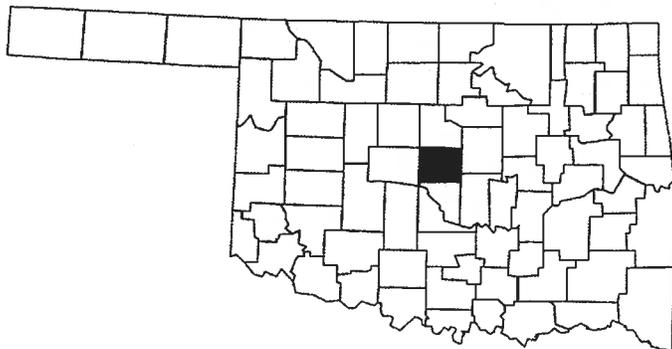


OKLAHOMA COUNTY

CENTRAL OKLAHOMA TURNING POINT

Established 2003



The Central Oklahoma Turning Point Partnership officially formed in 2003. However, a core group of individuals from the United Way of Metro Oklahoma City, the Oklahoma City-County Health Department, and the Oklahoma State Department of Health had discussed the need for a partnership since Turning Point first came to Oklahoma in 1998. Because of the huge number of stakeholders in Central Oklahoma, time was needed to make sure an inclusive process was developed so everyone's voice would be heard. Through the generous donations of funds, staff, and resources from many partners, this Turning Point partnership has been able to first build a very solid foundation and is poised to do great things.

Activities

- Identifying diverse stakeholders and developing a process for convening and recruiting:
 - Business community
 - Funding agencies
 - Media relations
 - Education sector
 - Health providers
 - Nonprofit organizations
 - Faith community
 - Government agencies
 - Youth organizations
- Developing the Oklahoma County Metro Steering Committee.
- Developing a means to link mayors with their school district superintendent and the Youth Risk Survey to link to economic concerns – involve the Journal Record and the Chamber of Commerce.
- United Way of Metro Oklahoma City submitted an application to the Oklahoma Community Service Commission for an AmeriCorps Promise Fellow to coordinate the Central Oklahoma Turning Point initiative activities.

- A working group was formed to begin work on initiating tasks (e.g., identify stakeholders, design a constructive process, define information and education needs, identify resource and logistical support needs, and review makeup of the convening group and expand as necessary).
- The Central Oklahoma Turning Point Initiative hired a facilitator, David Chrislip, to help define the scope of the initiative and design a constructive process to improve community health.
- The working group and facilitator, David Chrislip, met to review “lessons learned” about successful collaboration, to clarify essential tasks for the initiating phase, and to assess the process for broad-based community inclusiveness.
- Two breakfast meetings were convened with business leaders, educators, foundation directors, media representatives, local government leaders, the faith community and medical professionals to build awareness of health issues and enlist support and participation.
- Co-Chairs were recruited.
- Job descriptions (role definitions) have been developed for the following positions: Initiative Co-Chairs, Steering Committee members, Fundraising Co-Chairs, Executive Director, and Facilitator.
- The Steering Committee met to review/approve job descriptions, to review/approve the budget, to review/complete the stakeholder list, to define next steps and schedule meeting dates in 2003 for the Initiative.
- Dan Straughan, United Way of Metro Oklahoma City, committed to serve as Executive Director for the Central Oklahoma Turning Point (COTP), Community Partners Health Initiative.
- The Steering Committee and Convening Group established six subcommittees: Stakeholder, Process Evaluation, Content Information Expertise, Marketing/Public Relations/Outreach, Fundraising, and Local Facilitators.
- Recruitment efforts were made to engage a second Co-Chair for the initiative.
- City-County Health Department committed five percent staff time to support the COTP.
- David Chrislip was engaged as lead consultant and facilitator.
- Beth Shortt, Leadership Oklahoma City, agreed to be a facilitator and will recruit six to eight experienced facilitators to donate their time to assist with Stakeholder meetings.
- The COTP applied for a \$10,000 grant from Partners in Public Health.
- DHHS Center for Health Statistics selected Oklahoma County to administer health exams to 490 people and to compile aggregate data.

- The Steering Committee met mid January at the Faculty House to refine stakeholder lists, obtain commitments for Steering committee members, and recruit Stakeholders.
- Sue Hale, The Oklahoman, and Joyce Reed, Griffin Communications, provided a COTP mini-workshop on how to engage the media and invited marketing/public relations representatives from hospitals, businesses, and non-profit organizations.
- The Content Information Expertise subcommittee developed a four-part presentation to "make the case" for addressing multiple health challenges in Central Oklahoma.
- Pam Troup, St. Anthony North, is asking for sponsors to support the Stakeholder meetings and dinners.
- The Process Evaluation subcommittee met with College of Public Health staff to make plans for process evaluation for the initiative.
- The Marketing subcommittee developed invitations, news releases, FAQ sheets, Stakeholder recruitment packets, and a website: <http://www.healthyoklahomans.org>.
- The Convening Leaders Breakfast was held with leaders and representatives from business, education, media, non-profit organizations, local government, the faith community, and healthcare to create awareness and enlist support and participation.

Outcomes

- Approval received for AmeriCorps Promise Fellow—hiring process is underway.
- The Steering Committee is developing a suggested timeline for the local initiative, including an outline of the community-wide collaborative effort needed to set priority health issues and plan appropriate strategies for workable solutions.
- The Steering Committee had a conference call with David Chrislip and met the last week in December 2001 and the second week of January 2002 to map strategies for their initiating and implementation phases.
- United Way of Metro Oklahoma City hired AmeriCorps Promise Fellow, Diane Caballero, to assist with the activities of the Initiative.
- The breakfast convening group meetings netted twelve signed commitments to endorse the project, secure funding, provide financial and or in-kind support, and help recruit stakeholders.
- A list of potential funders has been developed.
- The Funding Subcommittee is developing campaign plans.
- COTP held its first Stakeholder meeting September 9, 2003 from 5:30 PM – 8 PM on the Metro Tech campus. Boxed dinners were provided for all the attendees.
- Sue Hale, The Oklahoman, committed to Co-Chair the initiative with Pam Troup.
- Beth Shortt recruited eight facilitators who will donate their time to facilitate meetings.
- COTP was awarded \$10,000 grant from Partners in Public Health.

- Dr. Eleni Tolma, College of Public Health, will provide process evaluation expertise.
- Blue Cross/Blue Shield of Oklahoma, Bone & Joint Hospital/McBride Clinic, Oklahoma City-County Health Department, Saint Anthony Hospital, The Daily Oklahoman, and United Way of Metro Oklahoma City are current sponsors for the stakeholder meetings (approximately \$2,000 which covers meeting room fees and box dinners). Sponsors can display organization materials and provide health information, etc.
- The Funding subcommittee is implementing strategic plans to sustain the initiative.

Future Plans

- Continue efforts to expand the partnership.
- Tentative plans for a health forum early next spring.
- An Executive Director will be hired to manage the overall planning and implementation of the Central Oklahoma Turning Point Initiative.
- A second Co-Chair will be recruited for the Initiative.
- The stakeholder list will be expanded to ensure diversity and broad-based community inclusion.
- The first stakeholder meeting will be held early in calendar year 2003.
- Stakeholder meetings have been scheduled through 2004.
- The Steering committee is making plans for a community resource directory.
- Metro Tech will be the site for all Stakeholder meetings except three. Potential sites are being considered for these three meetings: Chamber of Commerce, libraries, community colleges, Oklahoma Home Builders Association, churches, etc.
- The Stakeholders will begin setting health priorities and developing strategic plans to improve the health of populations in Canadian, Cleveland, Logan, and Oklahoma counties.

Participants

- Ackerman McQueen, Inc.
- American Heart Association
- American Red Cross of Central Oklahoma
- Anglin Public Relations
- Architectural Foundation
- Areawide Aging Agency, Inc.
- Arvest Bank
- Association of Central Oklahoma Governments
- Association of Plumbing, Heating, Cooling Contractors (PHCC)
- B.D. Eddie Enterprises
- Balanced Healing Medical Center
- Bank of Oklahoma
- Bank One of Oklahoma
- Bank One Commercial Lending
- Beale Professional Services Association Insurance Plans

- Bethany Public Schools
- Blue Cross/Blue Shield of Oklahoma
- Boldt Construction
- Bone & Joint Hospital
- Boys & Girls Club of Oklahoma County
- Boy Scouts of America, Last Frontier Council
- C.L. Frates & Co.
- Calm Waters Center for Children & Families
- Carpenter Chiropractic Clinic
- Catholic Charities
- Center for Mind, Body, Spirit
- Center for Nonprofits
- Central Oklahoma AFL-CIO Labor Council
- Central Oklahoma Integrated Network Systems
- Central Oklahoma Workforce Investment Board
- Central Oklahoma Project Access
- Chance to Change
- Chesapeake Energy Corporation
- Chickasha Public Schools
- Children's Hospital of Oklahoma
- Christ the King Church
- Citizens League of Central Oklahoma
- City of Oklahoma City
- Clements Food Foundation
- Cleveland County Health Department
- Community Council of Central Oklahoma
- Community Health Charities Oklahoma
- Communities Foundation of Oklahoma
- Contact Crisis Helpline
- Cooperative Urban Ministries
- Cox Communications
- Daily Oklahoman
- Dale Rogers Training Center
- D-Dent, Inc.
- Deaconess Hospital - Bethany
- DeMarge College
- Deer Creek Public Schools
- Department of Human Services
- Department of Mental Health & Substance Abuse Services
- Devon Energy
- Eagle Ridge Institute
- Edmond City Hall
- Edmond Public Schools
- EMSA
- Eunice Khoury Insurance
- Evaluation Research Institute
- Everest Brothers
- Fairview Baptist Church
- Fellowship of Christian Athletes
- First Baptist Church
- Foundation Management, Inc.
- General Motors Corporation
- GMO Urban Ministries
- Greater Oklahoma City Chamber of Commerce
- Griffin Communications
- H & H Gun Range
- Harrah Public Schools
- Heritage Hall School
- Hirst Imports, Inc.
- Holy Temple Baptist Church
- Integris Canadian Valley Regional Hospital
- Integris Health
- Journal Record
- Joy Reed Belt & Associates, Inc.
- KFOR
- KOCO-TV
- KOMA
- Kamps Market
- Langston University at Oklahoma City
- Latino Community Development Agency
- Leadership Oklahoma City, Inc.
- Literacy Council
- Mary Mahoney Memorial Health Center
- Mason & Moon Advertising
- McBride Clinic
- Mental Health Association – Oklahoma County
- Mercy Health Center
- MetaFund
- Metro Tech
- METRO Transit
- Millwood Schools
- Moore High School
- Mustard Seed Development Corporation
- NAMI-Oklahoma
- Neighborhood Services Organization
- Nichols Hills Publishing Company, Inc.
- NICA-Canadian County
- Norman Health Club
- Norman Hospital
- Norman Public Schools
- North Care Mental Health Center
- Oasis
- OCMS
- OETA TV
- Office of Personnel Management, State of Oklahoma
- Oklahoma AFL-CIO Council
- Oklahoma Academy of Family Physicians
- Oklahoma Alliance on Aging
- Oklahoma Association Management
- Oklahoma City Air Logistics Center
- Oklahoma City Community College
- Oklahoma City Community Foundation
- Oklahoma City-County Health Department
- Oklahoma City-County Health Department Board
- Oklahoma City Fire Department
- Oklahoma City Indian Clinic
- Oklahoma City Police Department
- Oklahoma City Public Schools
- Oklahoma City Public Schools Foundation
- Oklahoma City Rescue Mission
- Oklahoma City University
- Oklahoma Commission for Teacher Preparation

- Oklahoma Conference of Churches-IMPACT Committee
- Oklahoma County District Attorney
- Oklahoma County Medical Society
- Oklahoma County Training & General Assistance
- Oklahoma Dental Hygienists Association
- Oklahoma Dietetic Association
- Oklahoma Gas and Electric
- Oklahoma Federal Executive Board
- Oklahoma Financial Network
- Oklahoma Foundation Management, Inc.
- Oklahoma Foundation for Medical Quality
- Oklahoma Hospital Association
- Oklahoma House of Representatives
- Oklahoma Institute for Child Advocacy, Heart of OKC
- Oklahoma Malt Beverage Association
- Oklahoma Marriage Initiative
- Oklahoma Medical Research Foundation
- Oklahoma Municipal Assurance Group
- Oklahoma Natural Gas
- Oklahoma Nazarene University
- Oklahoma Osteopathic Association
- Oklahoma Primary Care Association
- Oklahoma Safe Kids Coalition
- Oklahoma State Department of Education
- Oklahoma State Department of Health
- Oklahoma State Medical Society
- Oklahoma State Pharmacy Association
- Oklahoma State Senate
- Oklahoma State University – Oklahoma City
- Oklahoma Tourism & Recreation Department
- Oklahoma Turning Point Council
- OUHSC Board of Health
- OUHSC College of Public Health
- OUHSC Pediatrics
- Oklahoma Visual Arts
- OU Medical Center
- Partners in Public Health
- Positive Tomorrows
- Presbyterian Health Foundation
- Prevent Blindness-OK
- Redhawks
- SBC
- Schools for Healthy Lifestyles
- Shalom
- Skyline Urban Ministry
- South Chamber
- Southern Nazarene University
- Special Care, Inc.
- St. Anthony Foundation
- St. Anthony Hospital
- St. Anthony North
- Sunbeam Family Services
- Temple Bnai Israel
- The Hertz Corporation
- YWCA of Oklahoma City, Inc.
- Youth Leadership Exchange
- The Kerr Foundation, Inc.
- The Oklahoma Academy
- Third Degree Advertising
- Tican Corporation
- United Way of Metro Oklahoma City
- United Way of Norman
- Unity Health Center
- University of Central Oklahoma
- University of Oklahoma
- Urban League of Greater Oklahoma City
- Utility Information Service
- Variety Health Center/Department Human Services
- Veterans Administration Medical Center
- Volunteer Center of Central Oklahoma
- Walker Companies
- Western Heights Public Schools
- Youth Services for Oklahoma County Tobacco-Free Coalition