2005 Vital Signs
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MISSION STATEMENT

To improve the health, safety, education and economic well being of individual families in need in Central Oklahoma by connecting community resources with responsive and accountable health and human service agencies.

VISION

To be the leading organization building a stronger, healthier, and more compassionate community.

HISTORY

The Community Council of Central Oklahoma was formed in 1942 and played an important leadership role in shaping many valued community organizations. Some of these organizations include the Community Action Agency, Neighborhood Services Organization, AWARE Aging Agency, a coordinated prenatal/pediatric care system for medically indigent women and children, Latino Community Development Agency, and Possibilities: Neighbors in Action.

In 2003, the Community Council merged with the United Way of Central Oklahoma integrating its mission with that of the United Way. The Research & Convening Department carries on much of the work of the Community Council. Vital Signs and the Oklahoma County Household Quality of Life Study are an integral part of the mission of the department. Providing research to identify areas not currently served or addressed by current programs or agencies, the United Way now continues the collaboration with other organizations and community leaders to develop and launch pilot programs that will fill the gaps in those services.

RESEARCH & CONVENING COMMITTEE

James Elder, Partner, Mock, Schwabe, Wald, Elder, Reeves, & Bryant (Chairman)
Ray Ackerman, Chairman Emeritus, Ackerman McQueen
Dr. Nancy Anthony, Ph.D., Executive Director, Oklahoma City Community Foundation
Jim Buchanan, Real Estate Associate, Gerald L. Gamble Co. Re却ors
Douglas Cummings, Chairman, Cummings Oil
Peggy Dougherty, Retail Analyst, Beidle & Associates
Dr. Paul Dungan, D.V.M., M.P.H., Director, Oklahoma City-County Health Department
Jerry Fox, Regional Vice President, SBC Southwestern Bell
Pat Fennell, Executive Director, Latino Community Development Agency
Pat Gallagher, Community Volunteer
Carole Hall-Henderson, Associate Assistant Dean, Langston University at Oklahoma City
LaAnn Jenkins, Executive Director, Oklahoma Federal Executive Board
Karen Laneridge, Community Volunteer
Bob Lorentz, Community Volunteer
Mary Anne McCaffrey, M.D., Professor, University of Oklahoma Health Sciences Center
John Mobley, Vice President, SAM Health Care of Oklahoma
Timothy O’Connor, Executive Director, Catholic Charities
Jim O’Connor, President, Central Oklahoma AFL-CIO Labor Council
John Rex, President, American Fidelity Assurance Company
Anne Roberts, Executive Director, Oklahoma Institute for Child Advocacy
Bill Robison, Shirk Work & Robinson
Tim Tall Chief, Director, State Dept. of Health
Zach Taylor, Executive Director, Association of Central Oklahoma Governments
Valerie R. Thompson, President/CEO, Urban League of Greater Oklahoma City
Pam Trup, Executive Director, St. Anthony North
Jack Wilson, President, Wilson Financial Group

STAFF

Ed Pulido, Vice President of Research & Convening; Alisa Allen, Director of Community Initiatives; Brian Corder, Director of Research; Nina Reaves, Technology & Production Associate

ACKNOWLEDGEMENTS

Research & Convening Committee, Craig Knutson; James Best, Insight Market Research; Oklahoma Institute for Child Advocacy Rainbow Fleet; United Way of Central Oklahoma Staff; Laura Voth, University of Central Oklahoma; Jason Sheehan, Oklahoma State University; Lisa Yaden, Greater Oklahoma City Chamber of Commerce

Cover Image By Robert Puckett.

GENERAL DATA SOURCES

United States Census Bureau, Bureau of Labor Statistics, Oklahoma State Department of Health, Oklahoma State Department of Labor, Oklahoma State Department of Corrections, Oklahoma State University, Oklahoma City/County Health Department, Oklahoma County Department of Training and General Assistance, City of Oklahoma City, Greater Oklahoma City Chamber of Commerce, Department of Health and Human Services, Centers for Disease Control and Prevention
In 1994, the Community Council of Central Oklahoma conducted a strategic analysis of health and human service needs in Central Oklahoma. This analysis was completed in cooperation with a diverse group of community volunteers who had a history of leadership and activism involving efforts to improve the well-being of citizens. This work resulted in the publication of Choosing Our Future, which defined the strategic needs of children and youth, working-age adults and the elderly in our community.

Community volunteers concluded that community well-being is enhanced when:

- Children and youth become competent citizens who are law-abiding, have the desire and skills to be employed, and have the desire and skills to participate in the civic life of the community;
- Working-age adults obtain and retain employment with adequate income;
- Working-age adults are equipped to support the needs of children and youth and the elderly;
- Working-age adults have access to appropriate and affordable health care;
- Elderly citizens are able to maintain their economic well-being and quality of life;
- All citizens feel a sense of personal safety; and
- All citizens are active in the civic and cultural life of the community.

If the community is to effectively address these strategic needs, participants in community decision making must have access to information that provides a realistic picture of what has become better, what has become worse and what has stayed the same in the lives of Oklahoma County citizens. Community indicators provide this information.

WHAT ARE INDICATORS?

Indicators are presentations of data that together show changes and trends over time and provide a view of the overall health of the community. Indicators function in the same way that heart rate, blood pressure and body temperature provide a picture of our overall personal health. Community indicators are “vital signs” for monitoring and measuring where we are and where we are going over time. Tracking community indicator trends assists the community in shaping our future and provides information for setting current and future priorities.

THE VITAL SIGNS COMMUNITY INDICATORS

The set of Vital Signs community indicators is designed to:

- Educate the community about trends influencing the well-being and quality of life of citizens
- Provide credible, up-to-date information to guide priority setting and decision making
- Serve as a catalyst for community action and improvement

FIVE CRITERIA GOVERNED THE SELECTION OF SPECIFIC INDICATORS:

- Significance to the local community;
- Ability to reflect a specific dimension and to contribute to the overall picture of the well-being of citizens;
- Ability to support policy decisions;
- Ability to be obtained annually; and
- Ability to be measured consistently over time.

THE SET OF VITAL SIGNS COMMUNITY INDICATORS TRACKS THREE POPULATION GROUPS:

- Children and youth from birth through age 17
- Working-age adults from the ages of 18-64
- Elderly adults from the age of 65.

THERE ARE SIX CATEGORIES OF INDICATORS:

- Economic Well-Being
- Educational Achievement
- Health Status
- Safety
- Civic Participation
- Arts and Culture
RESEARCH SOURCES

Primary data are provided through a biannual, representative telephone survey of 1,250 Oklahoma County households. The latest survey, now in its eighth year, was conducted for the United Way of Central Oklahoma by Insight Market Research in Oklahoma City. The survey provides demographic and socioeconomic data, as well as quantitative and qualitative data related to economic well-being, educational achievement, health status, safety, civic participation, and arts and culture.

Secondary data are obtained from the most recent records and documents of public and private agencies. For those indicators where appropriate data are readily available, Oklahoma County data are compared to state and/or national data.

TRENDS OVERVIEW

Analyzing trends provides insight into larger patterns that are occurring in Oklahoma County over time. Notable changes occurring in one year may not reflect changes in a longer-term “trend,” but are important enough to bring to the community’s attention because they may signal the impact of a significant event or change in the environment.

ONE-YEAR CHANGES

• The percentage of households feeling financially secure declined by five percentage points.

• The percentage of Oklahoma County residents who own their own homes has increased by four percentage points to 75.5 percent.

• The percentage of 5th grade students scoring at or above satisfactory levels on the Oklahoma Core Curriculum Math Test increased substantially, but still remains below previous levels.

• The public school dropout rate decreased modestly in 2003 and rose slightly to 4.6 percent in 2004.

• Health insurance coverage for poor families has remained relatively flat.

• There has been a 6 percent increase in domestic violence reports.

• The number of elder abuse and neglect referrals increased 7 percent while the rate of substantiated referrals remained relatively static.

TRENDS TO WATCH

• Oklahoma County residents’ per capita personal income nearly equaled the per capita personal income for the nation in 2001. While showing modest declines over the next two years, this trend follows closely the national average and is trending positively.

• Fully one third of households under age 65 have done little or no planning for retirement. This trend is improving, but levels of financial planning for those under 30 is extremely high.

• The percentage of adults who have completed a bachelor’s degree or beyond continues to exceed state and national rates.

• Students are not achieving targeted skill levels in the core subjects of reading and math though gains are being made; middle-school students are losing gains in math scores made in elementary school.

• One in four mothers of all new births has not completed high school.

• The percentage of expectant mothers receiving first trimester prenatal care is increasing slightly, but nearly one in five expectant mothers do not get this early prenatal care.

• The number of poor households that are not covered by health insurance continues to increase. The number of households without insurance coverage also continued to increase.

• The overall index crime rate for violent and non-violent crimes, and juvenile arrest for violent and serious offenses has increased slightly over the past three years.

• The number and percent of child abuse and neglect cases in Oklahoma County continues to increase by approximately 10 percent each year.
Oklahoma County Vital Signs 2005 is intended to be used by citizens, including community, civic, government and business leaders, to track changing conditions, guide policy development and support allocation of resources. The indicators are a call to action – to celebrate successes, but also to spur critical thinking about the issues, shape a community vision, set priorities and take steps toward positive change.

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<td>683,992</td>
<td>3,523,553</td>
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<tr>
<td>Under 18</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>18-24</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>25-44</td>
<td>30%</td>
<td>27%</td>
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<tr>
<td>45-64</td>
<td>22%</td>
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<td>65 and over</td>
<td>12%</td>
<td>13%</td>
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<tr>
<td>White only</td>
<td>70.4%</td>
<td>78.4%</td>
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<td>Black or African-American only</td>
<td>15.0%</td>
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<td>American Indian or Alaskan Native only</td>
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<td>Asian Only</td>
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<td>0.09%</td>
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<td>Hispanic Origin</td>
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<td>Other</td>
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<td>Female</td>
<td>51.3%</td>
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<tr>
<td>Male</td>
<td>48.7%</td>
<td>49%</td>
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Source: U.S. Census Bureau
Economic Well-Being Indicators

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FINANCIAL PLANNING FOR RETIREMENT
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POVERTY RATE FOR ALL HOUSEHOLD
HOME OWNERSHIP
STUDENTS ELIGIBLE FOR FREE/REDUCED-PRICE LUNCH
HOUSEHOLDS WITH CHILDREN BY HOUSEHOLD TYPE
CHILDREN BY EMPLOYMENT STATUS OF PARENTS
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Population Growth

This indicator measures changes in the population of Oklahoma County from 1990 – 2004.

Oklahoma County’s population grew 10.4 percent from 1990 -2001 and was higher state growth of 10.0 percent. Both of these rates are less than 13.5 percent national growth.

According to projections from the U.S. Census Bureau, the percentage of Oklahoma’s working-age population ages 20-64 is expected to decrease over the next two decades. The primary reason for the projected decrease is the expected growth in the number of elderly residents. This population is expected to double in the same period. If this projection holds true, this trend will impact the demand for social services as well as long-term tax revenues. The number of residents ages 0-17 is expected to increase by less than 10 percent in the same time period.

Annual Wage and Salary Employment

This indicator is based on wage and salary employment in the following sectors of the economy: construction, manufacturing, energy, service, wholesale/retail trade, state and local government, federal government, transportation and public utilities, finance, insurance and real estate.

Average annual wage and salary employment has increased dramatically since 1990, however, the increases have merely mirrored changes in the national averages. The Average Wage Per Job analysis indicates an upward trend across the nation, state, county, and metropolitan area. Oklahoma County continues to lead the other area pacing only 15 percent below the national average. Coupled with job growth data this seems to indicate most of the wage increases are at the lower end of wage spectrum.

Since 1991, the average wage per job has increased nearly 70 percent in state and local areas. This exceeds the national increase of 60 percent and begins to narrow the gap, though in 2003 Oklahoma County was still 88 percent of the national average wage per job. Job growth is a component of narrowing the gap, but these jobs will need to meet or exceed the national average wage per job to continue allowing Oklahoma and Oklahoma County to close the gap.
In the Oklahoma City Metropolitan Statistical Area, MSA, 118,900 net new jobs were created between 1990 and 2004, nearly 15,000 of those since 2000. Statewide, 333,000 net new jobs were created for the same period, including over 200,000 in the past decade alone. The period from 1995-2000 showed the highest levels of growth growing the number of jobs by nearly 172,000. Financial and Business Services and Construction have shown the strongest growth locally and statewide.

**Per Capita Personal Income**

*Per capita personal income illustrates how well paid the area’s employees are. It can be compared to other geographic areas and job sectors to see how well the area’s employees fare.*

Historically, average annual wage and salary employment has increased dramatically since 1990, however, Per Capita Personal Income (PCPI) in the Oklahoma City MSA averages 9.8 percent below the national average. Oklahoma County is slightly better, averaging about 4.5 percent below the nation. Increases in the MSA, county and state all mirror national trends. PCPI has increased over 60 percent since 1990 at the national, state, and local areas. A historical trend analysis of Bureau of Labor Statistics data reveals that the State of Oklahoma PCPI lags 15-18 percent below the national average. PCPI in Oklahoma County remains higher than the state per capita personal income. Though improving, PCPI for the state consistently trends near 85 percent of the United States PCPI over the past several years.

Oklahoma County’s PCPI in 2001 exceeded the national average by $55; subsequently decreasing slightly remaining at 98 percent of the national average for the past two years. In 2003, Oklahoma County’s per capita personal income was 98 percent of the U.S. figure compared to 91 percent in 1999. PCPI is rising, but not significantly gaining on the national average. This gap suggests that increases in average annual wage and salary employment are in jobs at the lower end of the wage and salary scale.

This measure provides a picture of the financial security comfort level of households. According to the 2004 Oklahoma County Household Survey, the percentage of households responding “Very Secure” returned to levels slightly higher than those in 2001. The presence of children in the household does not seem to significantly impact the feeling of financial security. The percentage of households responding “Very Secure” or “Somewhat Secure” rose to 86.3 percent, a slightly higher level than the 86.2 percent in 2001 and nearly a 5 percent improvement over the 81.7 percent in 2002. The data correlates to a higher degree of perceived security across all households both with and without children.

Households having a total income at or below 150 percent of the Federal Poverty Level feel the least positive about their current financial situation. For a family of four, 150 percent of the Federal Poverty Level is defined as $28,275 in annual household income. The 2004 data illustrates the greatest increase in perceived security in those households without children who responded either “Very Secure” or “Somewhat Secure.” Perceived security correlates with fluctuations in both the PCPI and Wage Per Job indicators as well.

Financial Planning for Retirement

This measure tracks the percentage of citizens who are engaged in planning their financial well-being after retirement. According to the 2004 Oklahoma County Household Survey, 29.1 percent of households under age 65 have done little or no financial planning for their retirement years. For households 65 years of age and older, 26.5 percent reported having done little or no financial planning for retirement.

This trend seems to illustrate an increased awareness for retirement planning. Increased planning at earlier ages could potentially alleviate some financial concerns for social service providers in the future. Employee benefit changes from traditional pension plans to deferred compensation and personal savings plans have become common throughout many sectors of the economy. This change in perspective regarding retirement savings for younger employees entering the workplace could be one factor influencing the increase in retirement planning at an earlier age.
Poverty Rate for Children Under 18

This indicator is the percentage of children under the age of 18 living in households with total incomes at or below 100 percent of the Federal Poverty Level. For a family of four, 100 percent of the Federal Poverty Level is defined as $18,400 in annual household income.

The percentage of children living in poverty is a key indicator of how well the community cares for its children. Research indicates that children growing up in poverty are more likely to lack the resources necessary for meeting daily living needs – food, adequate housing, health care, and clothing. Children growing up in poverty are also more likely to do poorly in school and to be at risk for child abuse and neglect.

In 2002, 22 percent of Oklahoma County children lived in poverty compared to 19.9 percent of children in the U.S. and 23.7 percent of children in Oklahoma. During 2003 the rate soared to 24.2 percent and then dropped to 21.1 percent in 2004. Viewed over the longer term, Oklahoma County’s poverty rate for children under the age of 18 consistently averages 22 percent over the past decade.

Home Ownership

Home ownership is the percentage of residents living in owner-occupied housing. Home ownership contributes to safe, stable neighborhoods and is associated with increased property values.

Since 1998, home ownership rates in Oklahoma County have been consistently higher than national rates. In 2002, there was an almost 4 percent increase in home ownership in Oklahoma County over the previous year. This trend continued in 2004 with an increase to 75.7 percent owning their own homes. The Household study was not conducted in 2003. This indicator suggests Oklahoma County has a solid base of households who own their own homes.

One of the greatest factors in Oklahoma’s low cost of living is its relatively inexpensive housing. Coupled with lower interest rates and favorable economic development, an increase in home ownership is not unexpected. Changing economic pressures and interest rates may impact this trend in future years.
**Poverty Rate for All Oklahoma County Households**

*This indicator is the percentage of households with total annual income at or below 100 percent of the Federal Poverty Level.*

Increases in wage and salary employment in 2004 revealed a moderate change in the poverty rate for all Oklahoma County households. Since 1990 the poverty rate has only decreased 1.1 percent, but in extrapolating the actual numbers of people in poverty, 2004 returns Oklahoma County to poverty levels near that of 1990 while supporting a population that has increased over 12 percent. In 2004, the national poverty rate was 12.7 percent; Oklahoma was 11.8 percent. The Oklahoma County poverty rate of 13.6 percent was above the rates for both the nation and the state.

Job growth and an increasing Per Capita Personal Income suggests that many working adults continue to increase their household incomes by holding more than one job to provide their families with basic needs. Continued job growth and average wage per job increases could further improve this indicator.

**Students Eligible for Free/Reduced-Price Lunch by County and State**

*This indicator measures the percentage of students eligible to receive free / reduced-price lunch at school. Eligibility criteria are based upon income guidelines calculated according to household size. It should be noted that the percentage of students eligible to receive free / reduced-price lunch may be higher than the percentage who receive free / reduced-price lunch because participation is based on a family’s self-reported need for assistance.*

Since the 2000-2001 school year, the percentage eligible for free and reduced lunches has increased 14.9 percent. Some of this increase may be attributed to changing eligibility requirements. The total enrollment for districts in Oklahoma County has only increased about 1 percent from 2000 to 2004. Some districts have seen much higher growth rates, but the total student population in Oklahoma County has remained fairly stable. This trend seems to match population shifts in the Oklahoma County area.

This indicator seems to support the conclusion that child poverty is still increasing in Oklahoma County even as household incomes continue to rise.
Students Eligible for Free/Reduced-Price Lunch by School District: 2000-2004

These data provide a picture of the percentage of students eligible for free / reduced-price lunch by Oklahoma County school district for the 2000-2004 school years.

Five school districts have percentages of eligible students higher than the county wide average of 56.6 percent. These districts are Crutcho, Millwood, Oklahoma City, Crooked Oak, and Western Heights.

The six largest school districts by student population have percentages of eligible students ranging from 86.4 percent to 15.8 percent. These districts are Oklahoma City, Western Heights, Midwest City / Del City, Putnam City, Choctaw / Nicoma Park and Edmond. Child poverty affects inner city, suburban, large and small school districts in Oklahoma County. The chart above illustrates the percentages of Free/Reduced Lunches over the past four school years and total net change in number of students eligible for those lunches. Oklahoma County saw an increase of 16,711.4 eligibilities during this period.

Households With Children by Household Type

This indicator reports the percentage of children living in single-parent and two-parent households in Oklahoma County. Understanding the composition of families helps provide a picture of how children are living.

Family composition affects the resources available to children. Research indicates that children growing up in single-parent households are more likely to be living in poverty than children growing up in two-parent households. Historically, according to the U.S. Census Bureau, families headed by single females had the highest poverty levels followed by families headed by single males.

Nationwide, five percent of households were headed by single males compared to 6.5 percent in Oklahoma County; 23 percent of Oklahoma County households were headed by single females contrasted to 18-19 percent in the state and nation. Nationwide, 70.5 percent of households were headed by a married couple family compared to 63 percent in Oklahoma County.
Children By Employment Status of Parents

This indicator measures the percentage of children living in households in which all parents work. This indicator is related to the issue of quality, affordable child care.

Slightly more than two-thirds of Oklahoma County’s children and youth live in households in which all parents in the family work. Nationwide in 2000, 66.4 percent of children lived in households in which all parents in the family worked.

In Oklahoma, 57.7 percent of households with children have at least one working parent and 44.5 percent households with children live with two working parents.

Children whose parents, or parent, work outside of the home need some type of child care or after-school care. This care can be provided in a home by a relative or child care professional. Some young children attend a home- or center-based child care program. Older children may attend a school-based or community-based after-school care program.

According to the Oklahoma Department of Human Services, in Oklahoma County:

- Full-time infant care is difficult to locate as well as part-time care for both infants and toddlers. The greatest access to infant care is through family child care homes. Waiting lists are used for acceptance in both family care homes and child care centers. In 2003, 14,651 children were on waiting lists around the state.

- The average cost for child care across all ages continues to increase. The overall cost per day across all ages was $16.84. In metropolitan counties, that cost was 25 percent higher at $18.88 per day. Other factors influencing cost are star rating and type. The mean child care cost for infant care charged to parents by providers was $5,568 in 2003, a slight decrease from 2001. Children average 22 days per month in a child care setting.

- Demand for after-school, evening and week-end care, as well as care for sick and special needs children continues to be one of the fastest growing needs relating to child care. In Oklahoma County, 41.7 percent of those surveyed stated they had difficulty obtaining childcare so they can go to work.

### ECONOMIC WELL-BEING SUMMARY

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<tr>
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<td>Positive</td>
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<tr>
<td>Average Annual Wage and Salary Employment</td>
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<tr>
<td>Per Capita Personal Income</td>
<td>Positive</td>
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<td>Real Per Capita Personal Income as a percentage of U.S. Real Per Capita Personal Income</td>
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<td>Children Living Below 100 percent of the Federal Poverty Level</td>
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<td>Poverty Rate for All Households</td>
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<td>Home Ownership</td>
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<td>Students Eligible for Free / Reduced-Price Lunch</td>
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<td>Households with Children by Household Type (Two-Parent and Single-Parent Families)</td>
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<td>Children by Employment Status of Parents (Households Where All Parents Work)</td>
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Educational achievement affects our citizens’ ability to participate in a competitive workforce, achieve higher incomes and escape the cycle of poverty.
Educational Attainment

This indicator provides a picture of the highest level of educational achievement among adults ages 18-64. Of particular concern is the percentage of adults who have at least a high school diploma or GED and the percentage of adults who have completed at least a bachelor’s degree.

As the economy becomes more knowledge based, education and training beyond the high school level are critical to ensure employment at an adequate wage. According to the 2004 Household Survey, 39.9 percent of Oklahoma County adults have completed at least a Bachelor’s degree.

According to estimates from the 2000 U.S. Census, approximately 21.6 percent of Oklahoma’s adults, ages 25 and over, had completed a Bachelor’s degree; 18.7 percent had completed a degree beyond the a Bachelor’s. In 2003, 27.2 percent of U.S. adults, ages 25 and over, had a Bachelor’s degree or higher. Increases in degreed individuals correlates to decreasing high school dropout rates and increases in college and other post secondary educational programs.

5th and 8th Grade Math, Oklahoma Core Curriculum Test

This indicator measures the percentage of 5th and 8th grade students in public school who scored at or above the satisfactory level on the Oklahoma Core Curriculum Test in math. The satisfactory level is set by the Oklahoma Department of Education.

One measure of educational achievement is evaluating educational skill levels through standardized testing. The Oklahoma Core Curriculum Test is used statewide to measure student performance in reading and math, as well as other academic subjects. Educators, parents and employers view standardized tests as one way of determining whether students are leaving school prepared for college or a job that will enable them to earn a living wage.

Trending upward during the late 1990s, the percentage of 5th grade students scoring at the satisfactory level decreased drastically during the 2000-2001 school year. It plateaued during the next few years and showed moderate increases during the 2003-2004 school year.

Oklahoma County 5th grade students have consistently remained below the statewide percentage each year, except for the 2003-2004 school year where they were equal. For 8th grade students, there has been little change over time in the percentage of students scoring at the satisfactory level. Oklahoma County 8th grade students mirrored the 5th grade students by matching the statewide percentage. Student scores have not yet returned to the peak levels seen during the 1999-2000 school year. Any increase is positive, but further data is required to determine a change in this trend.

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<td>High School Graduate or GED</td>
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<td>25</td>
<td>23.7</td>
<td>22.4</td>
<td>25.65</td>
<td>28.9</td>
</tr>
<tr>
<td>Some College</td>
<td>29.2</td>
<td>29.4</td>
<td>28.6</td>
<td>31.4</td>
<td>26.85</td>
<td>22.3</td>
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<td>Associate’s Degree</td>
<td>6.5</td>
<td>5.0</td>
<td>6.2</td>
<td>5.1</td>
<td>5.5</td>
<td>5.9</td>
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<tr>
<td>Bachelor’s Degree</td>
<td>24.3</td>
<td>23.3</td>
<td>22.4</td>
<td>24.5</td>
<td>22.85</td>
<td>21.2</td>
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<tr>
<td>Degree Beyond Bachelor’s Degree</td>
<td>11.2</td>
<td>12.1</td>
<td>13.4</td>
<td>9.9</td>
<td>14.3</td>
<td>18.7</td>
</tr>
</tbody>
</table>

NOTE: YEARLY TOTALS INDICATE HIGHEST EDUCATIONAL ATTAINMENT AND ARE NOT CUMULATIVE.
SOURCE: OKLAHOMA COUNTY HOUSEHOLD SURVEY
5th and 8th Grade Reading, Oklahoma Core Curriculum Test

This indicator measures the percentage of Oklahoma County 5th and 8th grade students in public school who scored at or above the satisfactory level on the Oklahoma Core Curriculum Test in reading. The satisfactory level is set by the Oklahoma Department of Education.

The percentage of Oklahoma County 5th grade students scoring at or above the satisfactory level declined modestly from 1999 through the 2003 school year. However this group showed a dramatic increase of 5 percent in the 2003-2004 school year. The percentage of Oklahoma County 5th grade students scoring at the satisfactory level has trailed below the state level over the past few years, but rose 5 percent to 75 percent, still trailing 1 percent behind the state level. For 8th grade students, the percentage of Oklahoma County students with satisfactory scores or above increased slowly over this same time, averaging about 3 percent below the state average. Again in the 2003-2004 school year there was a significant increase of 9 percent bringing Oklahoma County equal to the statewide level of 82 percent.

As with the 5th and 8th Grade Math scores, more data is needed to see if this trend will continue. Early childhood educational programs and a focus on standardized indicators in education have shifted attention and energy on evaluating educational performance.

Public School Dropout Rate by County and State

This indicator measures the percentage of Oklahoma County public school students under the age of 19 in grades 9-12 who drop out of school in a given year.

It is more and more difficult for adults to earn a living wage without a strong education. Most jobs that pay a living wage require education and training beyond the high school level. Students who do not complete high school lack the education and training to be competitive in the workforce.

The Oklahoma County public school dropout rate decreased from 5.6 percent in the 2000-2001 school year to 4.6 percent in the 2003-2004 school year. This is up slightly over the 2002-2003 school year, but the overall trend is favorable. Oklahoma County’s public school dropout rate remains higher than the rate for Oklahoma, but the gap is closing. The state dropout rate continues its decline and was 3.5 percent for the 2003-2004 school year.
Public School Dropout Rate by School District

This measure tracks the dropout rate by school district.

In 2003-2004, 8 out of 13 Oklahoma County school districts had dropout rates lower than the state average. However, three of the six largest school districts based on student enrollment had dropout rates that exceeded the statewide average. They were Oklahoma City, Putnam City and Western Heights.

Increased integration of career education opportunities in high school, a focus on core academic competencies and increased funding through the Maps4Kids initiative are possible influencing factors in this mostly improving trend. A historical review of this trend correlates changes in dropout rates and testing with increased head start and other early childhood educational and engagement programs.

One interesting correlation is nearly all schools with high percentages of free and reduced lunch eligibilities also have increased dropout rates. Notable exceptions are Millwood with 86.5 percent of its students eligible for free and reduced lunches and a 0.3 percent drop out rate, and Harrah with 40.2 percent eligible for free and reduced lunches and a 2.1 percent drop out rate.
Good health improves the quality of individual lives and reduces health care costs. The health status of citizens depends upon good health practices and health behavior. The health status of citizens is also dependent upon access to health care services.
Educational Level of Mothers of All New Births

This indicator measures the educational level of mothers all of new births. Research indicates that one of the most important predictors of positive outcomes for children is the educational level of the mother. Research also indicates that a child’s success in school is linked to the mother’s educational level.

In Oklahoma County, 27.1 percent of mothers of all new births have not completed high school. The percentage for Oklahoma County is higher than the 23.6 percent statewide and the 21.4 percent nationwide levels.

Infant Mortality

The infant mortality rate is an indicator of the care provided to mother and child. The infant mortality rate is reported as deaths of infants under one year of age per 1,000 live births.

Infant mortality remains a significant problem in Oklahoma County. The infant mortality rate in Oklahoma County continues to be higher than the rates for the state and the nation. Nationally over the past several years the infant mortality rate has declined with exception of a small increase in 2002.

Infant mortality in Oklahoma County changed drastically in comparison over the same term. The fluctuations in Oklahoma County vary from a peak of 11.6 in 2000 to a low of 7.7 in 2002. An averaging of the trend shows decreases toward state levels, but the infant mortality rate in 2004 exceeded the national rate by 2.7 points. Birth rates continue to increase an average of 1.6 percent over the same term. Infant death rates are only increasing by 0.5 percent.

First Trimester Prenatal Care

This indicator tracks the percentage of mothers who receive prenatal care in the first trimester of pregnancy. Mothers who receive early prenatal care are more likely to carry their babies to term and to deliver a normal-weight baby. Mothers who receive prenatal care are less likely to smoke or abuse drugs during their pregnancy.

During the 1990s the percentage of mothers receiving prenatal care in the first trimester fluctuated dramatically, however, since 2001 that number has remained within a 1.2 percent margin. In 2003, approximately 78 percent of mothers in Oklahoma County and 76 percent of mothers in Oklahoma received early prenatal care compared to 84 percent of mothers nationally.
Births to Unmarried Mothers
This indicator tracks the percentage of births to unmarried mothers of all ages.

From 1995-2003, approximately one in five births were to unmarried mothers. During this period, the percentage of births to unmarried mothers in Oklahoma County was consistently almost 5 percent higher than the statewide average. Nationwide in 2003, 34.6 percent of births were to unmarried mothers, compared to 37.1 percent for Oklahoma and 42.6 percent for Oklahoma County.

This indicator tracks unintended pregnancies.

An unintended pregnancy is defined as one that at the time of conception was mistimed (desired at a later time) or unwanted. Research indicates that women with unintended pregnancies are at increased risk of experiencing medical complications and of delivering a low birthweight baby. Research also indicates that women having unintended pregnancies are more likely to experience violence with a partner or spouse. Nationally nearly eight out of ten teen pregnancies are unintended or unwanted. Current data is not available for Oklahoma, but teen birth rates are nearly 1/3 higher than the national average which gives cause for concern. Evaluating other pregnancy trends could allow speculation that unintended teen pregnancies are decreasing along with births to unmarried mothers under the age of 20.

Births to Unmarried Mothers Under the Age of 20
This indicator measures the percentage of births to unmarried mothers under the age of 20. Young women who become pregnant while they are still teenagers limit their ability to obtain the education and skills needed to become financially self-sufficient. Teen mothers and their children are more likely to live in poverty than women who delay pregnancy until the age of 20 or later.

Between 1990 and 2003, the percentage of births to unmarried mothers under the age of 20 was 11.7 percent - higher than the statewide percentage of 10.7. According to data from the Oklahoma State Department of Health, 17,262 unmarried Oklahoma County women under the age of 20 have given birth since 1990. This compares to 72,322 women state-wide during the same term. Oklahoma County’s average is consistently about one percent higher than the state average.

Leading Causes of Death, Oklahoma County
This measure provides a picture of the leading causes of death.

Oklahoma County continues to experience large numbers of preventable deaths from chronic disease and injuries. Tobacco use, poor nutrition, low levels of physical activity, and alcohol abuse contribute substantially to these deaths. In Oklahoma the leading causes of death from 1992 through 2001 were Heart Disease, Malignant Neoplasms (Cancer), Stroke, Bronchitis/Emphysema, Unintentional Injuries, and Influenza/Pneumonia.
Leading Causes of Death and Age-Adjusted Death Rates

This indicator measures the leading causes of death and the associated age-adjusted death rates. Age-adjusted death rates are reported as the rate per 100,000 population. These measures provide a picture of health status of citizens.

Oklahoma County’s age-adjusted death rates for heart disease, cancer, stroke, diabetes, suicide, unintentional injuries, and motor vehicle accidents are higher than the rates for the United States and exceed the State of Oklahoma’s in every category except heart disease. Oklahoma County’s age-adjusted death rate for injuries is lower than the rate for Oklahoma, but higher than the national rate. The overall health status of Oklahoma County citizens is poor. Poor health status contributes to lower productivity, premature and preventable deaths, higher health care costs, and lower quality of life.

Health Insurance Coverage

This indicator provides a picture of the extent to which households have health insurance coverage. Health status depends, in large part, on access to health care. Health insurance coverage is a significant factor in the ability of citizens to access health care.

The 2004 Oklahoma County Household Survey indicates that fifty-six percent of the poor households (at or below 150 percent of the Federal Poverty Level) in Oklahoma County have no health insurance coverage, a decrease of one percentage point over the previous year. This high number of non-coverage is likely due to changes in Medicaid requirements and the rising cost of employer-provided health insurance. Almost one in five Oklahoma County households with children lack health insurance coverage. Approximately one in five Oklahomans and nearly 40 percent of those in Oklahoma County had no health insurance coverage through 2002-2004. The United Health Foundation ranks Oklahoma third in the nation in the percentage of residents without health insurance coverage and ranks Oklahoma tenth in the nation for overall health care.

Access to Reliable and Affordable Transportation

This indicator provides a picture of the ability of citizens to access reliable and affordable transportation. The ability to access health care services is, in part, a function of access to transportation.

According to the 2004 Oklahoma County Household Survey, approximately 8 percent of working-age adults and 8 percent of seniors feel their access to transportation is either not too good or totally inadequate. For these citizens, lack of access to affordable and reliable transportation could be a barrier to receiving needed services. Poor bus service and the ability to afford a car were among the highest responses. For elderly citizens the inability to drive is also a factor.

Population trends coupled with the geography of Oklahoma County could drastically impact these numbers as age and other demographic factors begin to increase older citizens’ dependence on external sources of transportation.
## Health Status Summary

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Level of Mothers of All New Births</td>
<td>No Change</td>
</tr>
<tr>
<td>Infant Mortality Rate</td>
<td>Negative</td>
</tr>
<tr>
<td>Mothers Who Have Live Births and Who Receive First Trimester Prenatal Care</td>
<td>Neutral</td>
</tr>
<tr>
<td>Births to Unmarried Mothers</td>
<td>Negative</td>
</tr>
<tr>
<td>Births to Unmarried Mothers Under the Age of 20</td>
<td>Positive</td>
</tr>
<tr>
<td>Prevalence of Unintended Pregnancy</td>
<td>No change</td>
</tr>
<tr>
<td>Leading Causes of Death</td>
<td>No change</td>
</tr>
<tr>
<td>Health Insurance Coverage</td>
<td>Mixed</td>
</tr>
<tr>
<td>Access to Reliable, Affordable Transportation</td>
<td>Negative</td>
</tr>
</tbody>
</table>
Personal safety is a fundamental need. A sense of personal safety affects the ways in which citizens socialize and participate in community life.
Index Crime Rate

The index crime rate compares the number of arrests for violent and non-violent crimes to the population and is reported as a rate per 1,000 population. Violent index crimes include murder, felonious assault and rape. Nonviolent index crimes include breaking and entering, larceny, motor vehicle theft, and arson.

The Oklahoma County index crime rate declined throughout the late 1990s and into the early part of 2001. Since 2001 the rate has increased slightly in the last three years. In 2002 the rate increased to 78.6 percent and 80.7 percent in 2003. This slightly contrasts with statewide indexes which showed slight increases during the same period. Nationwide, index crime offenses continued their decline in nearly all categories.

Juvenile Arrests for Violent and Serious Offenses

This indicator is based on the number of arrests of youth under the age of 17 for murder, rape, robbery, aggravated assault, burglary, larceny and motor vehicle theft. Figures include repeated arrests of the same individual for different offenses.

Public perception is that the crime rate for juveniles is increasing. In fact, juvenile arrests for violent and serious offenses continue to decline in Oklahoma County and in Oklahoma. Since 1994 the overall arrest rate for juveniles has decreased nearly 11 percent. Arrests for violent crimes has decreased a record 36.3 percent in Oklahoma. According to the U.S. Department of Justice, nationally the number of juvenile arrests has declined in every violent crime category despite steady growth in the juvenile population during the past ten years. Increased media coverage of some juvenile crimes has contributed to exaggerated perceptions of juvenile violence which can lead to a strong feeling of insecurity among citizens.

Domestic Violence Reports

This indicator reflects domestic abuse reports received by the Oklahoma State Bureau of Investigation from local law enforcement agencies. Research indicates a strong link between domestic violence and poverty.

Domestic violence rates have increased between four and seven percent each year since 2000. The number of reported cases peaked in 2002 with a record of 25,157 reported cases. The next year, 2003 there were 23,773 reported cases, a decrease of six percent. Since 2000, reported cases are up approximately 10.7 percent, an average of about 2,500 reported cases. The increases may be a combination of actual incidences, increased community awareness, better training of law enforcement, increased reporting or other factors.
Elder Abuse

This indicator examines referrals for elder abuse as well as the referrals for elder abuse substantiated after investigation. Abuse of persons 65 and over affects the personal safety of elderly citizens. The number of referrals for elder abuse and neglect has continued to increase an average of 7 percent each year while the percent of substantiated referrals has remained fairly static, even decreasing slightly during this time. Population increases and demographic shifts could partially explain the increase in referrals. This trend may indicate that more elderly are being referred and are able to benefit from earlier intervention.

Confirmed Cases of Child Abuse and Neglect

This indicator tracks the number of cases of child abuse and neglect confirmed after investigation. Child abuse and neglect are serious problems that cross socioeconomic boundaries. Research indicates that children who experience child abuse are at increased risk of abusing their own children. Research also indicates a link between family financial stress and child abuse and neglect.

Between 1995 and 2004, the number of cases of child abuse and neglect has increased by 54 percent in Oklahoma County. The state increased 10 percent over the same period. Although the percentage seems high, this translates to approximately 1,400 more cases in 2004 than in 2005 in Oklahoma County and about 650 cases statewide. Additionally the movement of population to larger urban areas may explain the fairly modest changes in the overall trend.

Oklahoma County has remained relatively flat over the past decade and the overall trend is improving in the state. Many of the increases in shown over the past ten years may be a result of increased education, training, and awareness among teachers, parents, law enforcement and the general public. Continued focus on other related indicators such as financial stress may further improve this problem.

| SAFETY SUMMARY |
|-----------------|----------------|
| INDICATOR       | TREND          |
| Index Crime Rate| Mixed          |
| Juvenile Arrests for Violent and Serious Offenses | Positive |
| Domestic Violence Reports | Negative |
| Elder Abuse     | Negative       |
| Confirmed Cases of Child Abuse and Neglect | Mixed |

2005 vital signs | page 24
The vibrancy of our civic life contributes to the social health of the community and to our sense of connection to one another.
Eligible Voters Who Vote

This measure tracks the extent to which Oklahoma County registered voters vote in presidential and congressional elections.

Voting is an important measure of participation in civic life. Voter registrations in both Oklahoma County and the state increased up to the year 2000; since then registrations have decreased roughly 2 percent in Oklahoma County and 4 percent statewide. The percentage of eligible voters who voted in presidential elections fell five percentage points between the 1992 and 2000 elections. The trend for congressional elections is mixed.

Citizens Who Engage In Volunteer Activities Each Week

This indicator reports the number of hours per week that adults and the elderly spend in volunteer activities with community organizations.

Volunteering is a way for citizens of all ages to connect to the community. Volunteers enhance the ability of the community to respond to the needs of area citizens.

In 2004, 37.1 percent of working-age adults and 33.9 percent of the elderly engaged in volunteer activities to some degree. The most common number of hours contributed weekly ranged from four to ten.

Faith-based organizations, schools, and community-based organizations continued to be the most common places for citizens to volunteer.

Charitable Giving

This measure tracks the percentage of all Oklahoma County households who report making financial contributions to charitable organizations within the past two years.

Charitable giving is a common way for people to participate in the civic life of the community. Charitable giving increases the resources available for addressing community issues.

The percentage of households making charitable contributions continues to rise. Households contributing between $100 and $500 and households contributing over $1,000 annually were the largest categories of contributors. Faith-based organizations continue to be the most frequent recipients of charitable contributions.

CIVIC PARTICIPATION SUMMARY

<table>
<thead>
<tr>
<th>INDICATOR</th>
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</thead>
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<tr>
<td>Citizens Who Engage in Volunteer Activities</td>
<td>Positive</td>
</tr>
<tr>
<td>Charitable Giving</td>
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</table>
The arts and culture of our community make it a vibrant and enriching place to live. An active and diverse mix of cultural offerings increases people’s sense of satisfaction with their environment and community pride.
Arts and Culture Attendance by Household Income

This indicator is the percentage of households below and above 150 percent of the poverty income level in Oklahoma County that have attended arts and/or culture events over the past 12 months.

Households that earn less than 150 percent of the poverty income level attend fewer arts and culture events in every category.

Percent of Households That Would Like to Attend Arts and Culture Events More Often by Household Type

This indicator is the percentage of households that would like to attend arts and cultural events more often.

Households with no children and households with income less than 150 percent of the poverty level attend fewer arts and culture events than other household types, but report that they would like to attend more events. The top three reasons reported for lack of attendance are: too busy, conflicts with work schedule, and arts and culture events are too expensive.

Public Performances and Attendees at Selected Arts and Culture Organizations

This indicator is a sample of 11 performing arts and culture organizations in Oklahoma County. Tracking this indicator over time will give insight into the overall number of arts and culture performances and attendees in Oklahoma County.

Attendance of public performances and at selected arts and culture organizations has increased over the past several years. Several arts and culture organizations reported that the number of season ticket holders continues to increase substantially. Increased facilities, infrastructure and awareness of arts and culture activities and organizations has contributed to this increase in participation.

Independent and International Films

These indicators measure the availability of independent and international films in Oklahoma County. These films have become a dynamic aspect of the community’s artistic and cultural offerings.

The number of films shown in Oklahoma County continues to increase each year as well as the number of showings and persons in attendance. Increased movie production in Oklahoma, academic exposure, events outside of Oklahoma County as well as improved facilities contribute to the growing interest and attendance.

ARTS & CULTURE SUMMARY

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>TREND</th>
</tr>
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<tbody>
<tr>
<td>Arts and Culture Attendance by Household Income</td>
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<tr>
<td>Percent of Households That Would Like To Attend Arts &amp; Culture Events More Often By HH Type</td>
<td>Positive</td>
</tr>
<tr>
<td>Public Performances and Attendees at Selected Arts and Culture Organizations</td>
<td>Positive</td>
</tr>
<tr>
<td>Independent and International Films</td>
<td>Positive</td>
</tr>
</tbody>
</table>
Identify an area where YOU would like to make a positive difference and get involved.

Seeking Solutions

CONTENTS
How You Can Use This Report
Collaborative Solutions to Critical Issues
Major Initiatives
Vital Signs Indicators
How You Can Use This Report:

You can begin acting to improve these trends. You can personally use these indicators to:

Educate yourself about important trends in Oklahoma County’s economic well-being, educational attainment, health status, safety, civic participation, and arts and culture.

Examine your own choices and actions in terms of how they contribute to these trends.

Discuss these trends with your friends and colleagues.

Examine the policies and activities of businesses, organizations, agencies or institutions with which you are affiliated in terms of how they affect these trends.

Identify an area where you would like to make a positive difference and GET INVOLVED!

Contact the United Way of Central Oklahoma to learn about serving on a task force or committee that is addressing a critical issue of interest to you.

Collaborative Solutions to Critical Issues

The Vital Signs indicators help the community identify issues that require collaborative solutions to “bend the trends.” Several critical issues emerge from the Oklahoma County Vital Signs 2005 report:

- Employment at an adequate wage for working-age adults
- Early childhood and middle-school education
- Educational attainment levels
- Overall health status

The United Way of Central Oklahoma is involved in convening and leading collaborative initiatives that are addressing several of these issues. These initiatives represent dynamic partnerships comprised of key agency representatives, community and business leaders, elected officials, non-elected governmental representatives and other community volunteers. Membership continually evolves to ensure that necessary skills and resources are available. The following pages illustrate major initiatives in which United Way of Central Oklahoma, its partner organizations and others are involved.
MAJOR INITIATIVES

The world is your classroom.
Everyday moments can become learning moments. Because learning starts long before school does. Tell stories. Count the groceries. Identify colors. Even a chore with your child will become much more.
Find out more at bornlearning.org.

BORN LEARNING

The Born Learning Initiative was conceived to assist families and others who care for young children, who want to encourage early learning, but think they lack the time, resources or information to prepare the child for school. In response, United Way is partnering with the Ad Council and Civitas to create an innovative public engagement campaign that helps parents, caregivers and communities create quality early learning opportunities for young children.

The Born Learning Campaign is built on three cornerstones:

Awareness - Born Learning advertising ensures that it’s easy and fun to turn those everyday moments into quality learning moments.

Education - Born Learning provides research based materials with tools and tips for early learning for parents and caregivers to using during daily activities. The bornlearning.org website also has additional content that parents and caregivers can download and use. All of the materials and resources are provided in both English and Spanish.

Action - Born Learning seeks to strengthen community support of early learning through community mobilization tools, strategies, and support materials. The goal is that participating communities will galvanize to form public-private partnerships to change policies and systems to support early learning.

CENTRAL OKLAHOMA 2-1-1

The United Way of Central Oklahoma participated in a collaborative planning process to implement the Central Oklahoma 2-1-1 Helpline by 2005. Offically launched on November 14, 2005 this system provides community information and non-emergency assistance 24-hours a day, 7-days a week.

Similar to the 9-1-1 emergency number and 4-1-1 for directory assistance, 2-1-1 features an easy-to-remember, universally accessible phone number that people can call to get the help they need or to seek volunteer opportunities. Trained information and referral counselors will have access to a comprehensive database that includes more than 1,000 programs offered by 500+ area health and human service organizations and includes disaster response services.
More than 20 agencies partnered to begin working in June 2002 to launch 2-1-1 in Central Oklahoma. The Federal Communications Commission designated this three-digit dialing code for local information and referral systems in July 2000. Nationwide, more than 60 communities have already established 2-1-1 helplines to meet a federal mandate.

Partner Organizations: Areawide Aging Agency; Association of Central Oklahoma Governments (ACOG 9-1-1); City of Oklahoma City; Heartline (formerly Contact Crisis Helpline); Leadership Oklahoma City; Oklahoma County Metro Library System; OASIS Information and Referral; Oklahoma Department of Health; Oklahoma Department of Human Services, Aging Services; Oklahoma Federal Reserve Executive Board; Oklahoma Office of Faith-Based Initiatives; Oklahoma Office of Homeland Security; Rainbow Fleet; United Way of Central Oklahoma; United Way of Norman; HeartLine; The Volunteer Center of Central Oklahoma; and other public and private agencies, businesses, funders and volunteers.

CENTRAL OKLAHOMA TURNING POINT

In 2002, Oklahoma was ranked 46th in the nation in overall health by the United Health Foundation. Central Oklahoma Turning Point (COTP) formed in 2003 as our community’s response to the alarming factors that contribute to poor health in our region. Led by Sue Hale and Pam Troup, more than 200 people became “stakeholders” during a nine-month research and planning process. Nine strategies emerged, most of which focused on encouraging healthier behaviors leading to wellness and prevention of accidents and disease.

United Way of Central Oklahoma, as one of the primary organizational partners initiating COTP, was asked to adopt this initiative as it moved into the implementation phase in October 2004. Since then, five primary committees have worked diligently to promote healthy lifestyles and to educate our citizens about ways they can improve the health of themselves, their businesses, and their community.

In November 2004, United Health Foundation ranked Oklahoma 40th in overall health, which represents movement in the right direction. The passage of last year’s additional tobacco tax, as well as legislation encouraging healthier food options and more exercise in schools are factors that should move Oklahoma further up the scale in the future.

SUCCESS BY 6® /
SMART START CENTRAL OKLAHOMA

Gestation and the early years of a child’s life are a critical period in brain and cognitive development. The environment in which a child lives and/or receives out-of-home care dramatically affects his or her development and can establish the foundation for success in school and life.
Smart Start Central Oklahoma’s goal is to ensure that children are healthy, eager and ready to learn when they enter school. Through this United Way of Central Oklahoma-led initiative, Rainbow Fleet and other partner agencies work with families, schools and child care centers in target areas to educate them on child development and ways in which they can develop supportive learning environments.

In addition to working with the Oklahoma Partnership for School Readiness and Smart Start Oklahoma, the Smart Start Central Oklahoma Board of Directors helps support local community partnership boards that manage an innovative parent resource room at Mark Twain Elementary School, Westwood Elementary, Linwood Elementary and Celebrations Child Development Center. These parent resource rooms provide educational materials and activities for families in these low-income neighborhoods.

Partner Organizations: American Fidelity Assurance Co.; Leadership Oklahoma City; Inasmuch Foundation; Oklahoma City Public Schools; Oklahoma City Metropolitan Library System; Oklahoma County Child Care Licensing; Oklahoma Department of Human Services; Oklahoma Institute for Child Advocacy; Oklahoma City University; University of Oklahoma Health Sciences Center, Department of Pediatrics; Possibilities: Neighbors in Action; Parents as Partners in Education; Rainbow Fleet; University of Oklahoma Center for Early Childhood Professional Development; Sunbeam Family Services; United Way of Central Oklahoma; and many additional public and private agencies and community volunteers.

DIRECTORY OF COMMUNITY SERVICES

Health and human service providers working with clients directly in the field or in an office setting need access to information about where to send their clients to meet a wide range of support needs. Many other people and organizations in the community also need access to comprehensive information about agencies and available programs, ranging from counseling, low-cost health clinics, drug and alcohol treatment, emergency food and housing and employment programs to legal assistance, parks and recreation programs, cultural offerings, food pantries, support groups, helplines and volunteer opportunities.

The Directory of Community Services is now maintained and published by United Way of Central Oklahoma and is the area’s leading health and human services information resource guide. The directory includes information about more than 500 health and human service agencies and 1,000+ programs that are available in seven central Oklahoma counties: Canadian, Cleveland, Lincoln, Logan, McClain, Oklahoma, and Pottawatomie. The directory consists of available services and areas served, eligibility requirements, application procedures, contact information, maps and other information are included in all listings.
The Vital Signs indicator data set contains 57 indicators for the six quality-of-life areas studied. Oklahoma County Vital Signs 2005 reports data for 40 of the indicators. For some indicators, no data are available, but the information is still desired. For others, the data are not yet sufficiently reliable to be reported and for some the indicator is proving not to be a useful measure.

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- Public performances and attendees at selected arts and culture organizations
- Independent and international films

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- Births to unmarried mothers by race
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- Elderly citizens with impaired mobility and needing assistance with self-care
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- Registered voters who vote in general elections
- Elderly who volunteer in the community at least 15 hours per week
- Community support of the elderly based on number of relatives in the community, not necessarily in the household.

## OTHER INDICATORS
- Child care cost as a percentage of household income
- City parks and recreation expenditures per capita
- Public library circulation per capita

## LEGEND
- Indicator reported in Oklahoma County Vital Signs 2004.
- Indicators tracked but not reported in the 2004 report.
- Indicator data not available, not reliable, or not a good measure.
ABOUT UNITED WAY OF CENTRAL OKLAHOMA

United Way of Central Oklahoma was founded in 1924 and has a rich history of service to our community. This United Way and others across the nation are a “local” phenomenon. They were created and continue to be maintained and operated by local community leaders who come together because of many appeals competing for charitable dollars and the numerous demands for volunteer time and effort.

Each United Way is based on the concept of community and its residents having a responsibility and a desire to take care of themselves. Its primary interest is people. Its strength is people. Most important, the United Way goal is to promote the process by which citizens and local agencies may join in a community-wide effort to support the human needs of people in central Oklahoma.

The United Way is a heritage uniquely American. Alexis de Tocqueville wrote enthusiastically about volunteerism and the spirit of Americans to work together for the common good of mankind. The same spirit is alive here in central Oklahoma.

Through the years, the Community Chest, as it was known then, operated and endured. Over the course of time, the organization had several names: United Fund, United Appeal, and the United Way of the Greater Oklahoma City Area. In 1987, the name changed to United Way of Central Oklahoma and in 1991 to the United Way of Metro Oklahoma City. In 2003, the name was changed back to United Way of Central Oklahoma, better reflecting the seven county area that is served.

The Community Council played an important leadership role in helping to form many valued community organizations, including the Community Action Agency, Neighborhood Services Organization, Areawide Aging Agency, a coordinated prenatal/pediatric care system for medically indigent women and children, and Possibilities: Neighbors in Action.

The United Way of Central Oklahoma consistently demonstrates flexibility and sensitivity to change by constantly evaluating services needed and the efficiency of the agencies providing those services.

RESEARCH

Through Vital Signs, United Way of Central Oklahoma monitors the well-being of Oklahoma County citizens over time. In its eleventh year, Vital Signs provides a unique, comprehensive compilation of information about economic well-being, health, education, safety, civic participation and arts and culture, including identified trends and critical issues. Vital Signs information helps guide the allocation of resources and strategic priorities of leading health and human service organizations, the United Way and its partner agencies and initiatives.

CONVENING

United Way of Central Oklahoma convenes appropriate agencies and community leaders to help develop and implement solutions that address identified critical issues. Through convening, the United Way of Central Oklahoma shares information that educates target audiences about critical issues and potential solutions.

COLLABORATIVE PROJECT DEVELOPMENT

If research-revealed needs cannot be met through existing agencies or programs, the United Way of Central Oklahoma collaborates with other organizations and community leaders to develop and launch pilot programs that will fill the gaps in services.

PUBLIC AWARENESS/ADVOCACY

United Way of Central Oklahoma leads efforts to increase public awareness about critical issues and to gain support for proposed solutions among leaders in civic and community affairs, government, business, and other areas of decision-making.

CLIENTS:

United Way of Central Oklahoma supports agencies that provide direct services to the community as well as community organizations, funding entities, and related community sectors, such as the media, the business community, and local and state government.

DIRECTORY OF COMMUNITY SERVICES

Published and updated annually by the United Way of Central Oklahoma for more than 40 years, the Directory features a comprehensive listing of more than 1,000 service programs offered by more than 500 non-profit and governmental agencies in Central Oklahoma. The Directory provides contact information and describes services, eligibility requirements, application procedures, hours, fees, and areas served for agencies in seven counties - Canadian, Cleveland, Lincoln, Logan, McClain, Oklahoma and Pottawatomie.

CURRENT PROJECTS

The United Way of Central Oklahoma is helping to lead several major projects, including the Central Oklahoma 2-1-1, Central Oklahoma Turning Point health initiative, Adolescent Health forums, and the Smart Start early childhood care and education collaboration.

For more information about United Way of Central Oklahoma, its programs or initiatives, please visit www.unitedwayokc.org
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MISSION STATEMENT
To improve the health, safety, education and economic well being of individual families in need in Central Oklahoma by connecting community resources with responsive and accountable health and human service agencies.

VISION
To be the leading organization building a stronger, healthier, and more compassionate community.

HISTORY
The Community Council of Central Oklahoma was formed in 1942 and played an important leadership role in shaping many valued community organizations. Some of these organizations include the Community Action Agency, Neighborhood Services Organization, AreaWide Aging Agency, a coordinated prenatal/pediatric care system for medically indigent women and children, Latino Community Development Agency, and Possibilities: Neighbors in Action.

In 2009, the Community Council merged with the United Way of Central Oklahoma integrating its mission with that of the United Way. The Research & Convening Department carries on much of the work of the Community Council. Vital Signs and the Oklahoma County Household Quality of Life Study are an integral part of the mission of the department. Providing research to identify areas not currently served or addressed by current programs or agencies, the United Way now continues the collaboration with other organizations and community leaders to develop and launch pilot programs that will fill the gaps in those services.

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GENERAL DATA SOURCES
United States Census Bureau, Bureau of Labor Statistics, Oklahoma State Department of Labor, Oklahoma State Department of Corrections, Oklahoma State University, Oklahoma City/County Health Department, Oklahoma County Department of Training and General Assistance, City of Oklahoma City, Greater Oklahoma City Chamber of Commerce, Department of Health and Human Services, Centers for Disease Control and Prevention

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