



**Strong & Healthy
Oklahoma**

Mission:

**To encourage all Oklahomans
to eat better, move more, and
be tobacco free where we
live, work, and learn.**

How It All Started

Governor Mike Huckabee

- Diagnosed with heart disease and Type II Diabetes
- Lost 110 lbs. and went from 39 BMI to a healthy 24
- Challenged his own state to change
- Challenged other Governors to take on the initiative

Before & After

BEFORE



MIKE HUCKABEE AFTER



Arkansas Governor, Mike Huckabee

How It Started in Oklahoma

- **Governor Brad Henry took the challenge**
 - Started the *Strong and Healthy Oklahoma Initiative* two years ago to help all Oklahomans lead healthier lives
- **Charged the State Health Department with taking the lead**
- **The SHO initiative is an investment in the health of our citizens**

Collaborative Effort

Governor's Office

+

State Agencies

+

Private and Non-Profit Organizations

+

Daily Oklahoman and Tulsa World

+

State Universities

=



State of Oklahoma's Health

- 9th highest for adult obesity
- 1st in deaths from heart disease
- Consume the least amount of fruits & vegetables
- Oklahoma City is the fast food capital of the nation

State of Oklahoma's Health

- 5th highest in adults who smoke
- 6th in the nation for the highest proportion of adults who do not exercise
- 6th in the nation for adult diabetes

State of Oklahoma's Health

- One of four children are currently overweight or at risk for becoming overweight
- 17th highest for overweight youths (10-17)
- One of two states who does not require health education

Making Oklahoma Strong and Healthy

- **Commissioner of Health leads the Strong and Healthy Oklahoma Initiative**
- **Three main goals for the Initiative:**
 - **Eat better**
 - **Move more**
 - **Be tobacco free**
- **Three places to reach Oklahomans:**
 - **Where we live**
 - **Where we work**
 - **Where we learn**

Where We Live

- **Turning Point Partnerships:**
 - Walkable, bike-friendly communities
 - Walk This Weigh events
 - Community-based nutrition programs
- **Oklahoma Restaurant Association:**
 - Provide healthy menu options
 - Cherokee County Turning Point

Where We Work

■ **Make it Your Business Toolkit**

- Targeted curriculum for businesses to provide health improvements for their employees
- A wellness assessment toolkit providing policy samples on better nutrition, offering time in the workday for physical activity and how to be a tobacco free workplace

Where We Work

- **Guidelines for a Healthy Workforce**
 - Providing practical health and wellness suggestions for employees:
 - Tips for healthy eating at work
 - List of healthy food substitutes
 - Tips on staying active at work
 - Recommendations for healthy meetings, workshops and conferences

Where We Learn

- **CATCH Kids Club After School Program**
 - A nutrition and physical activity intervention
 - Intervention components include
 - Nutrition curriculum with snack preparation
 - Learning about how to make healthy food choices
 - Educational games and physical activities
 - Take-home lessons for parents

Where We Learn

- **Coordinated School Health Model**
 - Health Education
 - Physical Education
 - Health Services
 - Nutrition Services
 - Counseling and Psychological Services
 - Healthy School Environment
 - Health Promotion for Staff
 - Family and Community Involvement

Strong & Healthy Guide



Strong & Healthy Kids

- Daily Oklahoman's newest Educational program
- Lessons designed for 4th grade students
- Participants can apply for a Strong & Healthy Kids Certificate signed by Governor Henry
- Each month a new lesson will appear in the Education Section of The Oklahoman
- Visit www.NewsOK.com/NIE

Strong & Healthy Website



www.strongandhealthy.ok.gov

Thank you!