

TULSA COUNTY

TULSA TURNING POINT

Established in 1998—One of the Original Three Pilots



As one of the original Turning Point partnerships in Oklahoma, the Tulsa Turning Point partnership has seen many successes. Their vision is to make Tulsa the Healthiest Community in America. In order to accomplish this, they have engaged businesses, faith leaders, and others in the community to plan and implement new approaches for prevention and early intervention, family access to health services, comprehensive health education for children, and improved senior health.

Activities

- The Turning Point Advisory Council partnered with the Community Health Net: CAP project to provide technical assistance in creating a business plan for a 24-hour, 7 days per week clinic to serve uninsured, underserved, and Medicaid populations.
- Tour de Tulsa, an annual bicycle event in the Tulsa metropolitan area was held.
- Summer Jamboree, sponsored by the Tulsa City-County Health Department, Community Health Foundation, Aetna, and Tulsa Healthy Start was held.
- Sponsored the Jared Jamboree—a fun health fair for children featuring Jared, the Subway television representative, who lost 100+ pounds eating Subway local sandwiches, as the keynote speaker. Over 500 children participated in the daylong event.
- Get Tulsa Trekkin' completed its first full year of activities. Ten thousand adults registered and received a free walking kit.
- The second year of the Get Tulsa Kids Trekkin' program was completed. Results were compiled and will be used to enhance the program next year.
- A childhood obesity task force was formed.
- A legislative committee was formed to focus on issues related to the Children First program.

- The Turning Point Policy Committee partnered with the MATCH and NETFOC policy groups to work on tobacco issues at the local and state levels.
- Policy and Systems Change Subcommittee has joined forces with the MATCH Project and NETFOC to form a stronger, more cohesive coalition to battle the clean-air ordinance in Tulsa County.
- A health profile on Tulsa County has been developed.
- The Executive Committee approved a proposal to dissolve and become the working segment of the Community Health Foundation.
- Sponsored Blue Print for Change—a workshop series aimed at addressing racial and economic disparities
- Sponsored five walking events associated with Get Tulsa Trekkin'—a walking and nutrition campaign aimed at reducing heart disease. Over 3,000 adults participated in the events.
- Faith Advisory Committee completed a yearlong study on current faith-based partnerships that exist in the Tulsa community that address the five priority areas. They also compiled a report that highlights model programs for replication.
- Mental Health Task Force completed their report and submitted to local officials and the Governor. Since the report, many groups have been meeting to address the severe mental health problems in northeastern Oklahoma.
- Sponsored a reception welcoming Dr. Beitsch to Oklahoma. Bobbie Berkowitz, Director of the National Turning Point Program, spoke to the partnership during the same event. It was a full day of meetings and greetings.

Outcomes

- Tour de Tulsa generated over \$8,000. The proceeds will be donated to the Get Tulsa Kids Trekkin' program.
- A business plan was created for a 24-hour facility to serve uninsured and underserved populations.
- Significant improvements were observed in the fitness level of all Get Tulsa Kids Trekkin' participants.
- The Community Health Foundation Board will serve as the Executive Board for the Tulsa Turning Point Initiative.
- The Tulsa County Health Profile (11 chapters) was completed.
- Almost 7,500 adults in Northeast Oklahoma have received and/or participated in the Get Tulsa Trekkin' walking campaign.
- Approximately 900 people participated in the Blue Print for Change.

- Several newspaper articles have appeared in the Tulsa World surrounding various events and Turning Point information.

Future Plans

- The Community Health Net: CAP Project will become the Sharelink System to help reduce the number of routine visits to the Emergency Room.
- The Community Health Foundation will host an annual dinner with all proceeds going to fund efforts related to childhood obesity.
- Get Tulsa Kids Trekin' will be modified in an effort to more effectively impact the target population.
- Host a childhood obesity summit to raise awareness among community leaders and discuss potential solutions.
- A Smoke Free Pregnancy Initiative is being planned for implementation in Tulsa.
- Get Tulsa Kids Trekin' will be implemented in five elementary schools starting in January and running through May.
- Planning to participate in the National Cover the Uninsured Week in March.

Participants

- American Cancer Society of Oklahoma
- American Heart Association of Oklahoma
- American Lung Association of Oklahoma
- Blue Cross/Blue Shield
- Community Health Foundation
- Community Health Net
- Community Service Council
- Good Samaritan Health Services
- Governor's Council on Fitness and Sports
- Hillcrest Healthcare System
- Indian Healthcare Resource Center
- Margaret Hudson Program
- Morton Comprehensive Health Services
- OSU College of Osteopathic Medicine
- OU College of Public Health
- Planned Parenthood of Arkansas and Eastern Oklahoma
- Subway Sandwiches
- Tulsa City-County Health Department
- Tulsa City Mayor's Office
- Tulsa Coalition for Children's Services
- Tulsa Medical Society
- Tulsa Metropolitan Ministries
- Tulsa Public Schools
- University of Oklahoma Health Sciences Center in Tulsa
- YWCA