

Oklahoma State Department of Health  
Oklahoma Health Improvement Planning (OHIP) Team Meeting  
Oklahoma History Center  
Wednesday, January 11, 2012

**Minutes**

**Members Present:** Dr. Gary Raskob, Gary Cox, Dr. Bruce Dart, Dr. Stephen Cagle, Dr. Mary Anne McCaffree, Dennis Shockley, Tracey Strader, Neil Hann

**Designees Present:** Dr. Timothy Hill, Jessica Hawkins, Nicole Amend

**Other Attendees Present:** John Kidd, Joyce Marshall, Mark Newman

**Welcome & Opening Remarks – Dr. Gary Raskob**

- The United Health Foundation recently released a report detailing America's Health Rankings for 2011 for Oklahoma. It was noted that Oklahoma is currently ranked 48<sup>th</sup> which is a decline of two places from 2010. It was further noted there has been great progress made but there are some big challenges ahead and that the team must continue to heed their calling and continue to help improve the health of all Oklahomans.

**Introduction of New Members – Dr. Gary Raskob**

- Dr. Gary Raskob introduced three new members of the OHIP team. The new members identified were Dr. Mary Anne McCaffree, Rick Ernest, and Jeff Hamilton. Dr. Mary Anne McCaffree is chair of the OHIP Children's Health Workgroup, Rick Ernest is chair of the OHIP Workforce Workgroup, and Jeff Hamilton is chair of the Oklahoma Health Equity Campaign.

**Approval of October 5, 2011 Meeting Minutes – OHIP Team**

- Gary Cox made a motion to approve the October 5, 2011 minutes. The motion was seconded by Tracey Strader. Minutes approved.

**Flagship Work Groups Update - Dr. Gary Raskob**

- Tobacco
  - Integris Health has implemented the U.S. Public Health Service Guidelines in eight hospitals around the state and is in the process of implementing them into two additional hospitals. There has continued success with the five A's with fax referrals and new employee benefits. It was noted that from October 2010 to November 2011 there were 2,432 fax referrals to the helpline with a 41% acceptance rate. The Oklahoma Health Care Authority (OHCA) implemented SoonerQuit along with an awareness campaign and the development of quit kits and consumer pregnancy cards that providers can hand out to the target population. Tobacco sales to minors are down to 6.8% which is down from 11.8% a year ago.
- Obesity.
  - Planning for a second statewide awareness event is being completed and will be launched during the month of March which is National Nutrition Month. It was noted that sixty RNs, thirty-two physicians, fifty-seven 3<sup>rd</sup> year medical students, nine IBCLCs (International Board Certified Lactation Consultants), and one

Doula have received training in the Breastfeeding Continuing Education Program (BCEP) Train the Trainer course.

- Children's Health
  - Thirty-three new early care and education providers completed the safe sleep education online course in 2011. The Centers for Medicare/Medicaid Services (CMS) awarded the OHCA with the ECHOE (Excellence in Children's Health Outreach and Enrollment) honor for its efforts to identify and enroll eligible children in Medicaid and the Children's Health Insurance Program. The Oklahoma Highway Safety Office has agreed to promote legislation strengthening Oklahoma's Child Passenger Safety Laws to the Department of Public Safety legislative liaison and asked for OSDH support if the legislation moves forward. The OHCA is providing certification for Primary Care Providers to apply fluoride varnish and reimbursed for providing the service. The Oklahoma Department of Mental Health and Substance Abuse Services has opened a new certification for full-service addiction centers which are patterned after the Community Mental Health Centers. The Oklahoma Department of Human Services has completed a strategic plan for becoming a "trauma-informed" child welfare system. It will begin in January 2012 and will require several years of implementation.

#### **Infrastructure Work Groups Update – Gary Cox**

- Workforce Development
  - The student management portal system to increase clinical rotation placement of students in healthcare settings has been implemented in Oklahoma City and Tulsa and is expected to expand throughout the state in 2012.
- Access to Care
  - A final report assessing the impact of the Affordable Care Act on Medicaid and health reform from the task force created by the Oklahoma legislature is pending. The OHCA is working with the OSDH to identify provider shortages for Medicaid expansion.
- Public/Private Partnerships
  - The Center for the Advancement of Wellness has hired a Director effective January 3<sup>rd</sup> and can now begin the development of a school adoption program for health facilities. Three focus areas have been identified for organizing business leaders in order to effectively leverage resources and advocate for health. Those areas include a marketing/awareness campaign around the Certified Healthy initiatives, lobbying for public health legislative priorities, and a grass roots effort aimed at business leaders to emphasize the relationship between good public health and economic development.

#### **SFY 2012 Legislative Agenda & Advocacy – Dr. Mark Newman**

- All three OHIP agenda items for SFY2012 have authors for the bills associated with each of the items. The bills for OHIP agenda items are expected to be introduced on the 19<sup>th</sup> of January. Talking points for each of the OHIP agenda items have been developed and will be revised to include bill numbers once they are available.

### **Certified Healthy Update – Neil Hann**

- In 2011, there were just over 570 applications received to become a Certified Healthy Business. Of those 570 applications around 262 were certified. There were also 154 schools, 20 college campuses, and 43 communities that were certified as well. In addition the Tobacco Settlement Endowment Trust (TSET) is offering grant funds to communities that have been certified through the Certified Healthy program to assist them with continuing their health improvement efforts at the local level within their communities.

### **Closing Comments – Dr. Gary Raskob**

- An intriguing box on the United Health Foundation report on Oklahoma's State of the State's health indicates the OSDH believes the Trust for America's Health data collected for public health spending may be in error. This would be a great discussion with further meetings and regardless of the possibility of errors we should be as responsible as possible with the public funds that are provided to us to improve the health of all Oklahomans. A report and presentation detailing state public health funding would provide great insight to this group as to how public health funds are spent.

### **Adjournment – Dr. Gary Raskob**

- This meeting was adjourned at 1:49pm.