

Priorities

1. Access to Health Care Services
2. Business Case for Employee/Worksite Wellness
3. Incentives to Promote Healthy Lifestyles
4. Physical Activity/ Healthy Nutrition
5. Tobacco Use Prevention

Significant Outcomes

- ★ Established *The Oklahoma County Health Alliance for the Uninsured*
- ★ Partnered with Millwood Public Schools and OUHSC Department of Nutritional Science to host physical activity/ healthy nutrition demonstration for 90 kindergarten students.
- ★ Co-Sponsored *The Oklahoman Family Health & Wellness Fair* during Oklahoma Wellness Week—including more than 50 vendors offering free health screenings, immunizations and wellness information.
- ★ Collaborated with *The Oklahoman* to produce special health inserts, including *Healthy Kids* in English/Spanish and a section showcasing the “grassroots” activities of 25 *Turning Point* partnerships around the state.
- ★ Six school districts in Oklahoma County now prohibit tobacco use 24/7.

Partners

A Chance to Change Foundation
 American Heart Association
 AmeriCorps
 Anglin Public Relations
 Assoc of Central OK Governments
 Bank of Oklahoma
 Blue Cross/Blue Shield of Oklahoma
 Bone & Joint Hospital
 Center for Mind, Body & Spirit
 Central Oklahoma Project Access
 Chesapeake Natural Gas
 City of Oklahoma City
 Central Oklahoma Integrated Network Systems (COINS)
 Department of Human Services
 Department of Mental Health & Substance Abuse Services
 Greater O.C. Chamber of Commerce
 Greater O. C. Hospital Council
 Oklahoma Fit Kids Coalition
 Holy Temple Baptist Church
 Integris Health
 Langston University, OKC Campus
 Latino Community Dev. Center
 Mary Mahoney Memorial Health
 Mercy Medical Center
 Metropolitan Library System
 Metro Technology Center
 Millwood Public Schools

OETA
 O.C. Chamber of Commerce
 O.C. Community Foundation
 OK Alliance for Public Transportation
 Oklahoma City Indian Clinic
 Oklahoma City-Co Health Dept.
 OK County Medical Society
 Oklahoma Homeless Alliance
 Oklahoma Hospital Association
 OK Institute for Child Advocacy
 OK Insurance Commission
 Oklahoma Natural Gas
 Oklahoma Primary Care Assoc.
 OK State Department of Health
 OU Medical Center
 OU College of Nursing
 OUHSC College of Public Health
 OUHSC Department of Nutrition
 SBC Bricktown Ball Park
 Schools for Healthy Lifestyles
 SmartStart
 SW OSU Pharmacy Association
 St Anthony Hospital
 The Oklahoman
 The State Chamber
 United Way of Metro OK City

About Us...

Central Oklahoma Turning Point (COTP) was launched in June 2003 by a group of citizens committed to reversing poor health trends in Oklahoma county. In 2002, more than 200 “stakeholders” met in evening sessions for nine months to build knowledge, awareness and work together to plan a direction for change. Various health experts were engaged to present the scope of health problems, to help identify root causes of poor health outcomes and implications for making positive changes.

The root causes identified for poor health among Oklahoma’s diverse populations included: unhealthy lifestyle choices, limited or no access to health care, particularly, primary and preventive care, and tobacco use.

COTP invited public input to develop an action plan to break the chain of “bad” health. Nearly 1,000 citizens participated in listening sessions and town-hall meetings to “weigh in” on poor health and help frame effective solutions for improvement.



Key Activities

- Two Community-wide/Neighborhood Walks
- Created the *Health Consortium* to Provide “medical homes” for the Uninsured/Underinsured in OK County
- Tobacco Use Prevention (24/7 activities)
- Two Business/Community Health Symposiums
- Collaboration with Millwood Public Schools and Linwood Elementary School
- Co-hosted The Oklahoman Family Health & Wellness Fair—2,500 attended; approximately 200 participated in the *Walk This Weigh* event.

Central Oklahoma Turning Point (COTP)
 Oklahoma County