

**CERTIFIED
HEALTHY
OKLAHOMA
BY THE NUMBERS
2018**

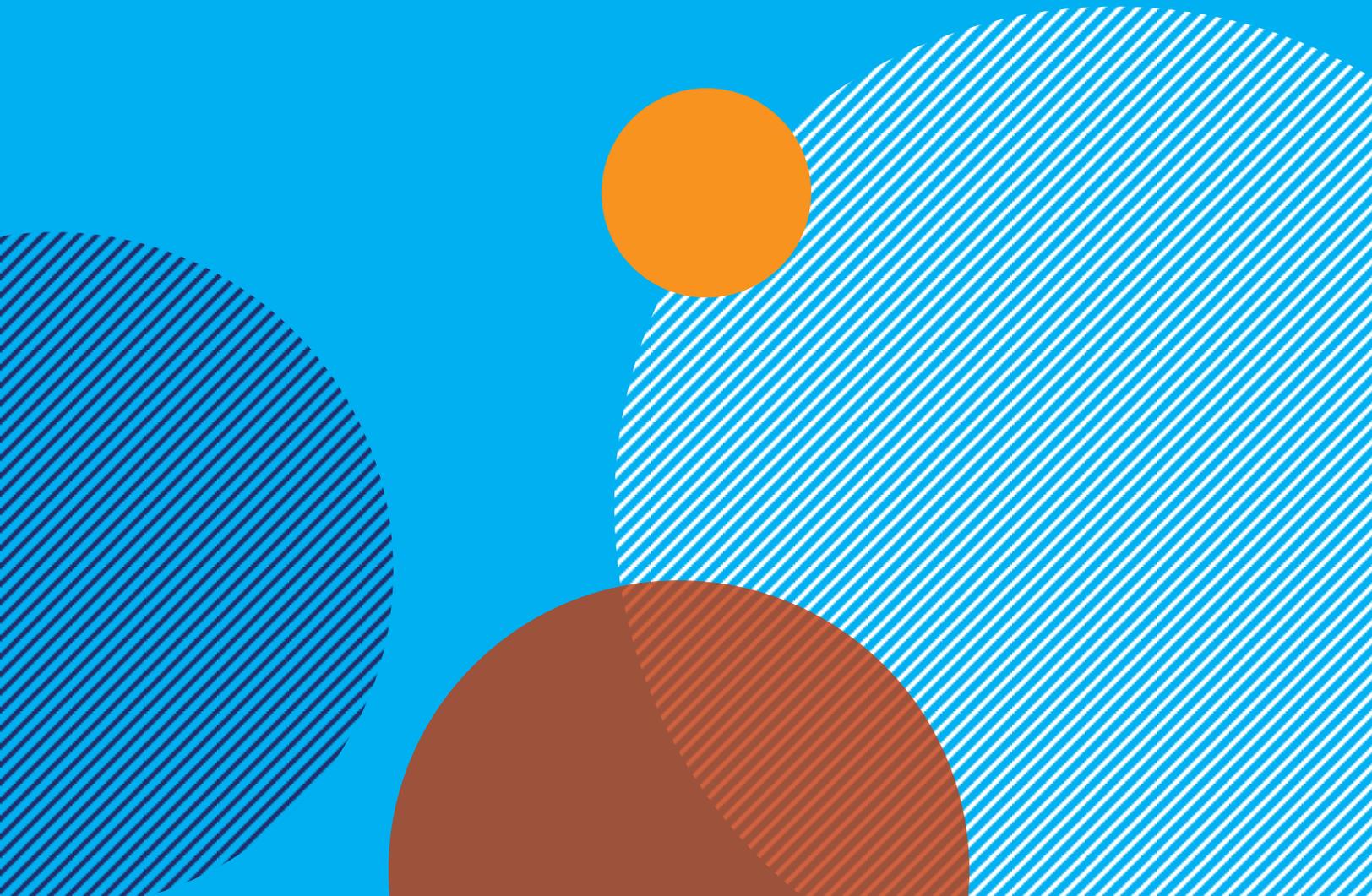


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EXECUTIVE SUMMARY

OVERVIEW

The Certified Healthy Oklahoma (CHO) program is a free, voluntary statewide certification. The certification showcases businesses, campuses, communities, congregations, early childhood programs, restaurants and schools that are committed to supporting healthy choices through environmental and policy changes. These entities are working to improve the health of Oklahomans by implementing policies and programs that will help Oklahomans eat better, move more and be tobacco free.

The CHO program began in 2003 as a collaborative initiative between four founding partners - the Oklahoma Turning Point Council, the Oklahoma Academy for State Goals, the Oklahoma State Chamber, and the Oklahoma State Department of Health (OSDH). At that time, the program recognized 23 businesses that were working towards improving employee health by providing wellness opportunities and implementing policies that lead to healthier lifestyles. In 2010, Former Speaker of the House Kris Steele and Senator Clark Jolley authored the

Oklahoma Certified Healthy Communities and Schools Act that directed the State Department of Health to establish and maintain a program for the voluntary certification of Communities and Schools that promote wellness, encourage the adoption of healthy behaviors and establish safe and supportive environments.

The CHO program has grown over the years and now has seven aforementioned certification programs. The program offers three levels of certification: Basic, Merit and Excellence.

WHERE WE STAND TODAY

In 2018, among the 2,377 applicants, 2,243 (94.4%) were certified as basic, merit and excellence across all seven CHO programs. Within all CHO programs, at least 90% or more of all applications achieved a level of certification in 2018. **Figure A** below provides a breakdown by applications and certifications across all seven CHO programs, and **Figure B** displays a breakdown by certification level for each of the seven CHO programs.

Figure A: CHO Application and Certification Comparison by Programs and Overall - 2018

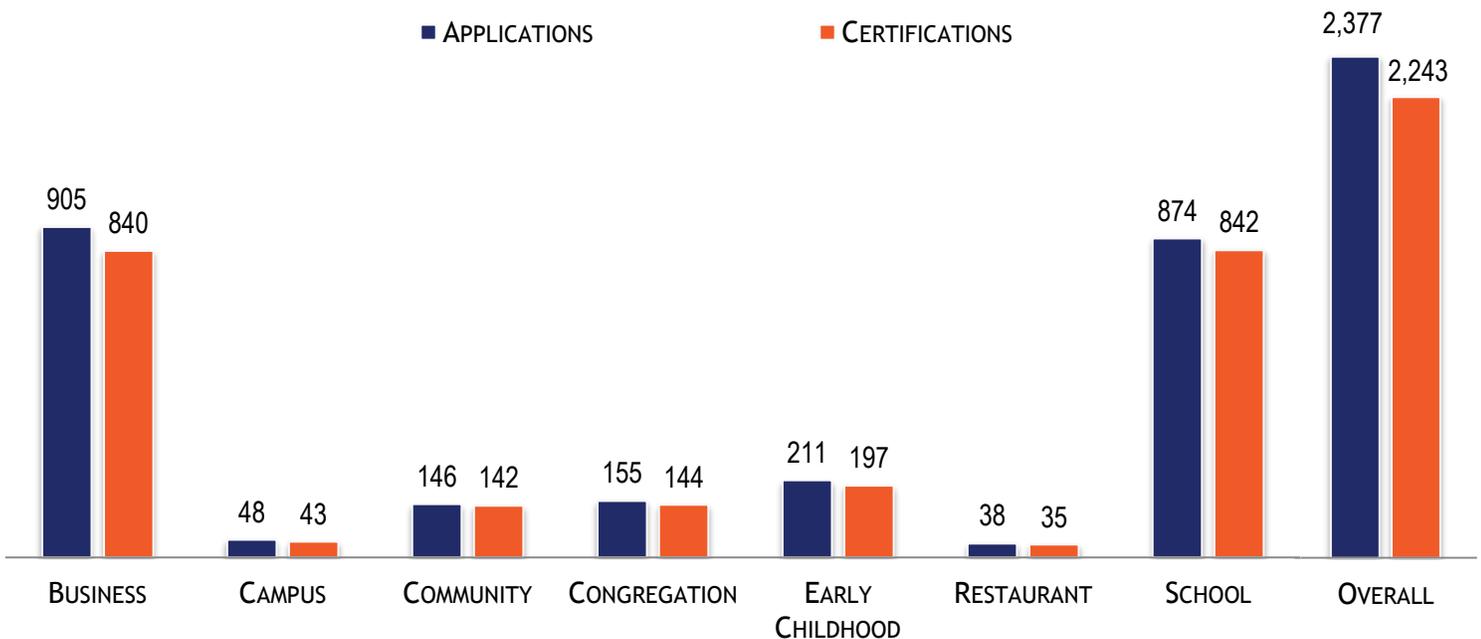
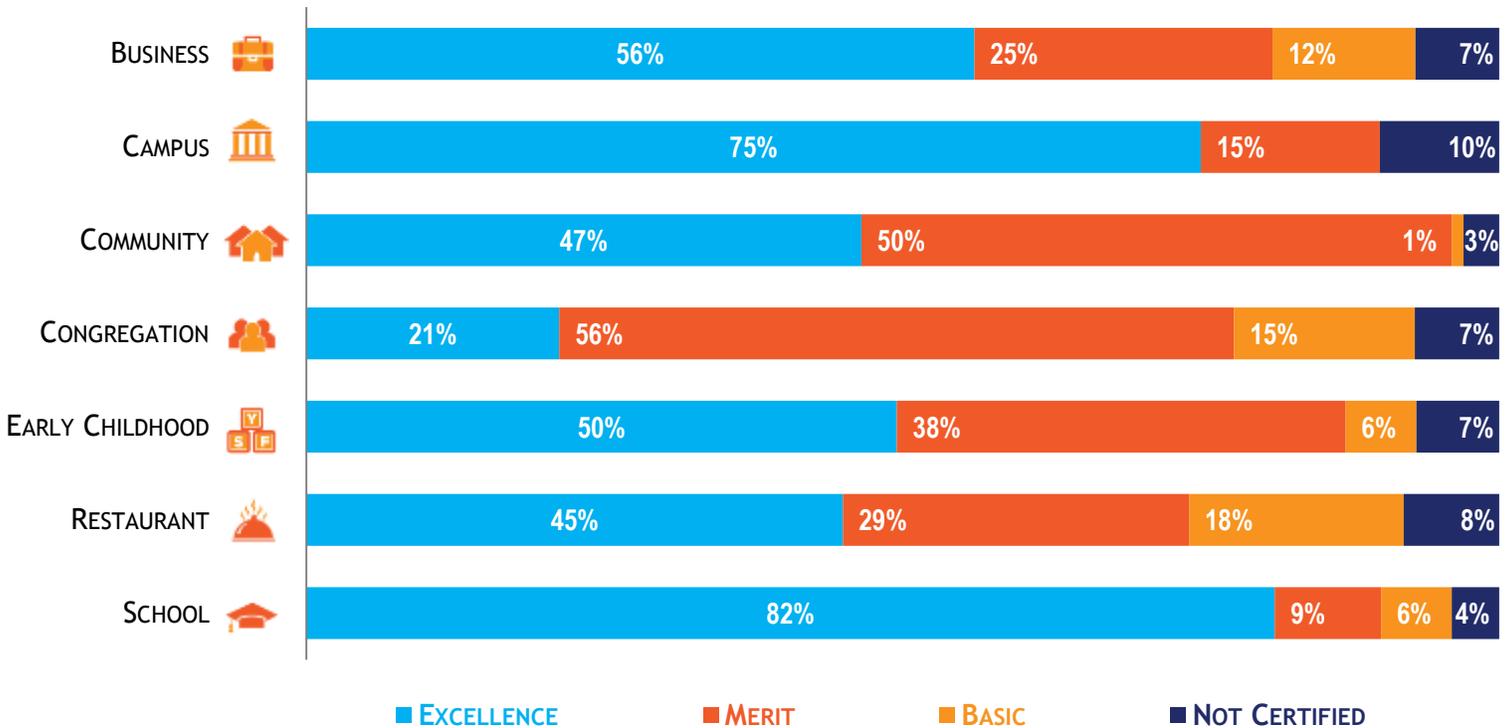


Figure B: CHO Certification Level Comparison by Programs - 2018



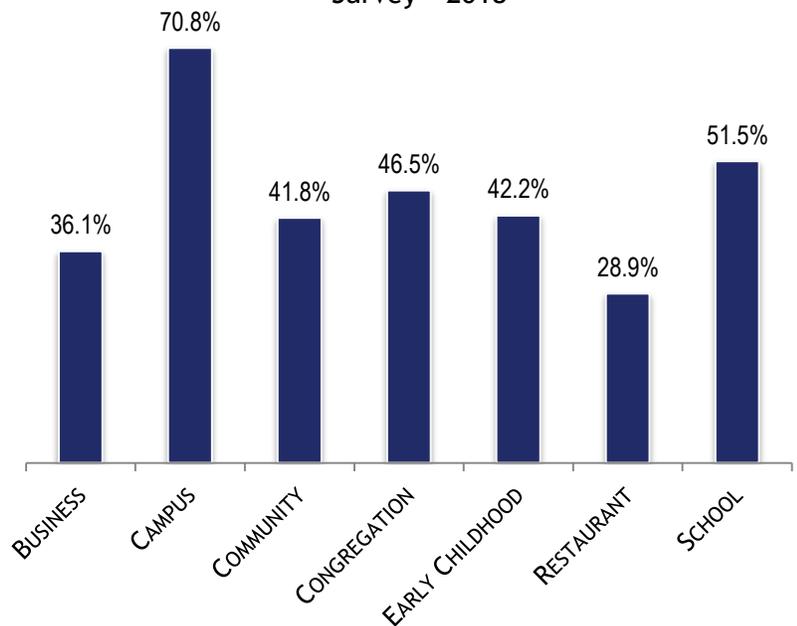
2018 CHO APPLICANT FEEDBACK SURVEY

The Center for Chronic Disease Prevention and Health Promotion (the Center) at the OSDH administered a web-based survey of all CHO applicants across all seven programs in December 2018 to gather feedback with an overall purpose to improve the CHO program. The information collected was centered around the CHO application process, criteria required to become a CHO entity and applicants' opinions and beliefs regarding the role of health on their organizations.

The Center always appreciates and values feedback from its customers. A similar survey for all seven CHO programs was administered in previous years, and changes based on applicants' feedback included enhancement of the Certified Healthy Oklahoma website, changes to the CHO criteria and improved transparency throughout the application and scoring process.

The 2018 survey was completed by 1,044 organizations out of the 2,377 that applied to become a CHO entity (response rate of 43.9%). **Figure C** depicts all seven CHO programs' survey response rates.

Figure C: Response Rates on CHO Applicant Feedback Survey - 2018

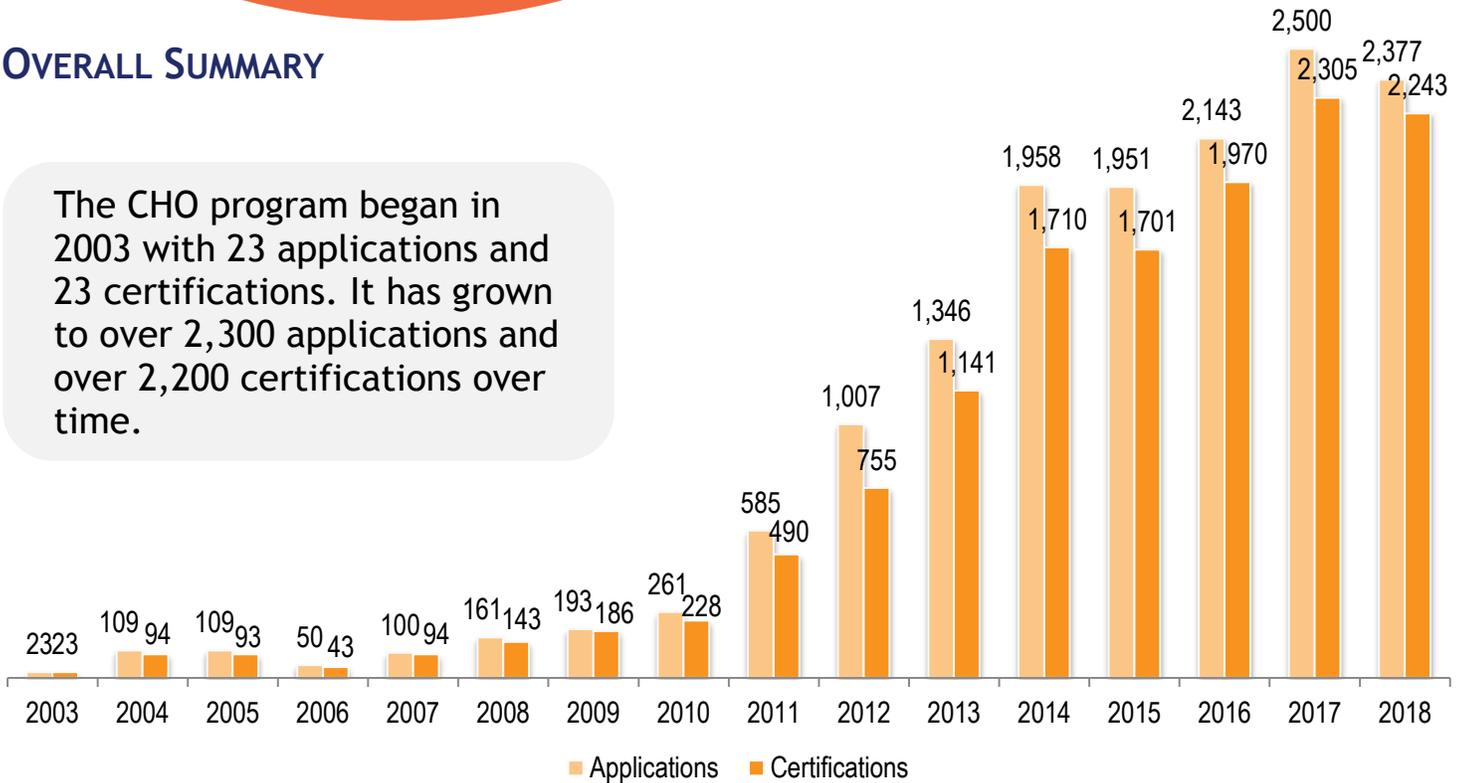


The sections ahead in this report provide summary data of applications and certifications for all seven CHO programs as well as the 2018 CHO Applicant Feedback Survey key findings. Also, maps using Geographic Information Software have been included in this report to show the statewide coverage of the CHO programs.

CERTIFIED HEALTHY OKLAHOMA (CHO)

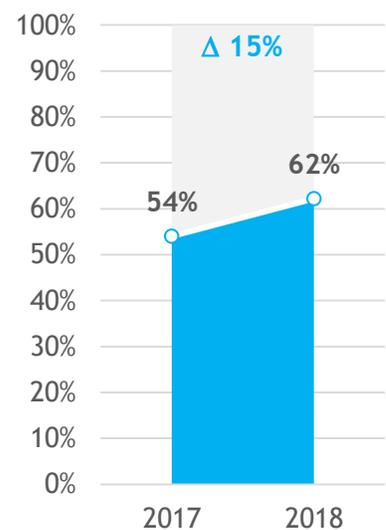
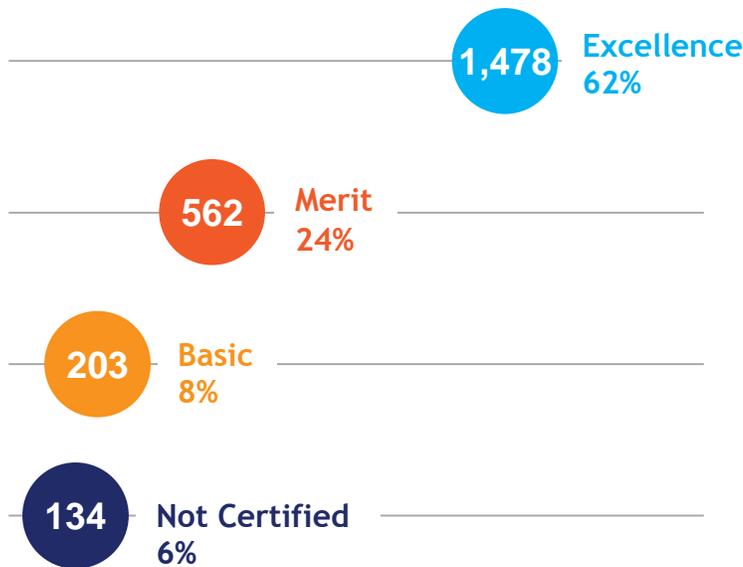
OVERALL SUMMARY

The CHO program began in 2003 with 23 applications and 23 certifications. It has grown to over 2,300 applications and over 2,200 certifications over time.



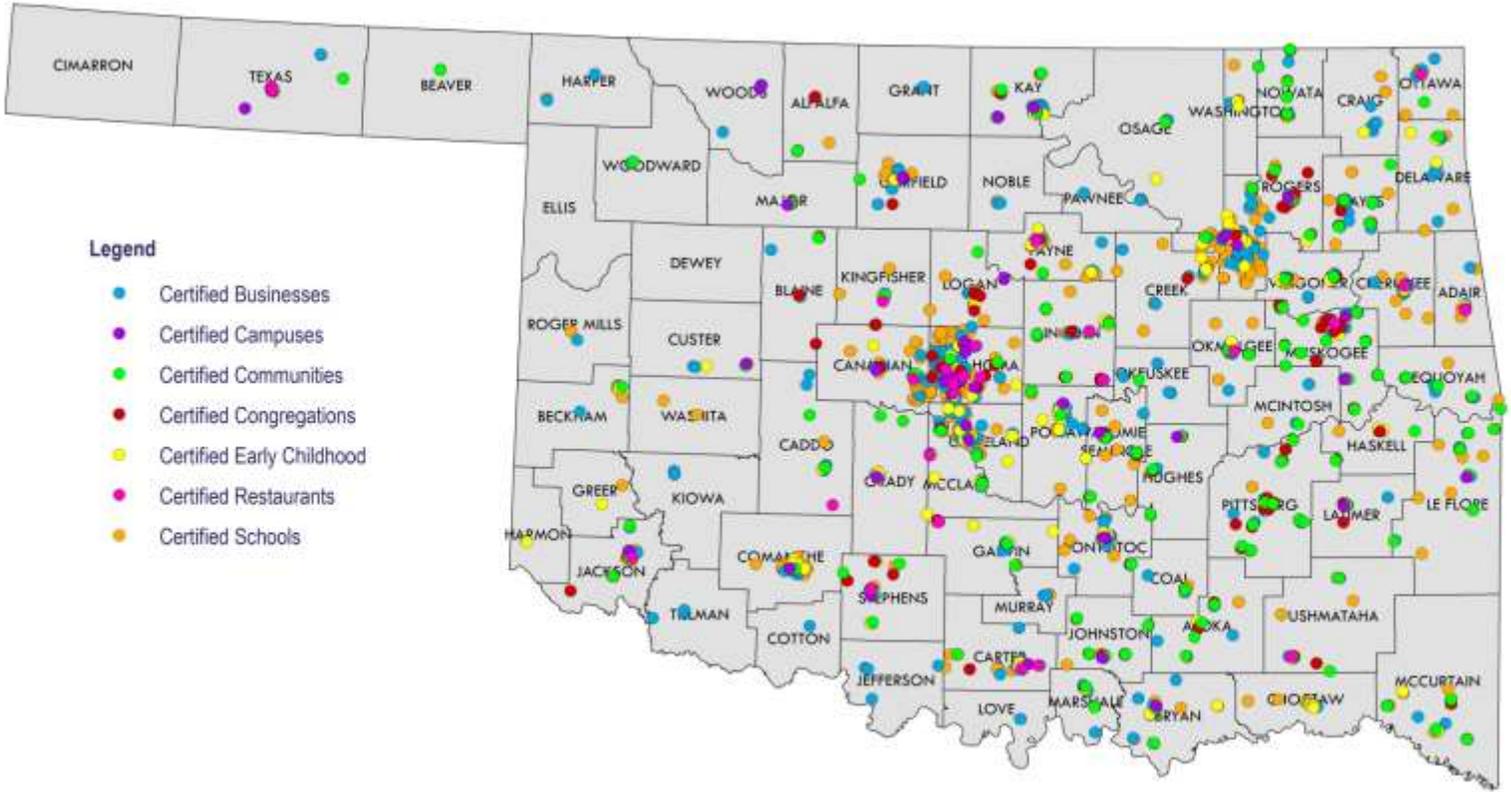
BREAKDOWN BY OVERALL CERTIFICATION LEVEL

In 2018, among the 2,377 applicants, 2,243 (95%) were certified as basic, merit and excellence across all seven CHO programs



Compared to 2017, the percentage achieving **excellence** level certifications increased **15%** in 2018

CERTIFIED HEALTHY OKLAHOMA PROGRAMS 2018



840
BUSINESSES

43
CAMPUSES

142
COMMUNITIES

144
CONGREGATIONS

197
EARLY CHILDHOOD

35
RESTAURANTS

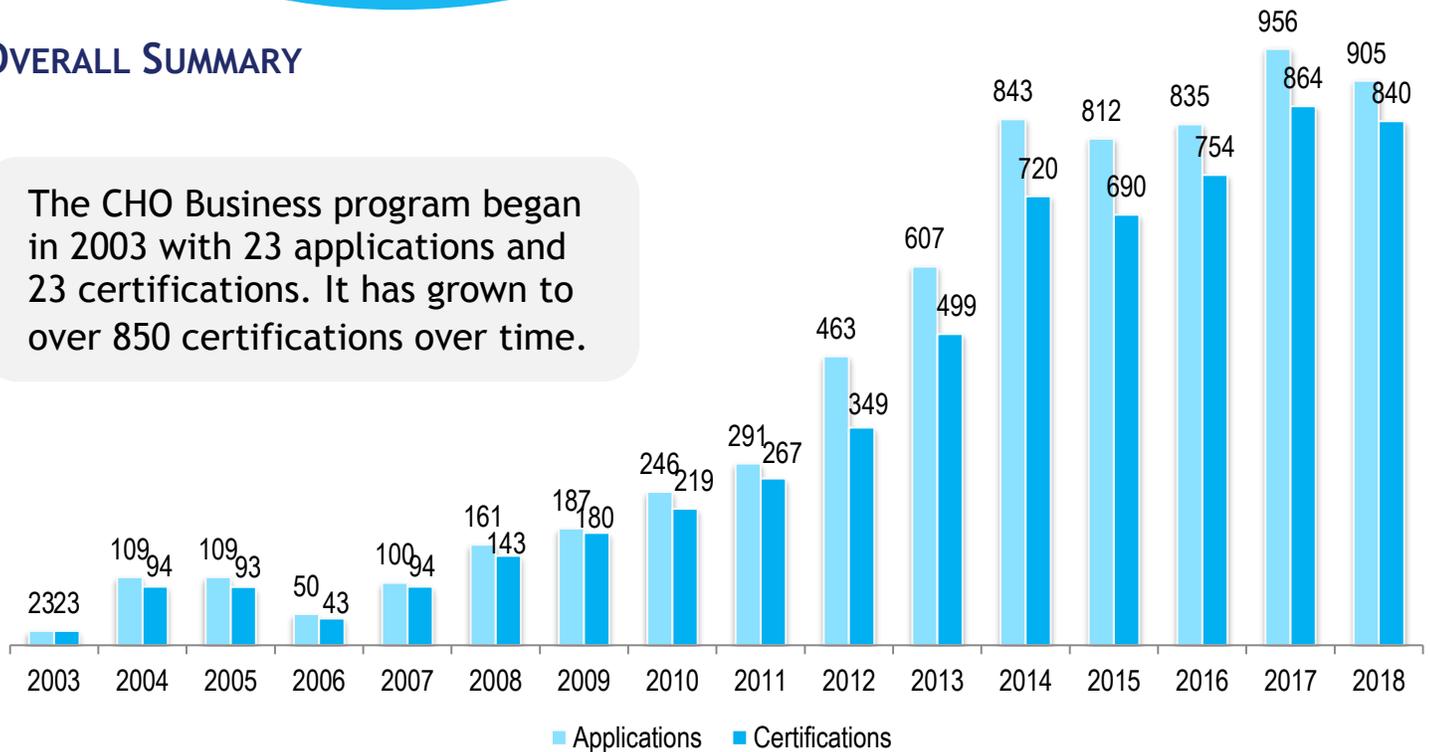
842
SCHOOLS

2,243
CERTIFICATIONS

BUSINESS PROGRAM

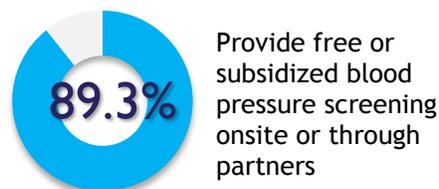
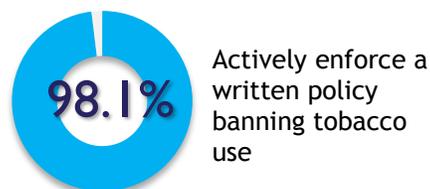
OVERALL SUMMARY

The CHO Business program began in 2003 with 23 applications and 23 certifications. It has grown to over 850 certifications over time.

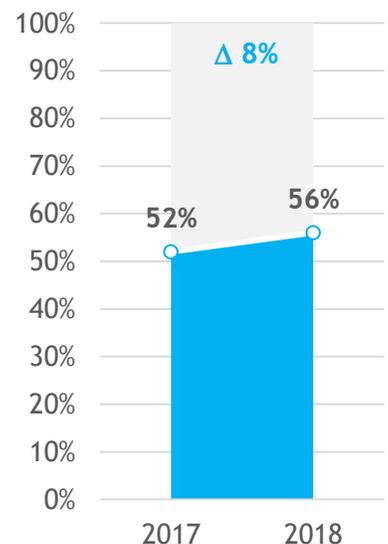


CERTIFICATION HIGHLIGHTS

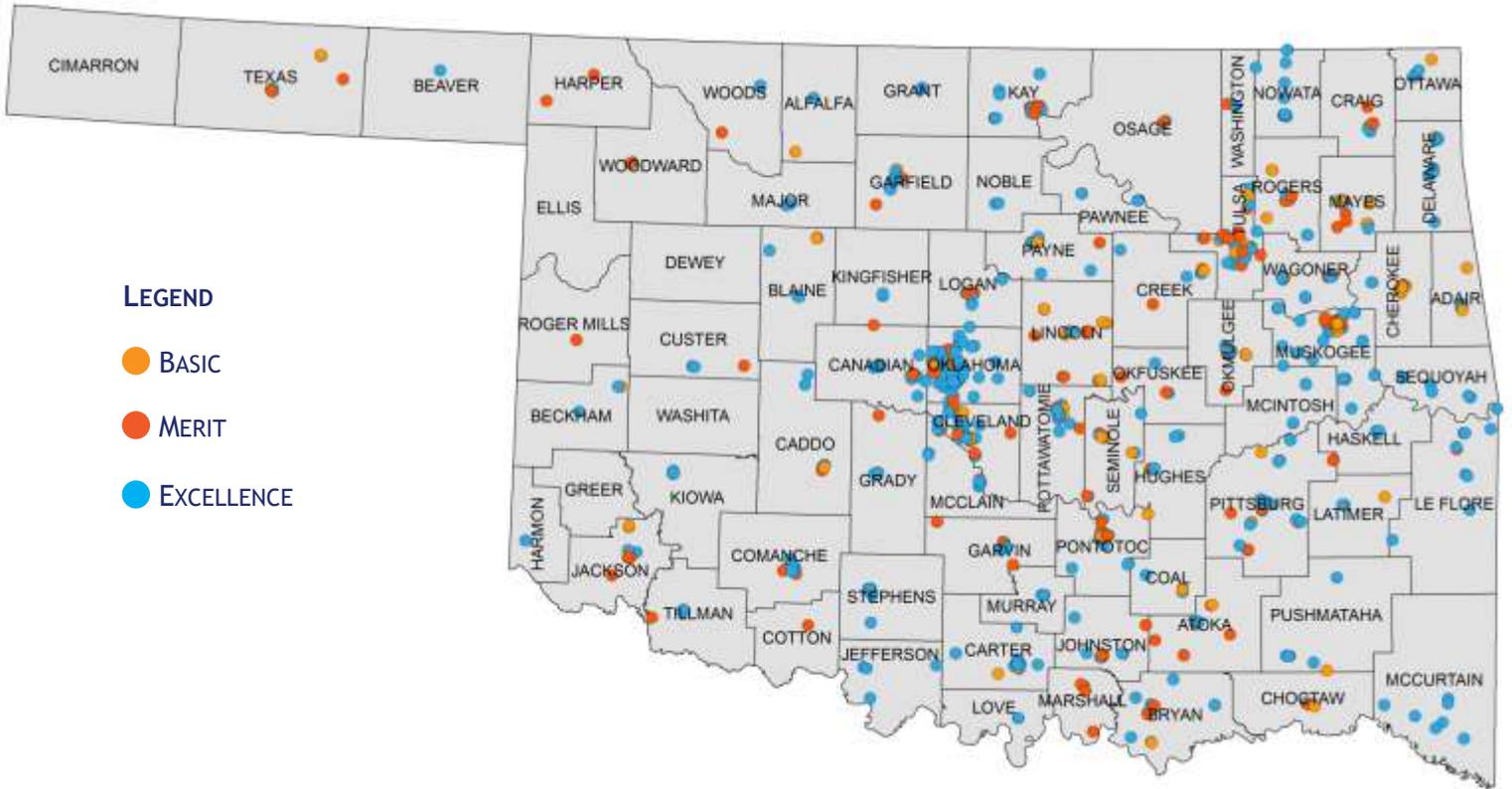
Applicants select activities and policies that are currently offered by their business. Among the certified, some criteria highlights include:



Compared to 2017, the percentage achieving **excellence** level certifications increased **8%** in 2018



CERTIFIED HEALTHY BUSINESSES 2018



105
BASIC

229
MERIT

506
EXCELLENCE

BUSINESS PROGRAM

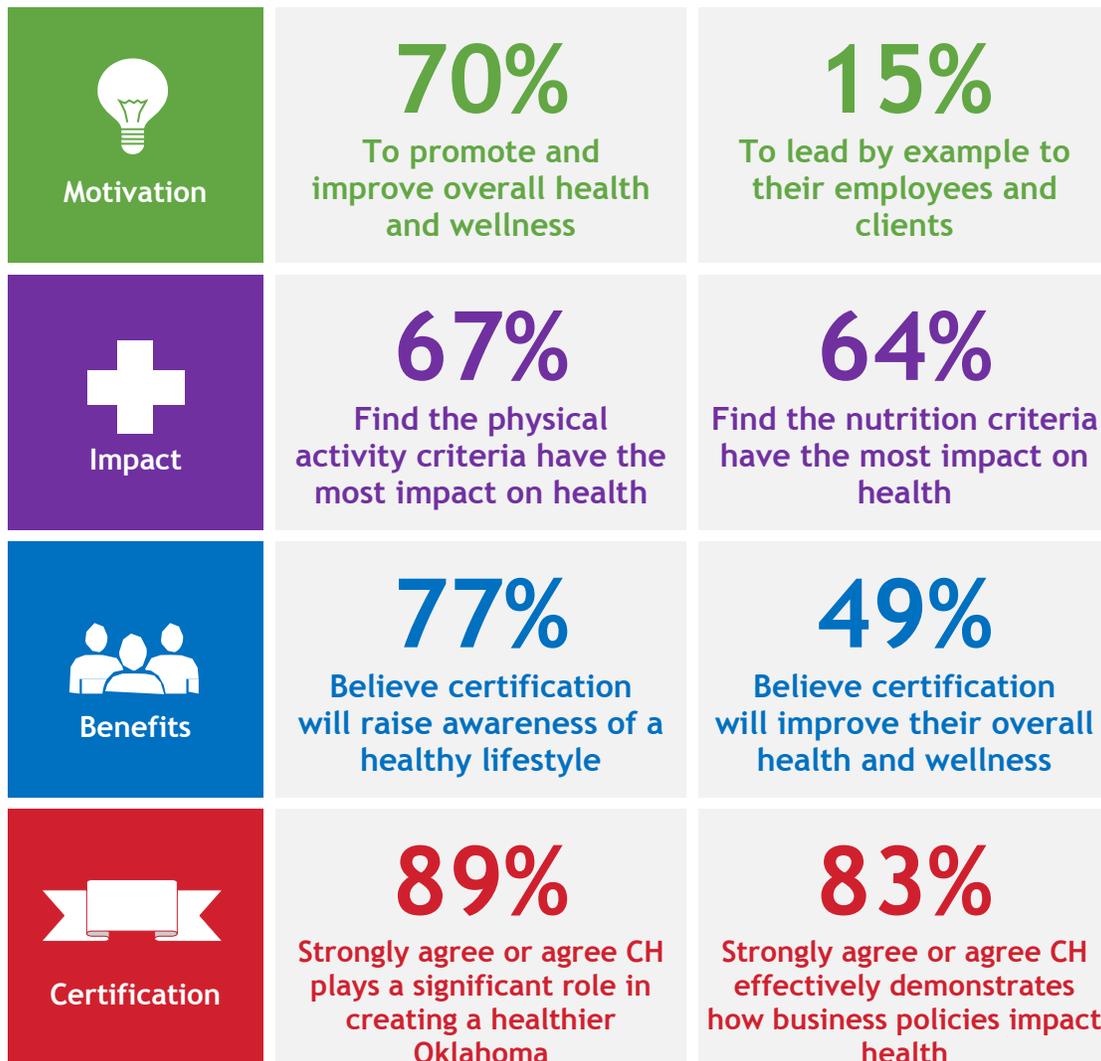
905
APPLICATIONS

840
CERTIFICATIONS

128,768
PEOPLE REACHED

2018 CHO BUSINESS APPLICANT FEEDBACK SURVEY

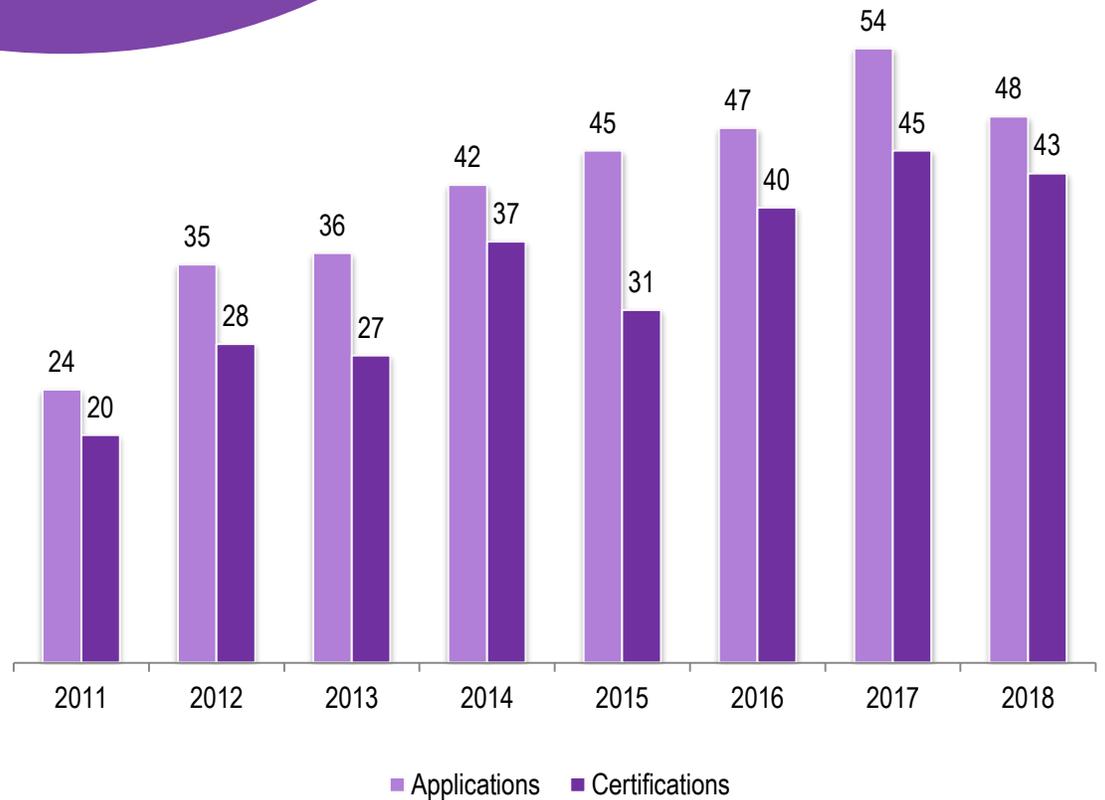
- A total of 905 businesses in Oklahoma applied to become a CHO Business in 2018.
- For the fifth year in a row, the Center for Chronic Disease Prevention and Health Promotion administered a web-based survey of all CHO Business applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Business, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2018.
- The survey was completed by 327 businesses out of the 905 that applied (response rate of 36.1%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



CAMPUS PROGRAM

OVERALL SUMMARY

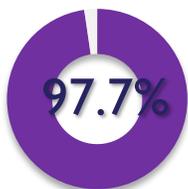
The number of CHO Campus applications has increased every year and certifications have doubled since it began in 2011.



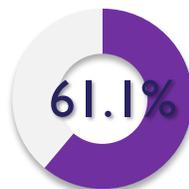
CERTIFICATION HIGHLIGHTS

Applicants select activities and policies that are currently offered by their campus. Among the certified, some criteria highlights include:

Compared to 2017, the percentage achieving **excellence** level certifications increased **39%** in 2018



Provides tobacco cessation assistance to faculty, staff, and students, including promotion of the Helpline

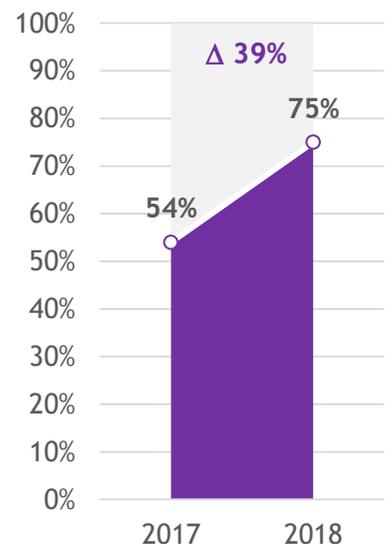


On campus dining displays nutritional information on menus

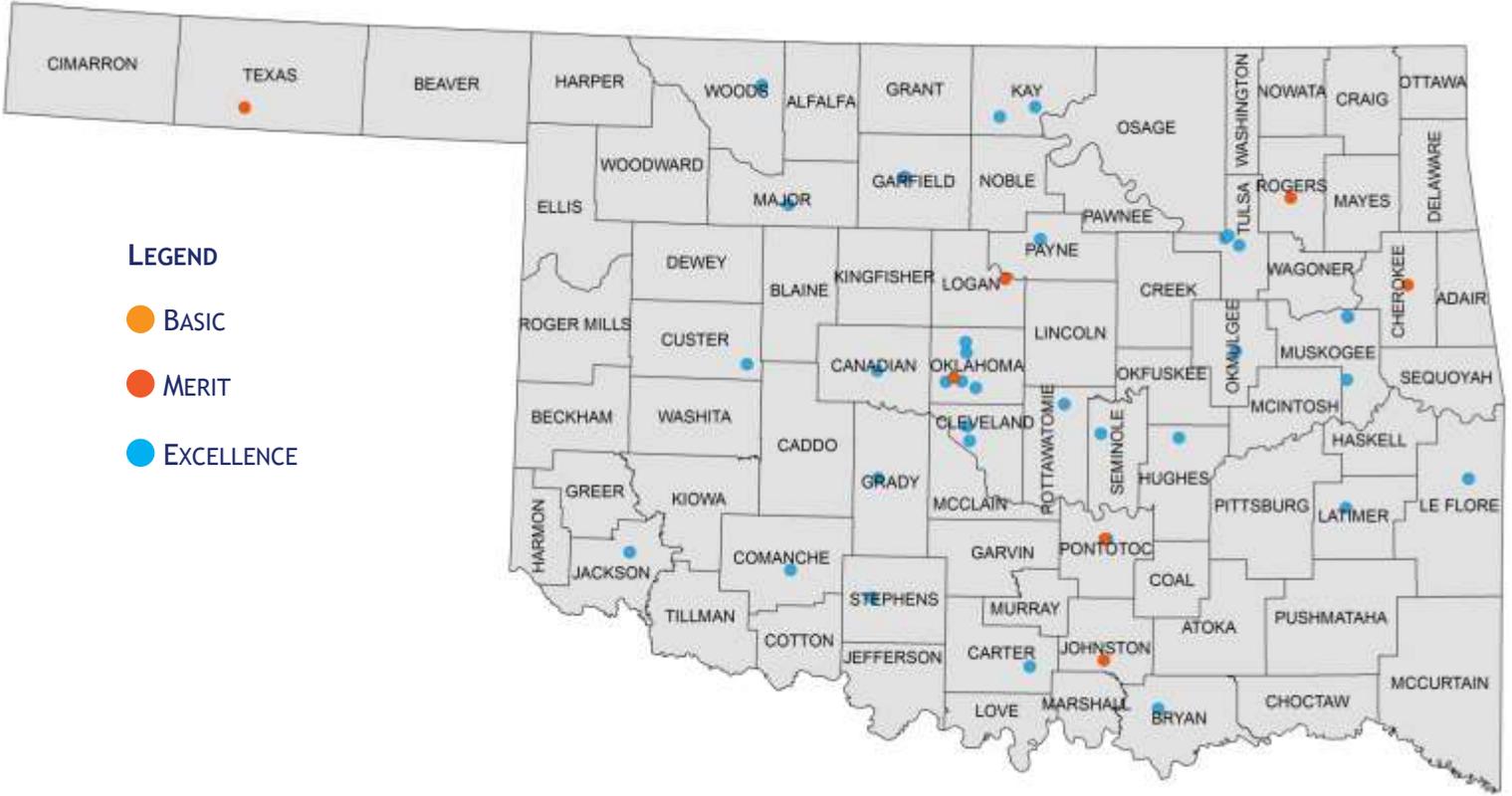
Provides a fitness facility for all faculty, staff, & students at free or reduced cost OR free or reduced membership to a local fitness facility



Campus has designated walking trails either indoor, outdoor, or both



CERTIFIED HEALTHY CAMPUSES 2018



0
BASIC

7
MERIT

36
EXCELLENCE



48
APPLICATIONS



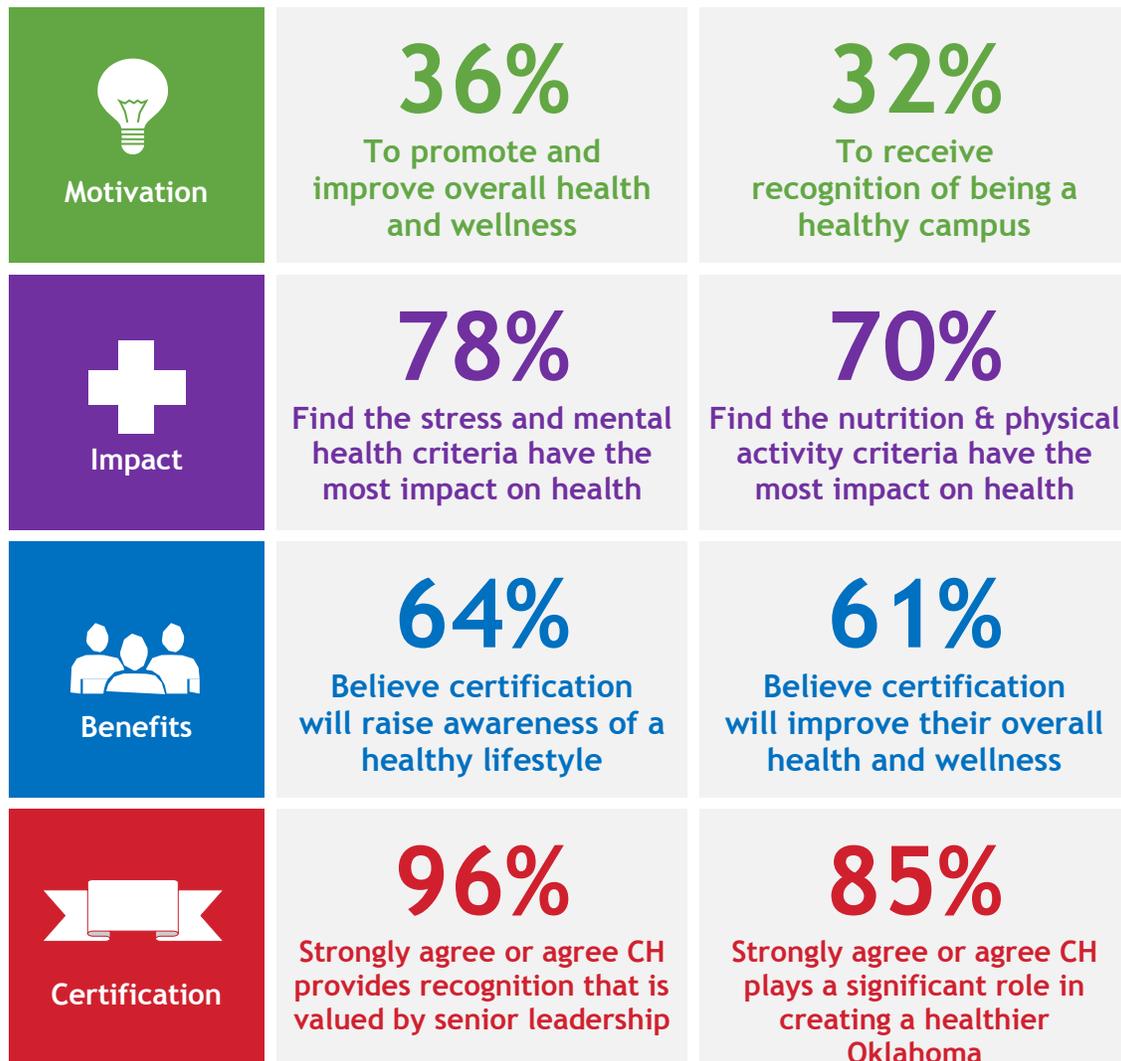
43
CERTIFICATIONS



167,673
PEOPLE REACHED

2018 CHO CAMPUS APPLICANT FEEDBACK SURVEY

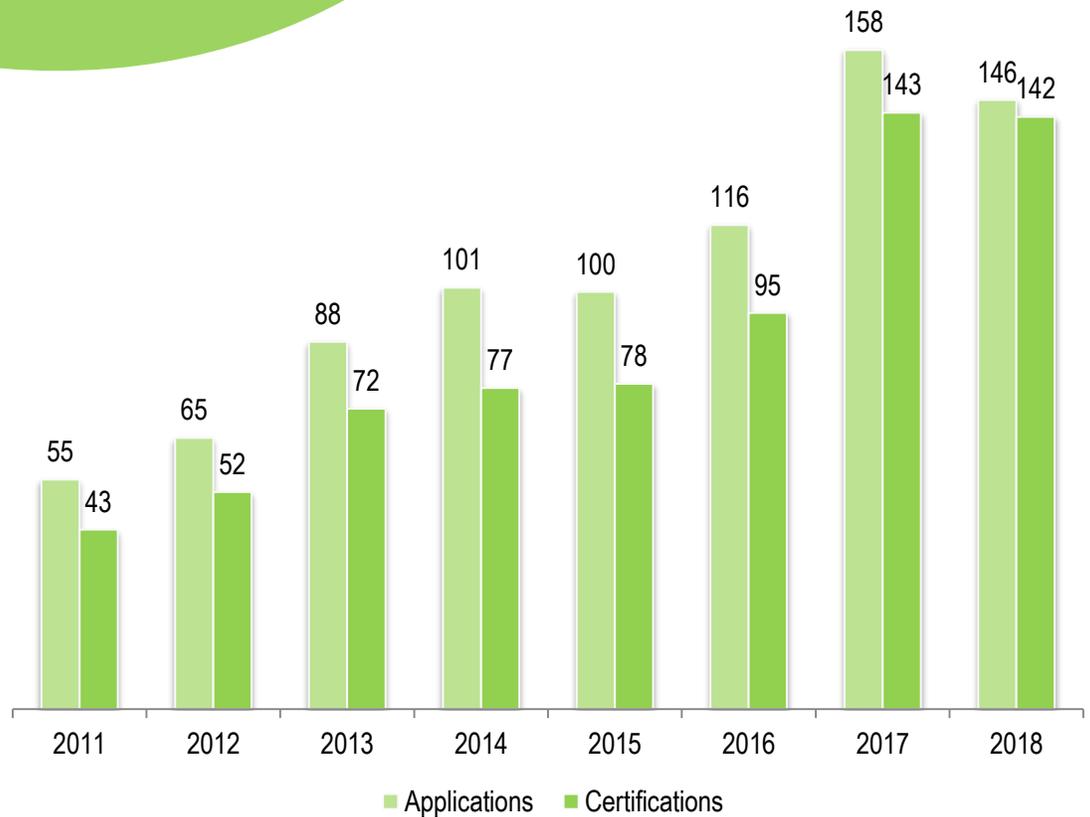
- A total of 48 campuses in Oklahoma applied to become a CHO Campus in 2018.
- For the fifth year in a row, the Center for Chronic Disease Prevention and Health Promotion administered a web-based survey of all CHO Campus applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Campus, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2018.
- The survey was completed by 34 campuses out of the 48 that applied (response rate of 70.8%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



COMMUNITY PROGRAM

OVERALL SUMMARY

The number of CHO Community applications and certifications has tripled since it began in 2011.



CERTIFICATION HIGHLIGHTS

Applicants select activities and policies that are currently offered by their community. Among the certified, some criteria highlights include:

Compared to 2017, the percentage achieving **excellence** level certifications increased **34%** in 2018

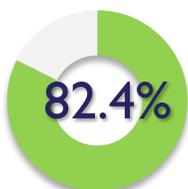


Affordable fresh fruits and vegetable are available within the community

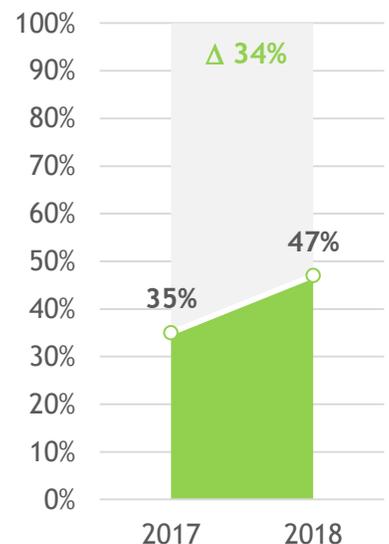


Educational institutions have adopted policies ensuring “24/7” tobacco, vapor products, alcohol and drug free properties

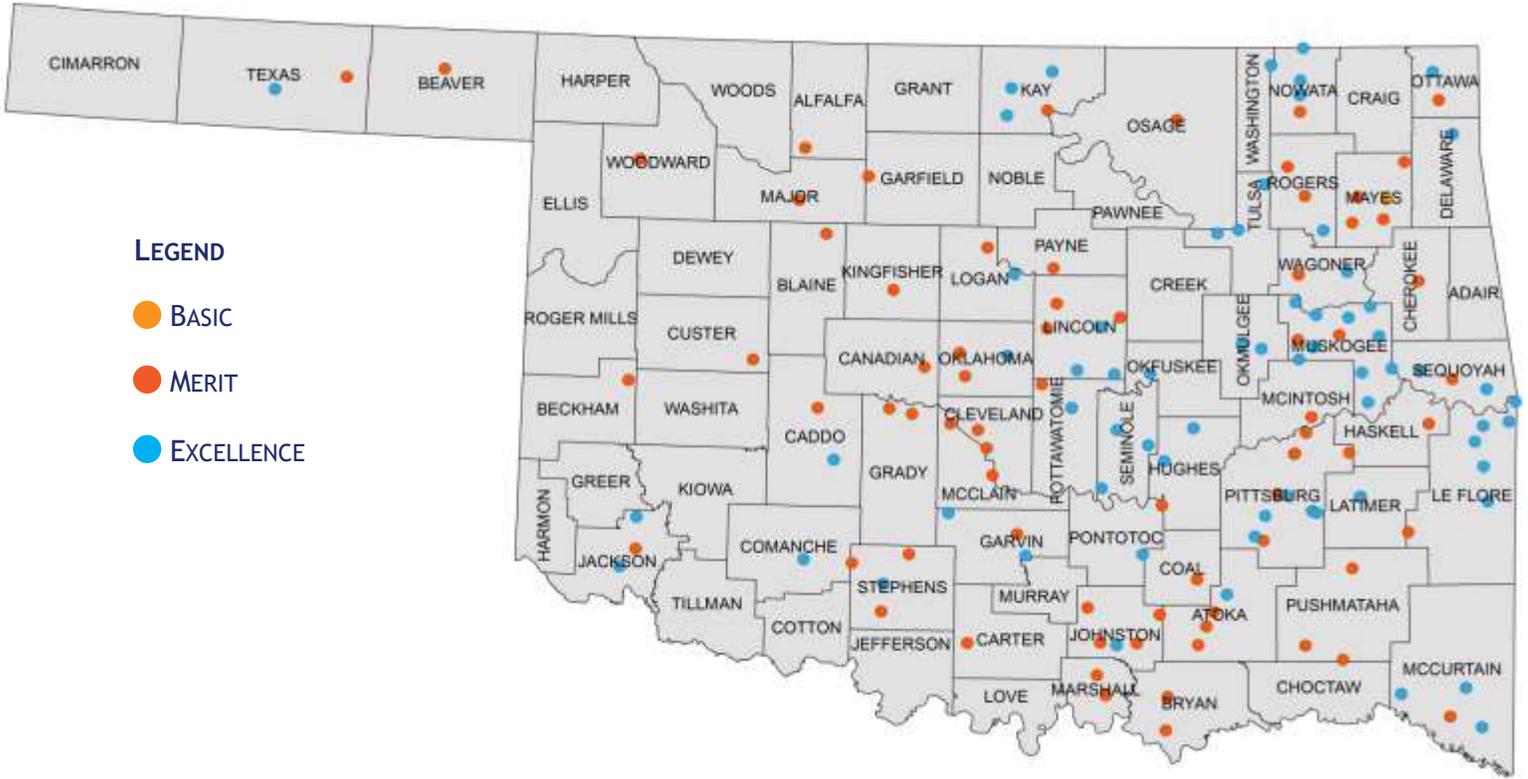
Local community gym is available for before/after school physical activity through a shared use agreement



Community based health screenings and referrals offered to identify health conditions



CERTIFIED HEALTHY COMMUNITIES 2018



1
BASIC

73
MERIT

68
EXCELLENCE

COMMUNITY PROGRAM



146
APPLICATIONS



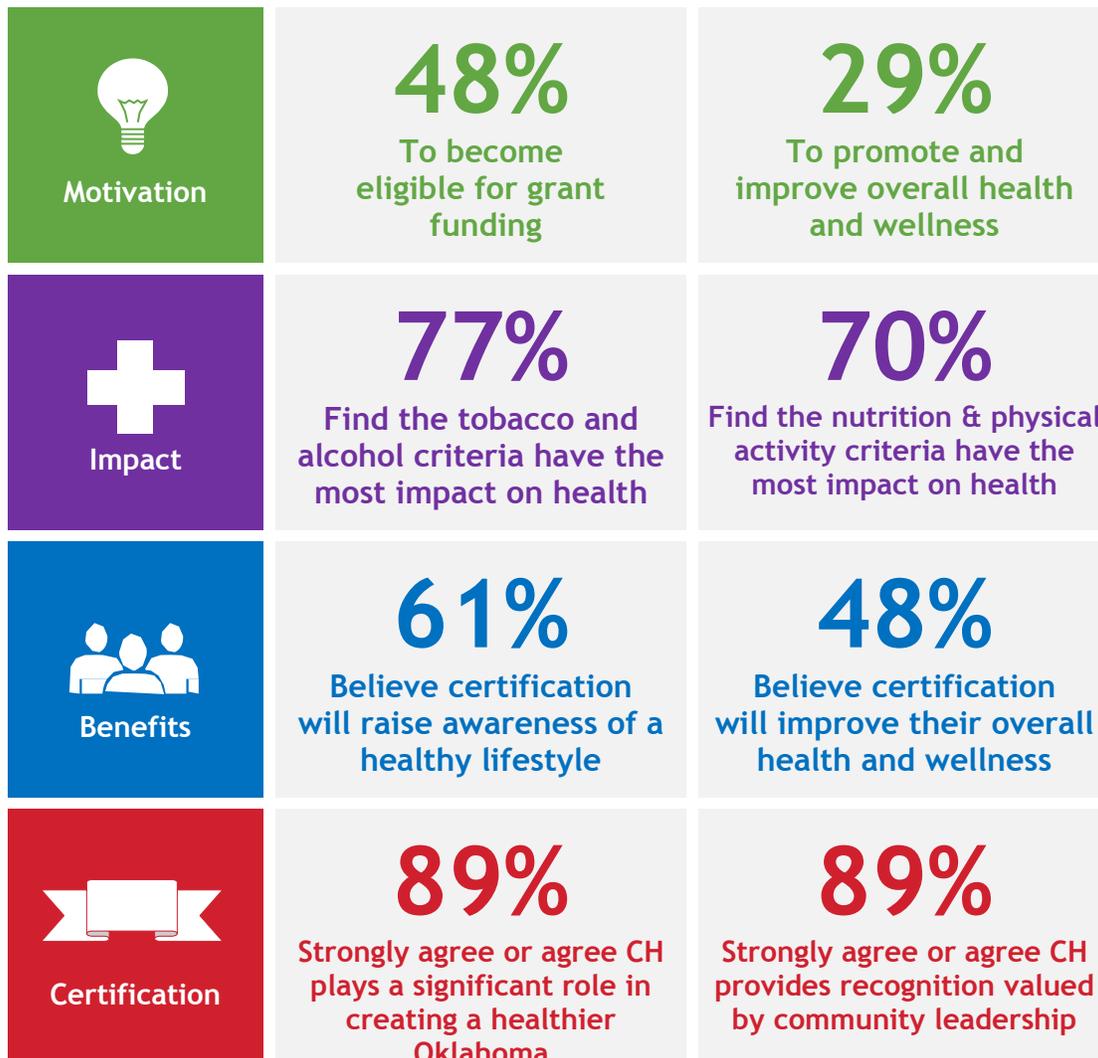
142
CERTIFICATIONS



1,877,305
PEOPLE REACHED

2018 CHO COMMUNITY APPLICANT FEEDBACK SURVEY

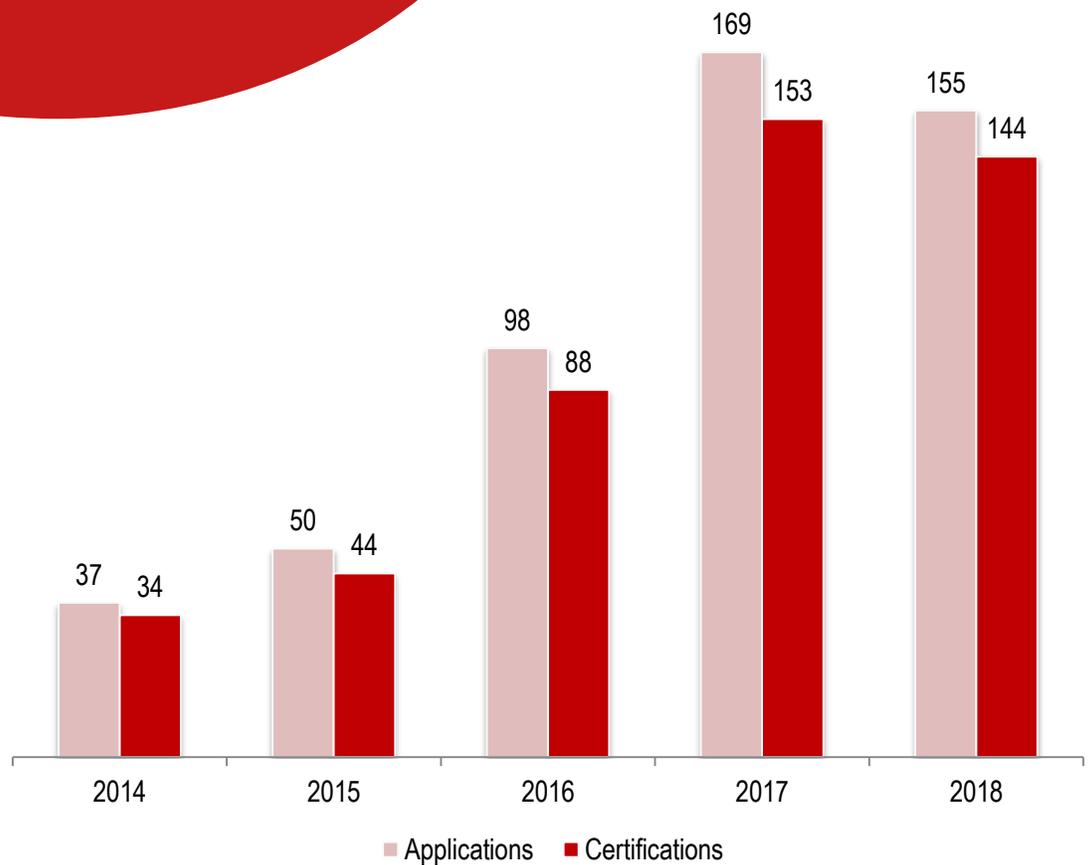
- A total of 146 communities in Oklahoma applied to become a CHO Community in 2018.
- For the fifth year in a row, the Center for Chronic Disease Prevention and Health Promotion administered a web-based survey of all CHO Community applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Community, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2018.
- The survey was completed by 61 communities out of the 146 that applied (response rate of 41.8%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



CONGREGATION PROGRAM

OVERALL SUMMARY

The CHO Congregation program has more than quadrupled the number of applications and certifications since 2014.



CERTIFICATION HIGHLIGHTS

Applicants select activities and policies that are currently offered by their congregation. Among the certified, some criteria highlights include:

Compared to 2017, the percentage achieving **excellence** level certifications increased **24%** in 2018



Active promotion of the Oklahoma Tobacco Helpline (1-800-QUIT-NOW, 1-800-DÉJEO-YA)

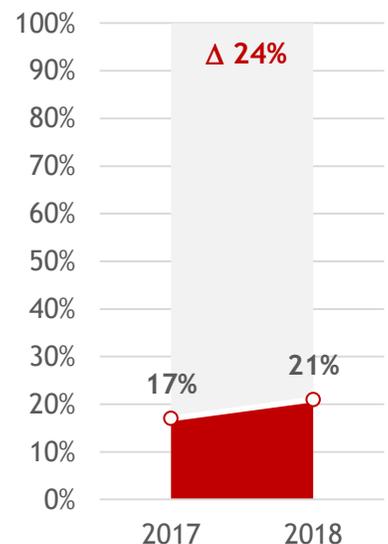
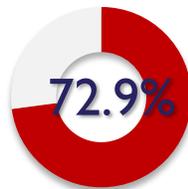


Opportunities for physical activity - indoors or outdoors (walking, aerobics, exercise videos, stretching, etc.)

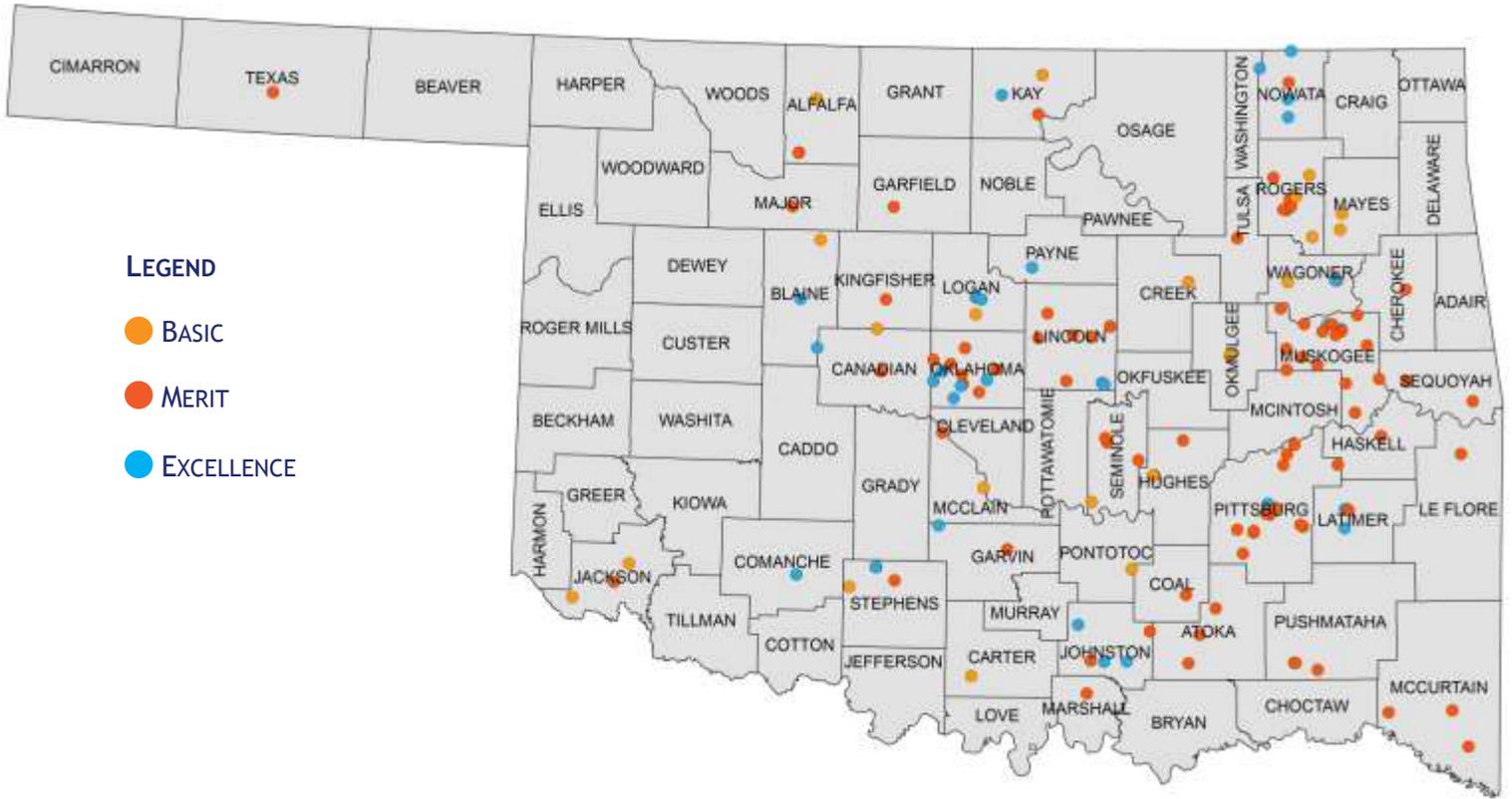
Healthy snacks at meetings and fellowship gatherings (beverages - 100% fruit juice, low fat milk, water; snacks low in - calories, fat, sugar & sodium)



Provides or partners with a health organization to provide blood pressure screenings



CERTIFIED HEALTHY CONGREGATIONS 2018



24
BASIC

87
MERIT

33
EXCELLENCE

CONGREGATION PROGRAM



155
APPLICATIONS



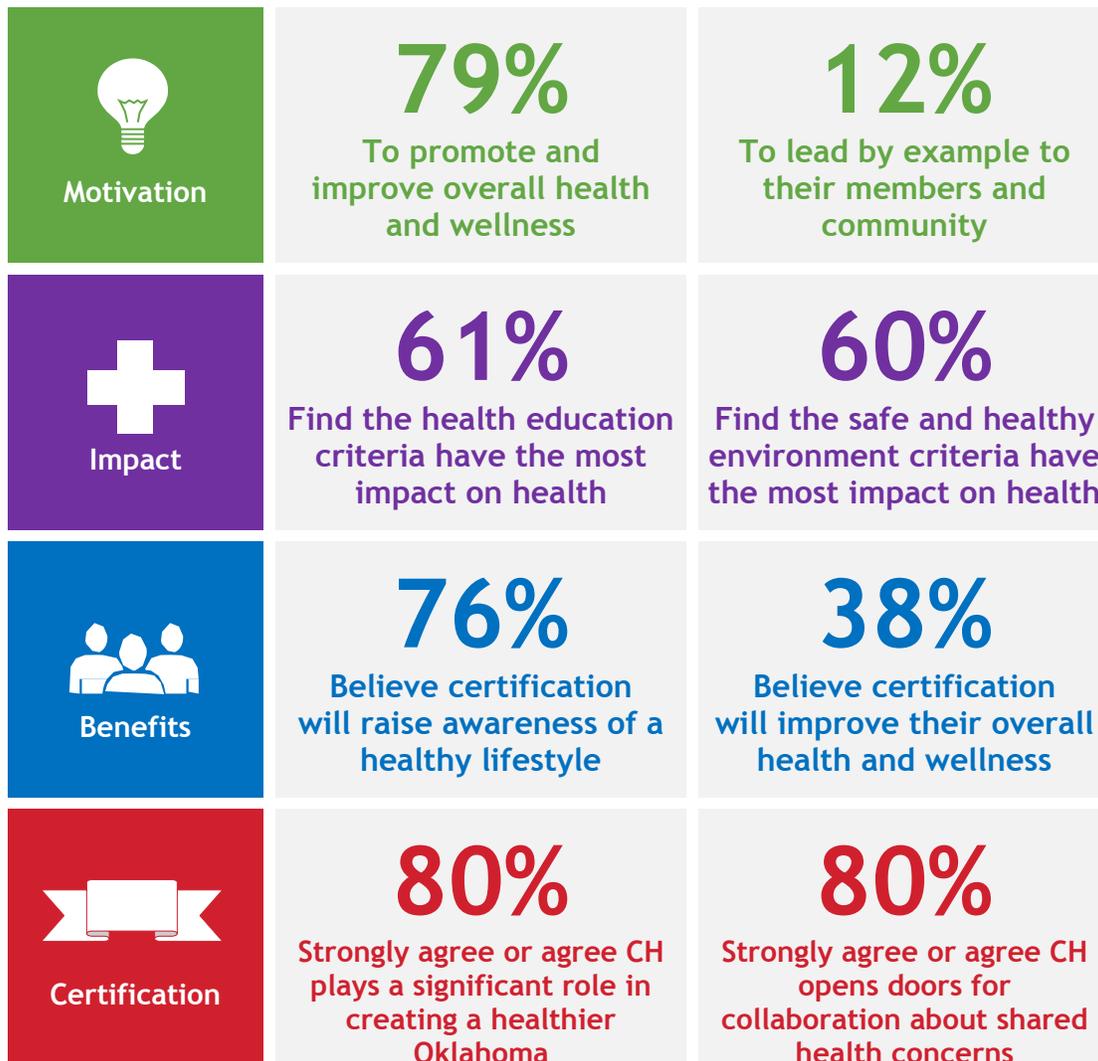
144
CERTIFICATIONS



48,062
PEOPLE REACHED

2018 CHO CONGREGATION APPLICANT FEEDBACK SURVEY

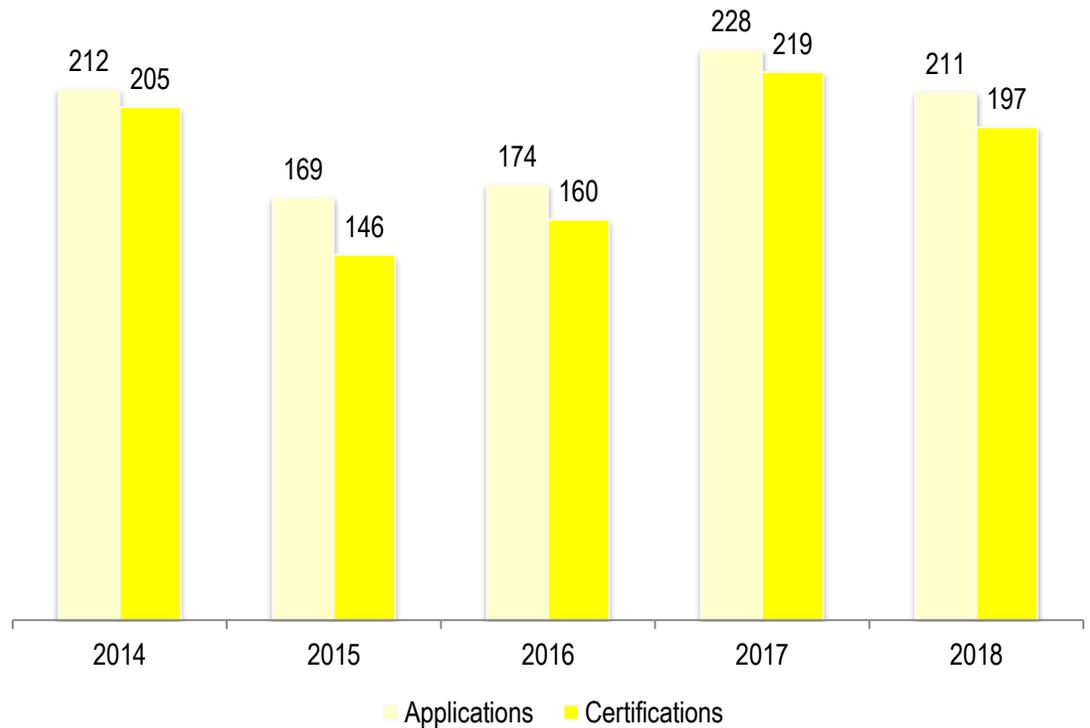
- A total of 155 congregations in Oklahoma applied to become a CHO Congregation in 2018.
- For the fifth year in a row, the Center for Chronic Disease Prevention and Health Promotion administered a web-based survey of all CHO Congregation applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Congregation, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2018.
- The survey was completed by 72 congregations out of the 155 that applied (response rate of 46.5%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



EARLY CHILDHOOD PROGRAM

OVERALL SUMMARY

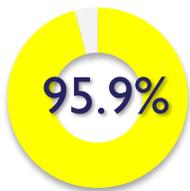
The number of CHO Early Childhood applications and certifications has remained stable over the last five years.



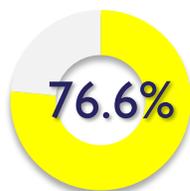
CERTIFICATION HIGHLIGHTS

Applicants select activities and policies that are currently offered by their program. Among the certified, some criteria highlights include:

Compared to 2017, the percentage achieving **excellence** level certifications increased **72%** in 2018



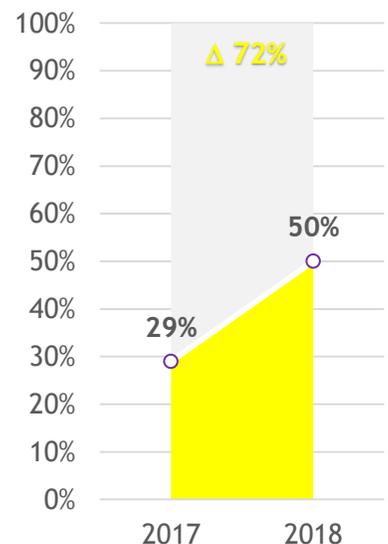
Exceed the current USDA recommended best practices; ensuring a healthy variety of beverages and foods are available for meals and snacks that meet the nutritional needs of the children in the age group served.



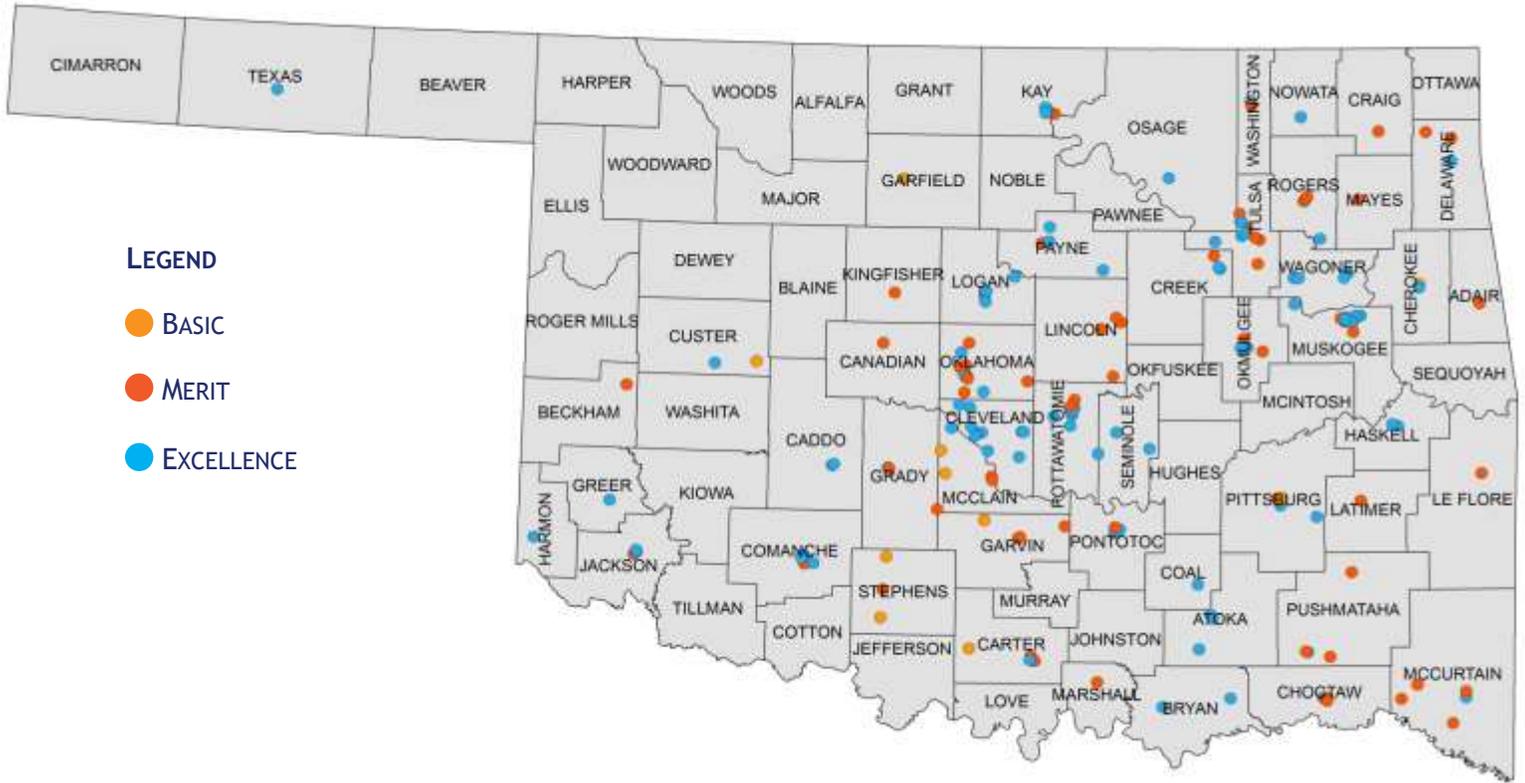
Develop written policies and enforcement of tobacco-free (including vapor products) facilities and worksite vehicles for all staff, volunteers, and parents/guardians at all times including tobacco-free signage.



PA is provided for all children birth to 6 via: at least 2-3 occasions of indoor or outdoor play, ≥2 adult-led physical activity-focused structured activities/ games, & opportunities throughout the day for gross motor and movement skill development.



CERTIFIED HEALTHY EARLY CHILDHOOD PROGRAMS 2018



12
BASIC

80
MERIT

105
EXCELLENCE

EARLY CHILDHOOD PROGRAM



211
APPLICATIONS



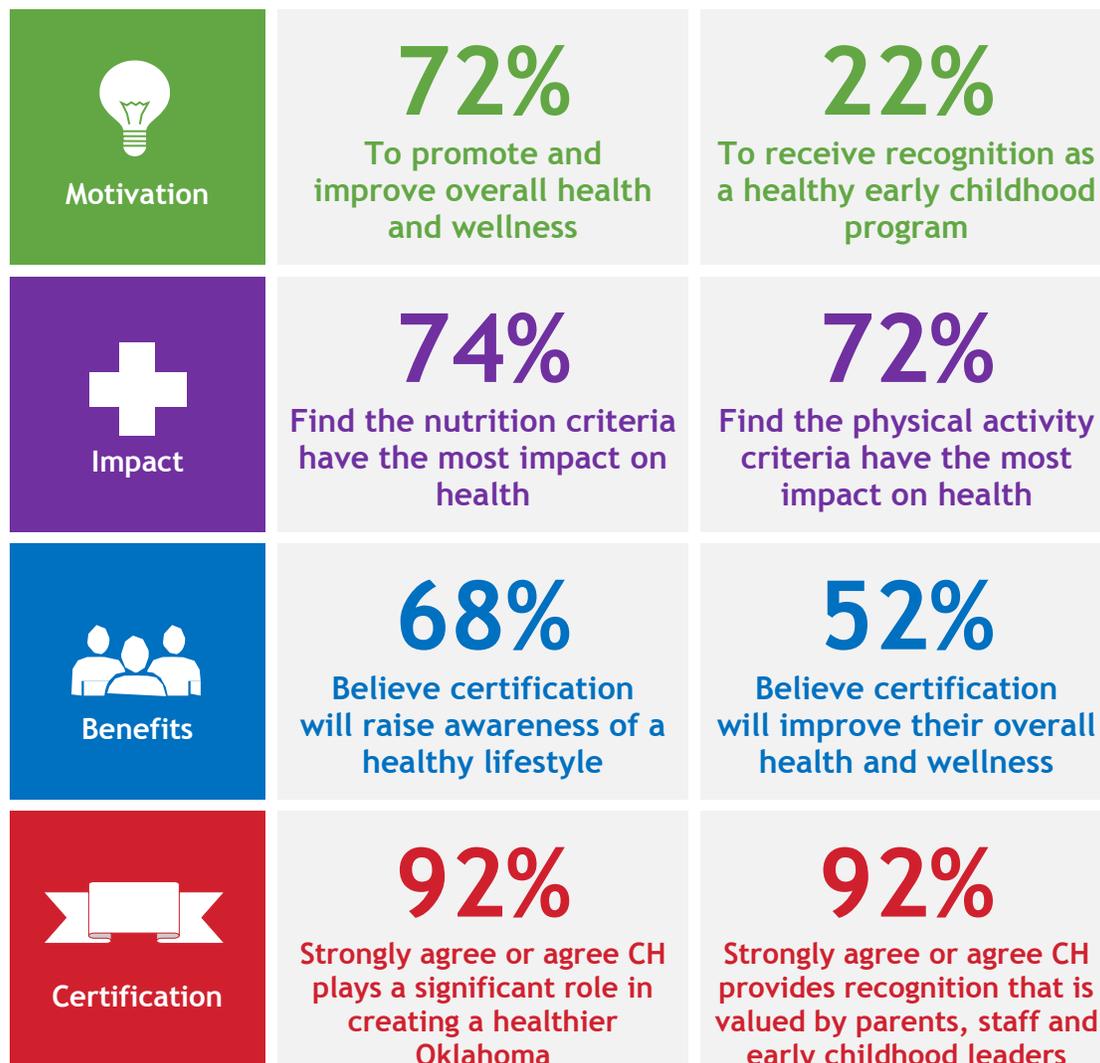
197
CERTIFICATIONS



13,221
PEOPLE REACHED

2018 CHO EARLY CHILDHOOD PROGRAM APPLICANT FEEDBACK SURVEY

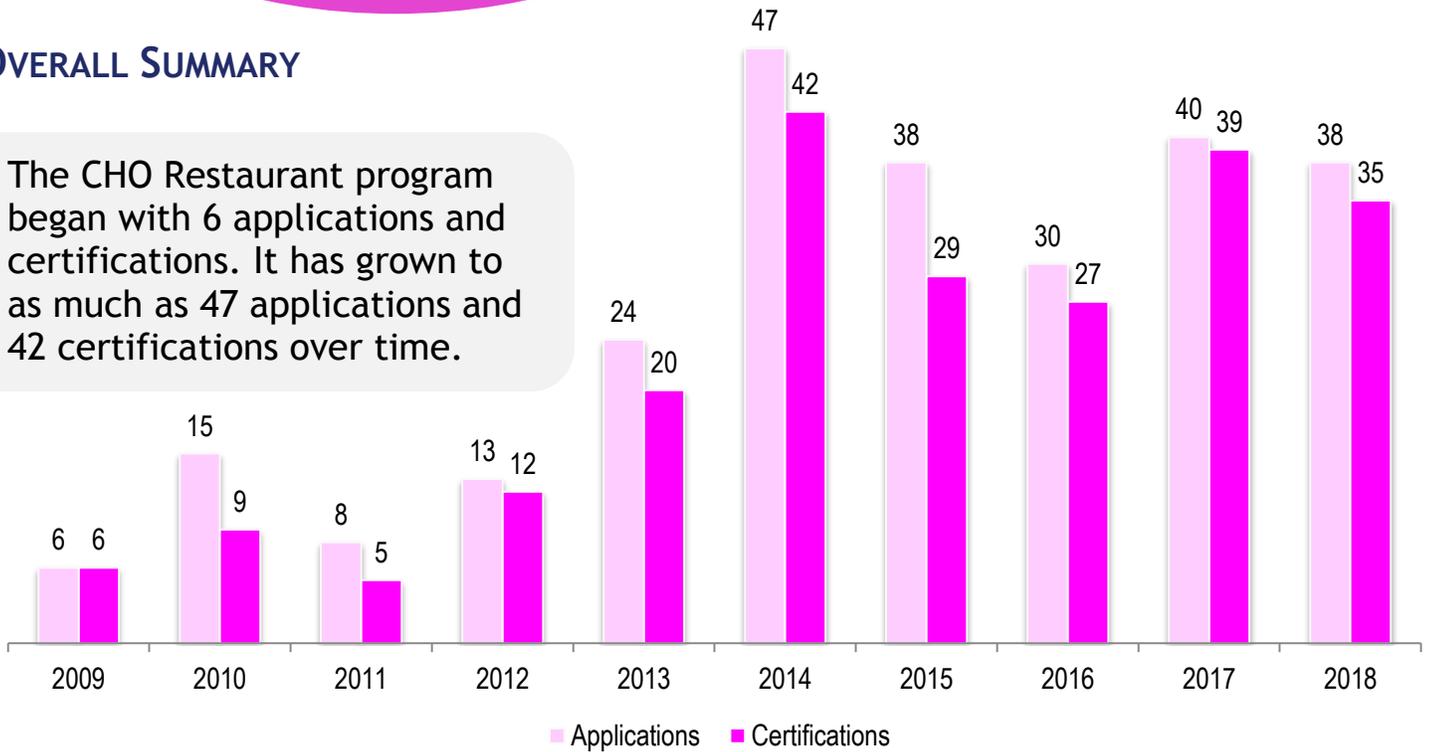
- A total of 211 early childhood programs in Oklahoma applied to become a CHO Early Childhood Program in 2018.
- For the fifth year in a row, the Center for Chronic Disease Prevention and Health Promotion administered a web-based survey of all CHO Early Childhood Program applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Early Childhood Program, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2018.
- The survey was completed by 89 early childhood programs out of the 211 that applied (response rate of 42.2%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



RESTAURANT PROGRAM

OVERALL SUMMARY

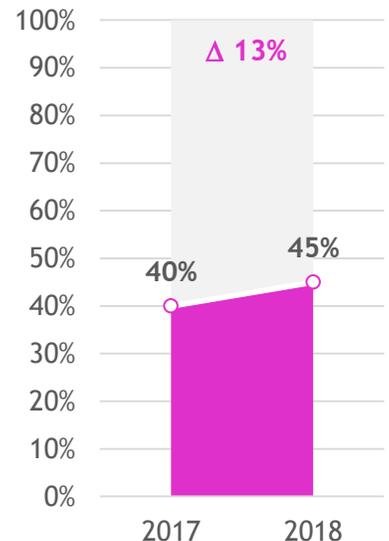
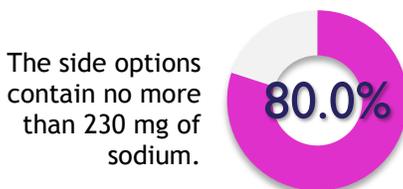
The CHO Restaurant program began with 6 applications and certifications. It has grown to as much as 47 applications and 42 certifications over time.



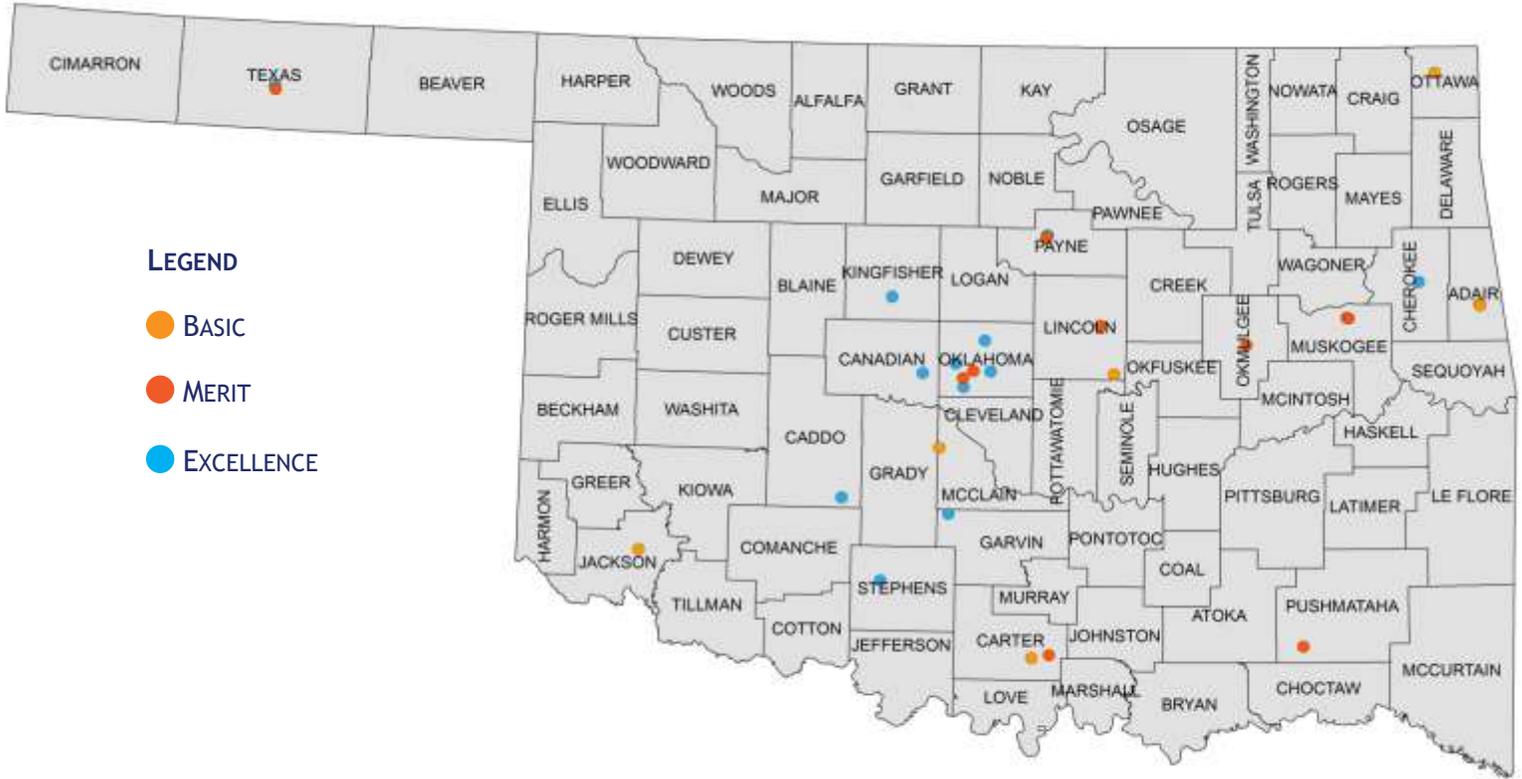
CERTIFICATION HIGHLIGHTS

Applicants select activities and policies that are currently offered by their restaurant. Among the certified, some criteria highlights include:

Compared to 2017, the percentage achieving **excellence** level certifications increased **13%** in 2018



CERTIFIED HEALTHY RESTAURANTS 2018



7
BASIC

11
MERIT

17
EXCELLENCE



38
APPLICATIONS



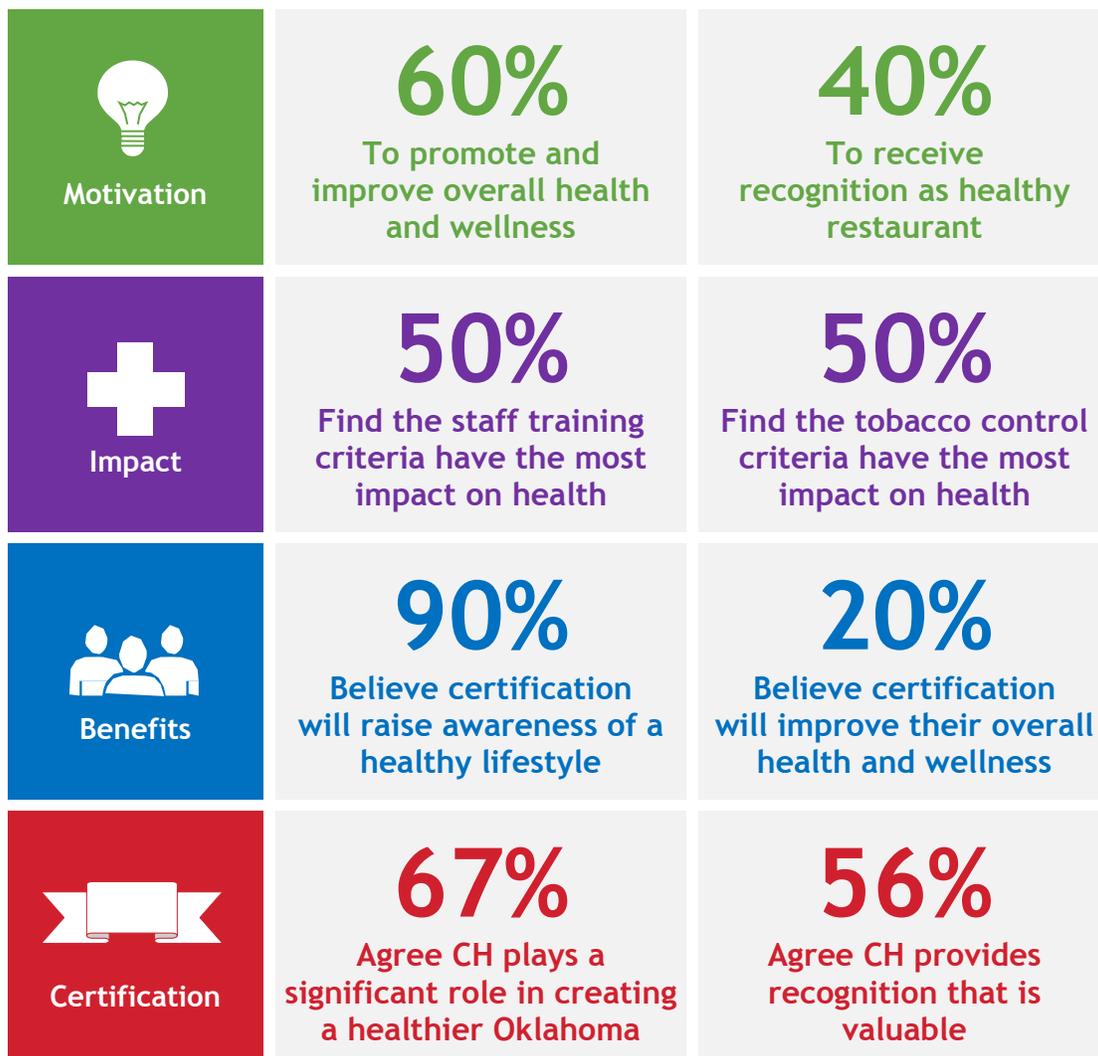
35
CERTIFICATIONS



398,462
PEOPLE REACHED

2018 CHO RESTAURANT APPLICANT FEEDBACK SURVEY

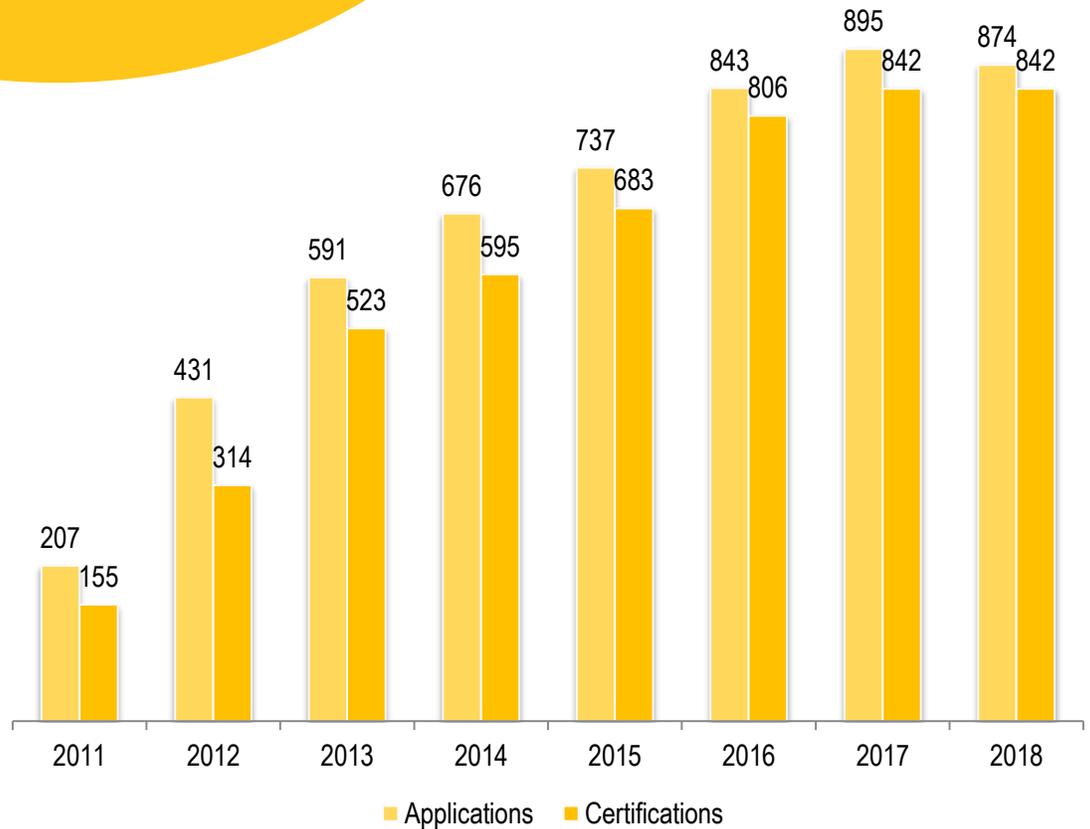
- A total of 38 restaurants in Oklahoma applied to become a CHO Restaurant in 2018.
- For the fifth year in a row, the Center for Chronic Disease Prevention and Health Promotion administered a web-based survey of all CHO Restaurant applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Restaurant, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2018.
- The survey was completed by 11 restaurants out of the 38 that applied (response rate of 28.9%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



SCHOOL PROGRAM

OVERALL SUMMARY

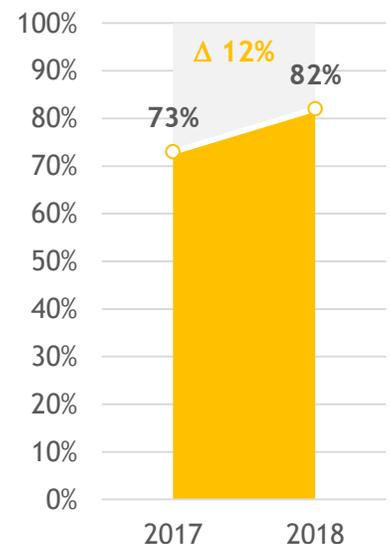
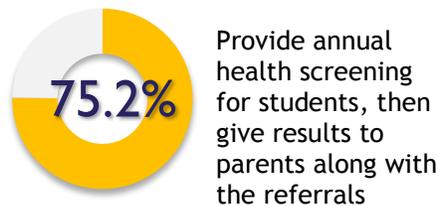
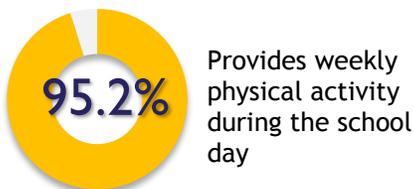
The number of CHO School applications has increased every year and more than quadrupled since it began in 2011.



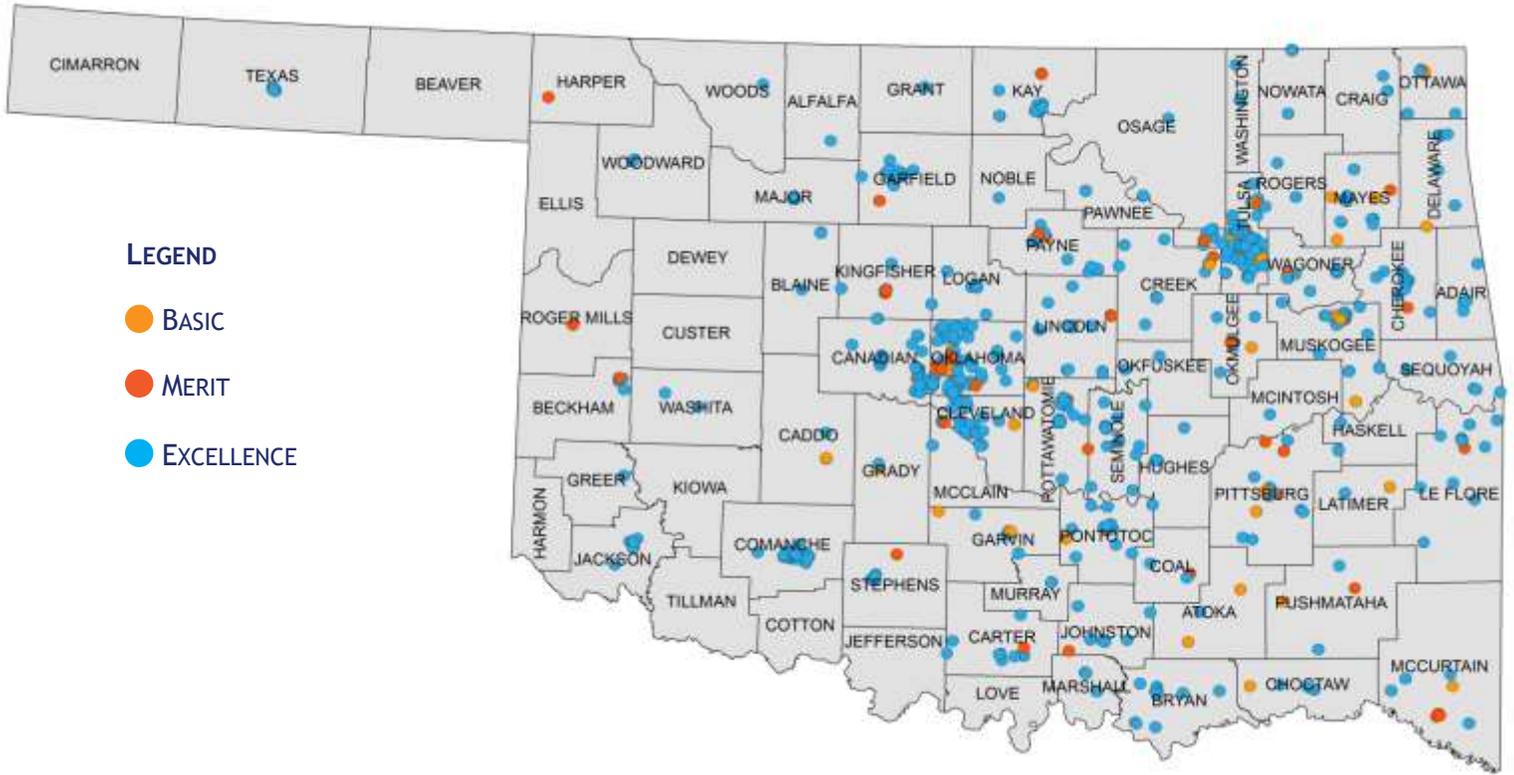
CERTIFICATION HIGHLIGHTS

Applicants select activities and policies that are currently offered by their school. Among the certified, some criteria highlights include:

Compared to 2017, the percentage achieving **excellence** level certifications increased **12%** in 2018



CERTIFIED HEALTHY SCHOOLS 2018



54
BASIC

75
MERIT

713
EXCELLENCE

SCHOOL PROGRAM

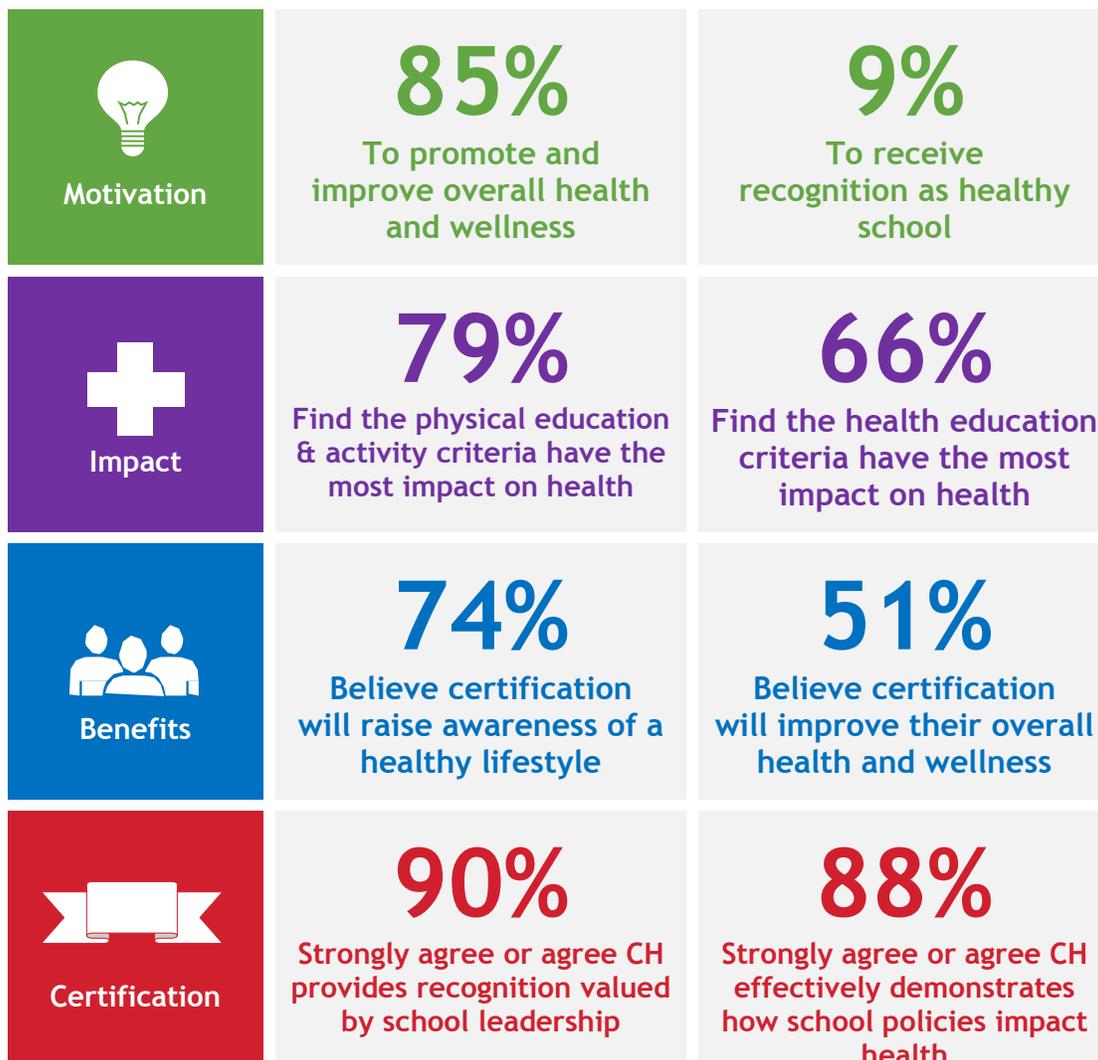
874
APPLICATIONS

842
CERTIFICATIONS

354,934
PEOPLE REACHED

2018 CHO SCHOOL APPLICANT FEEDBACK SURVEY

- A total of 874 schools in Oklahoma applied to become a CHO School in 2018.
- For the fifth year in a row, the Center for Chronic Disease Prevention and Health Promotion administered a web-based survey of all CHO School applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO School, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2018.
- The survey was completed by 450 schools out of the 874 that applied (response rate of 51.5%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



LOOKING AHEAD

An ever increasing number of organizations across Oklahoma are committed to make health and wellness a priority as indicated by a 27% increase in the percent of CHO Excellence level certifications in the last five years. These organizations are working to improve the health of Oklahomans by building cultures of health with the focus on key individual, family, and social drivers of morbidity and mortality within their communities.

But despite this remarkable work, positive change is not occurring in Oklahoma at a promising pace. We have fallen to 47th in the nation for overall health rankings. Many Oklahomans suffer from the disproportionate burden of diseases attributable to modifiable risk behaviors including sedentary lifestyle, poor nutrition, and smoking.

These three behaviors in particular contribute to four chronic diseases - cardiovascular disease, cancer, diabetes, and lung disease that cause 63% of all deaths in Oklahoma. Furthermore, these chronic diseases and their associated health risk behaviors are the major drivers of health care costs in Oklahoma.

As Oklahoma works toward addressing these risk behaviors and associated chronic diseases, it becomes imperative to increase environmental supports for improved nutrition and physical activity as well as increase smokefree environments where people live, learn, work, play and pray.

To demonstrate evidence that this is occurring, the Oklahoma Health Improvement Plan (OHIP) set performance measures that also include a 20% increase in Excellence level certifications in all seven CHO programs by 2020. In order to facilitate that, the Center implemented an outcome driven Technical Assistance (TA) and

consultation protocol to coordinate the efforts between TA providers within the Center and the local TA providers across the state.

This strategic TA and consultation effort has been geared towards closing the gaps and addressing areas of improvement identified through analysis of CHO application data. The overall goal of this strategic TA has been to assist organizations to grow to the next level.

As part of this effort, 927 “Grow to the Next Reports” were created and disseminated in 2017 and 1,150 in 2018 to all CHO applicants who received less than an Excellence level certification. In addition, the CHO Technical Assistance Management Platform (TAMP) was launched in 2017 to streamline the provision of TA and consultation by the Center staff to guide CHO organizations to evidence-based solutions as they work towards promoting health and wellness across the state.

The CHO program is an exciting way to shape our future. The program has a significant statewide reach of over 2,200 organizations and there is at least 1 CHO organization in 75 of the 77 Oklahoma counties. Several of these organizations are based in counties that are ranked least healthy counties based on health outcomes and have census tracts that have lower than average U.S. life-expectancy.

Today, there is a growing recognition of promoting health and wellness as a result of the CHO program and it is critical that the momentum created by the program continues to save lives and provide a healthier environment for our entire state.



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