A ~ Version History

The version numbering is as follows:

The initial version is 1.0.

All subsequent minor changes should increase the version number by 0.1.

All subsequent major changes should increase the version number by 1.0.

Version Number	Change Request Number	Accepted Date	Author/s	Summary of Change
1.0		8/18/2015	Jerry Speck Linda Ehrhardt	Initial Version accepted by McCurtain County Coalition for Change



Appendix B ~ Yearly Updates

Notes:



**McCurtain County
Community Health Improvement Plan
(CHIP)**

Contact Information:

Creda Impson, Chairperson

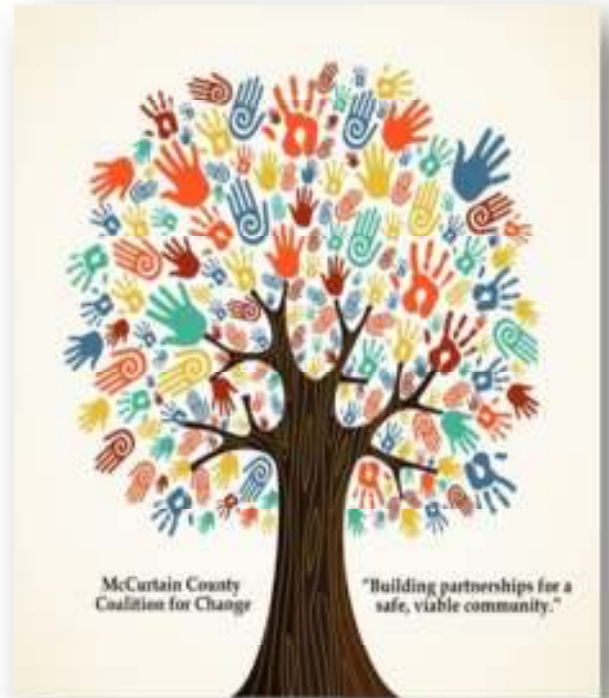
McCurtain County Coaliton for Change

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Oklahoma State Department of Health

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McCurtain County Coalition for Change

3rd Tuesday of the Month @ 10:30 am

McCurtain Memorial Hospital ~ North Tower, 2nd Floor

1301 North Lincoln Road

Idabel, OK 74745

