



Oklahoma Health Equity Campaign (OHEC)  
Partnership Meeting  
May 22, 2014

**Attendees:**

**[VC= Video Conferencing]**

JoAnne Alderman, Ada (VC)  
Nicole Alexander, Community Health Centers, Inc., OKC  
Verna Allen, OSDH Health Equity & Resource Opportunities Division (HERO), OKC  
Nancy Bacon, OSDH Community and Family Health Services, OKC  
Melody Bays, Oklahoma Healthcare Authority, OKC  
Alicia Bouseman, Variety Care, OKC  
Susan Boyd, OSDH Community and Family Health Services, OKC  
Peggy Byerly, OSDH Maternal and Child Health (MCH), OKC  
Robin Chipman, OSDH Center for Advancement of Wellness, OKC  
Janette Cline, OSDH Community and Family Health Services, OKC  
Sunshine Cowan, University of Central Oklahoma (UCO), OKC  
Janis Cravatt, OSDH Center for Advancement of Wellness, OKC  
Kay Creighton Hays, OSDH Cherokee County Health Department, Tahlequah (VC)  
Amanda Cribbs, OSDH Center for Advancement of Wellness, OKC  
Holly Cureton, University of Central Oklahoma (UCO), OKC  
Carrie Daniels, OSDH Chronic Disease, OKC  
Mary Daniels Dulan, Metropolitan Fair Housing, OKC  
Carla Dionne, OSDH Garfield County Health Department, Enid (VC)  
Joni Dotson, Tulsa City County Health Department, Tulsa (VC)  
Bobbie Fisher, Oklahoma University Health Science Center (OUHSC), OKC  
Annie Gile, OSDH Carter County Health Department, Ardmore (VC)  
Steve Goldman, Oklahoma Primary Care Association, OKC  
Travis Hall, University of Central Oklahoma, OKC  
Jeff Hamilton, First Christian Church, OKC  
Alexandria Hart-Smith, OSDH Office of Performance Management, OKC  
Suzie Hinex, OSDH Lincoln County Health Department, Chandler (VC)  
Colleen Hobbs, OSDH Carter County Health Department, Ardmore (VC)  
Larry Hopper, Central Oklahoma Transit Planning Authority, OKC  
Zenita Hughes, Guiding Right, OKC  
Reggie Ivey, Tulsa City County Health Department, Tulsa (VC)  
Eric Jaekel, Washington County Affordable Housing Coalition, Bartlesville (VC)  
Spencer Kusi, OSDH Office of Primary Care, OKC  
Peng Li, OSDH Chronic Disease, OKC  
Marshan Marick, Langston University, OKC  
Richard Marshall, Oklahoma City Housing Authority, OKC  
Karla McGuire, OSDH (HERO), OKC  
Kymberly Morella, Oklahoma Division of Business Development, OKC  
Amy Nelson, OSDH Prevention and Preparedness, OKC  
George Neurohr, OSDH Payne County, Stillwater (VC)  
Marisa New, OSDH (HERO), OKC  
Jill Nobles-Boykin, OSDH Community and Family Health Services, OKC  
Theo Noel, Guiding Right, OKC  
Chequita Owens, Oklahoma Primary Care Association, OKC  
Linda Robertson, OSDH Office of Tribal Liaison, OKC  
Debra Shandy, OSDH Center for Advancement of Wellness, OKC

Bobbie Smith, OSDH Garfield County Health Department, Enid (VC)  
Kaitlin Snider, Tulsa City County Health Department, Tulsa (VC)  
LeAnne Stephens, Tulsa City County Health Department, Tulsa (VC)  
Christy Stockton, OSDH Murray County Health Department, Sulphur (VC)  
Anna Stuck, OSDH Payne County Health Department, Stillwater (VC)  
Barbara Underwood, Chickasaw Nation Health Services, Ada (VC)  
Bette Weber, Pontotoc County Health Department, Ada (VC)

**New Members:** Alicia Bouseman, Tonya Coffey, Janis Cravatt, Kay Creighton-Hays, Holly Cureton, Carla Dionne, Bobbie Fisher, Annie Gile, Travis Hall, Suzie Hinx, Colleen Hobbs, Zenita Hughes, Peng Li, Kymberly Morella, George Neurohr, Bobbie Smith, Kaitlin Snider, Christy Stockton, LeAnne Stephens, Barbara Underwood and Venus Uttchin

**Welcome/Introductions:** Jeff Hamilton

**Review of 02/27/14 Meeting Minutes and current status:** “Vision of Literacy”

Speaker: Carolanne H. Roach, OD Optometrist.

Specialty Practice Areas: Vision Training/Therapy, Pediatric Vision Care, Acquire/Traumatic Brain Injury Vision Care and Low Vision Rehabilitation.

Minutes of the 2/27/14 OHEC Partnership Meeting are attached to the agenda for review.

**Report: Fair Housing Month (April) - “A Matter of Place”**

Mary Daniels Dulan, Executive Director – Metropolitan Fair Housing Council of Oklahoma

Metropolitan Fair Housing Council is the only private non-for profit fair housing enforcement and advocacy organization in the state of Oklahoma.

Health and Housing issues should be linked. When you have a family that has experienced eviction, lack of safe, decent and affordable housing or a repair case of mold where a family has been exposed to mold. It not only has an economic and emotional impact, but it also affects the health and safety of the family.

HUD 2010 Strategic Plan: Housing and Urban Development’s 5 year goals.

- To strengthen the nation’s housing market to bolster the economy and to protect consumers.
- Meet the need for quality affordable rental homes.
- Utilize housing as a platform to improve quality of life.
  - Stable housing made possible with HUD support provides an ideal platform for delivering a variety of health and social services to improve health, education and economic outcomes. HUD will utilize a variety of social services to improve the quality of life for its residents and the surrounding community.
  - Utilize HUD’s assistance to improve health outcomes
- Build inclusive sustainable communities free from discrimination.
- Transform the way HUD does business

**Comment from OKC:**

I appreciate the comments on fair housing. In our in our industry, what we have learned is that the federal government is changing its policies to start looking at LBAR Housing (Legally Binding Affordable Restrictive Housing). Cities can apply for certain types of federal grants and transit improvements, and one of the areas they receive points towards receiving the grant is if the city has housing units that are affordable, but also legally kept that way for a certain period of time.

**Health Equity Community Projects:**

UCO Community/Public Health Program Students Holly Cureton, Travis Hall and Dr. Sunshine Cowan, Associate Professor and Program Coordinator.

**Project Report from the Health Equity class group project:**

This project required students to get into groups, to study Buy for Less stores or work on the Chequita banana project. Buy for Less operates Uptown Grocery as well as their regular Buy for Less Stores. Students were instructed to go out and pick 3 locations, come back and report on stores. Groups were to go to Uptown Grocery,

Buy for Less at MLK & 23<sup>rd</sup>, and then one other Buy for Less location of their choosing. Some of the differences they found were:

- Seeded Watermelon @ Buy for Less on MLK & 23<sup>rd</sup> \$8.38, Seedless Watermelon at Uptown Grocery \$4.00
- Major differences in food quality, pricing, presentation of food and wages paid to employees
- Help wanted signs offered \$1.00 more per hour for employees at Uptown Grocery compared to other Buy for Less Stores.
- Expired food products at less affluent stores
- Major differences in services offered in stores.
  - Uptown Grocery and Buy for Less at Portland & NW Expressway offered banking services, catering, pharmacy, bakery, floral, and specialty items
  - No check cashing offered at MLK & 23<sup>rd</sup>.
  - No extra services offered at MLK & 23<sup>rd</sup>, except for small deli with fried foods & poor quality sides
  - Penn & Hefner no extra services
  - Facility and Parking Lot quality differences.

Please go to the Buy for Less Petition at: <https://www.change.org/petitions/buy-for-less-management-improve-local-grocery-chain-regardless-of-zip-code#> and support this cause.

Chequita Bananas: 3 groups working on presentations for Chartwells UCO, Sprouts and Whole Foods.

- Chartwells agreed to drop Chequita Bananas and offered to contact other branches of Chartwell's and request that they not carry Chequita Bananas.
- Sprouts laughed at on the phone when they requested a meeting, showed up in person and was told manager in a meeting, the students were unable to meet with manager. They called a 2<sup>nd</sup> time to set up a meeting but were unable to secure an appointment with the manager.
- Demonstration was held at Sprouts, no members of management came out to talk to the demonstrators.
- Article to be published in the Oklahoma Gazette: "Going Bananas" This article highlights issues with Chequita Bananas.

### **Highlighted Presentation: "Utilizing Health Literacy to Improve Health Outcomes"**

Speaker: Marshan Marick, MPH, Instructor/Director Public Health Undergraduate Program, Langston University

***PowerPoint Available Upon Request***

### **Q&A:**

#### **Comment from OKC:**

In my under graduate work on a K-12 health education degree, in one of my classes during a lab we had a conversation about literacy. I clearly stated that I would not pass a child who could not read, and my professor told me that I would lose my job. I stated that I would not do a dis-service to the child by passing them when they could not read. This was stated to me prior to 1995 when I graduated. This alone goes to say where we are at as a state, since this conversation took place at a state university.

#### **Comment from Speaker:**

It is a huge issue; literacy has implications for a lot of our lives. I was listening to my son say he does not like to read, but reading is critical for math, science and functioning in the world. I think we have to be cognizant that literacy matters.

#### **Comment from OKC:**

At the Metropolitan Fair Housing Council we take 900-1200 intakes a year. Many times you would be surprised at the clients that come in with their elementary school children, they have already signed the lease, but they do not know what is in their lease. They will have their child out of school there at the appointment to help them read. It is across the board. When you are talking about health equity you are also talking about quality of life where you

have limited understanding of what you are engaged in or what you are signing. It will affect your outcome regarding your living status.

**Comment from OKC:**

We are from the Oklahoma Healthcare Authority which is the state Medicaid. This is a topic we are very interested in. We have tried for many to use plain language, to run our documents through the grade level checks, to ensure that what we are sending out is understandable as possible. I think your point to the health care providers is really important. This is something we are trying to figure out right now on what is the best methodology. We would be very interested in your research and your information you have on this subject matter. We would appreciate anything you could share with us.

**Question:** Pontotoc County, I was wondering how to get a copy of this PowerPoint presentation?

**Answer:** Anyone who wants a copy of the PowerPoint presentation just needs to email us and we will send it out.

**Comment from Steve Goldman, Oklahoma Primary Care Association:**

I am a navigator with the Oklahoma Primary Care Association, so are angle on Health Literacy has a lot to do with health insurance literacy. So adding all of the insurance terminology on top of people talking about their different medical conditions, we are looking at ways to effectively communicate all the different decision points in their choice of insurance and the use of that insurance in addition to the medical terminology that is needed to make describe their own situations and follow through on it. We are fortunate that we have the advantage to schedule longer appointments with folks, to help them sign up on their choice of plan on the medical exchange. We hear a lot of the terminology that folks use when talking about when their health is good, bad or serious enough to see a Doctor. There is a lot of discussion about deserving. Do I deserve this health care and the economic subsidies that are available? We are trying to figure out if there is a sense of we don't like preventative care because we have never had it or if there is an Oklahoman sense of "I am fine, I am fine", until it is so bad that I am in the emergency room.

**Request for Announcements and Final Comments** – Jeff Hamilton

**Grant Awarded to Advance Health Equity in Local Communities:**

Marisa New, Oklahoma Affiliated Representative of the Governing Council American Public Health Association.

APHA Grant awarded to OPHA, who will partner with the Oklahoma Health Equity Campaign, Oklahoma Interfaith Alliance and the Oklahoma Conference of Churches to organize two Faith Based Community Provider Summits. Dates and locations for these summits will be announced at a later date.

**OHIP: Oklahoma Health Improvement Plan:** -\_Alex Hart-Smith

Oklahoma Health Improvement Plan surveys a 5-year plan to look at addressing the health inequities and health issues in our state.

We will send out the survey electronically to the county health departments that participated today.