

Certified Healthy Oklahoma

CERTIFIED HEALTHY OKLAHOMA

Oklahoma has a vision of creating healthier places to live, work, learn and play. As a result of this vision, five Certified Healthy Oklahoma programs are challenging all Oklahomans to eat better, move more and be tobacco free, as well as implement policies to create healthy environments in our communities, schools, businesses, campuses, and restaurants.

CERTIFIED HEALTHY BUSINESS

The Certified Healthy Business program began in 2003 by the Academy for State Goals, the Oklahoma Turning Point Council, the State Chamber and the Oklahoma State Department of Health. This certification program has recognized over 1100 Oklahoma businesses that are working to improve employee health. Businesses who offer health risk appraisals, opportunities for employees to exercise, or offer tobacco prevention activities, or implement employee wellness policies are seeing a return on their investment.



GROWTH IN NUMBER OF HEALTHY CERTIFICATIONS BY YEAR ^{1,2}



¹ Certified Healthy Restaurants were added in 2009.

² Certified Healthy Campuses, Communities, and Schools were added in 2011.

HB 2774

The success of the Certified Healthy Business program caught the attention of the 2010 Oklahoma Legislature and additional certification programs were born. HB 2774, co-authored by Rep. Kris Steele and Sen. Clark Jolley, legislatively mandated advisory committees for certified healthy communities and certified healthy schools. Appointments to the committees were made by the House, the Senate, the Governor, the State Superintendent of Schools, and the Commissioner of Health. The Oklahoma State Department of Health was tasked with providing staff support to the advisory committees.

CERTIFIED HEALTHY SCHOOL

The Certified Healthy School program recognizes schools that are using the CDC's Coordinated School Health Model as a framework for what healthy Oklahoma schools should look like. In 2011, 155 schools were certified.

Points are given to schools that offer health education and physical education; provide health services; and make available enhanced nutritional services and counseling services. Additional points are given to schools that can document a safe and healthy environment; provide wellness opportunities for staff; and promote family involvement.



CERTIFIED HEALTHY COMMUNITY

The Certified Healthy Community program recognizes communities that promote wellness, encourage the adoption of healthy behaviors, and establish safe and supportive community environments. In 2011, 43 communities were certified.

Points can be accrued for a variety of activities and policies, some of which may include communities who support farmers markets; who implement Safe Routes to Schools; who promote health and wellness activities; or whose city-owned properties are tobacco free.



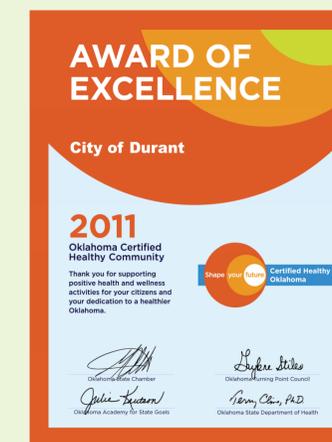
CERTIFIED HEALTHY RESTAURANT

Started in 2009, the Certified Healthy Restaurant designation recognizes restaurants that offer healthy food options and smoke-free environments to their patrons. Criteria for this application range from a restaurant that does not use artificial Trans fat in food preparation to a restaurant that provides nutritional information on its menu. Twenty restaurants have been certified since 2009.

CERTIFIED HEALTHY CAMPUS

The Certified Healthy Campus status recognizes college campuses and career technology centers for actively creating safe and healthy environments for faculty, staff, students and visitors. In 2011, 20 campuses were certified.

LEVELS OF CERTIFICATION



There are three levels of certification for each program: Basic, Merit, and Excellence. Requirements for each of the certification programs can be found on The Oklahoma Turning Point Council website at okturningpoint.org.

The application process opens each year on August 1

and applications must be submitted no later than November 1. Award recipients are notified in December with an awards ceremony in the spring.

INCENTIVE GRANTS & POLICY SUCCESSES

In 2011, the Tobacco Settlement Endowment Trust (TSET) offered incentive grants to 14 communities that became certified healthy. Communities documenting policies and activities promoting wellness for their citizens are eligible. In 2012, a similar incentive grant program will be launched by TSET for school districts. Already, the incentive grants are having an impact, with communities enacting a total of 13 local policies and ordinances on tobacco use prevention, alcohol consumption, and enhanced opportunities for healthy foods. Specific examples include a policy in Durant requiring all city owned or operated property to be tobacco free indoors and out and a policy in Okmulgee to establish farmers markets.

