

Oklahoma State Department of Health  
Oklahoma Health Improvement Planning (OHIP) Team Meeting  
Oklahoma State Chamber  
Wednesday, January 23, 2013



**Minutes**

**Members Present:** Dr. Terry Cline, Dr. Stephen Cagle, Rick Ernest, Jeff Hamilton, Neil Hann, Marjorie Lyons, Dr. Mary Anne McCaffree, Dr. Gary Raskob, Matt Robison, Dennis Shockley, Tracey Strader

**Designees Present:** J.T. Petherick, Cindy Roberts, Tim Tall Chief, Laura Wheeler

**Other Attendees Present:** Dave Cox, Jennifer Lepard, Joyce Marshall, Mark Newman

**Welcome & Opening Remarks – Dr. Terry Cline**

- Dr. Terry Cline called the meeting to order and thanked everybody for attending the meeting. Dr. Cline extended a special thanks to the State Chamber for hosting the OHIP Team meeting and noted his appreciation for the hospitality extended by the State Chamber.

**Approval of July 25, 2012 Meeting Minutes – OHIP Team**

- Tim Tall Chief made a motion to approve the October 3, 2012 minutes. The motion was seconded by Rick Ernest. Minutes approved.

**Accreditation Update – Dr. Terry Cline**

- After nearly a decade long effort to address the need for a national accrediting body the Public Health Accreditation Board (PHAB) was formed through a joint venture between the Centers for Disease Control and Prevention (CDC) and the Robert Wood Johnson Foundation (RWJF). Prior to PHAB's recent launch of their first wave of accreditation activities across the nation, Oklahoma was chosen as beta test site for all three levels of accreditation. The three levels include state, county and tribal entities. As a result of being chosen as a beta test site Oklahoma is very well poised on the front for accreditation. In addition to the OSDH, both the Oklahoma City-County and Tulsa City-County Health departments have completed the application process, submitted the required documentation and have received their site visit from the assigned PHAB site visit team. A decision on accreditation for all applicants in the first wave is expected around the March-April time period.

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

- Tobacco
  - The number of calls from SoonerCare (Medicaid) beneficiaries has doubled from previous years due in large part to the Oklahoma Health Care Authority paying 50% of its patient's costs as well as advertising campaigns throughout the year. Through a contract with the Alcoholic Beverages Laws Enforcement (ABLE) Commission the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) has completed the 2012 Synar study and is slated to submit the annual report to the Substance Abuse and Mental Health Services Administration (SAMHSA) for approval prior to December 31<sup>st</sup>. Once approved the report will be available for review on the

ODMHSAS website. The Retailer Violation Rate, which at the moment remains under 10%, will be officially announced after the State receives approval from SAMHSA. The Oklahoma Drug and Alcohol Professional Counselors Association (ODAPCA) is working to make nicotine dependence treatment equal to that of other substances while ODMHSAS is currently meeting with providers and mobile units (that treat homeless and those without providers) to build a system with these groups to provide tobacco cessation. In addition they have also met with drug courts and DUI schools. The American Lung Association (ALA) received a grant through the Community Transformation Grant to focus on multi-unit housing (MUH). A Coordinator for this grant was hired through the ALA and is currently working to develop baseline data through coordinating with the County Assessor's office and individually calling MUH locations. These baselines will be used in the development of a database. The Oklahoma Tobacco Research Center is currently doing research on a harm-reduction fact sheet that may help tobacco control partners in discussing smoking, smokeless tobacco use, and emerging products such as e-cigarettes.

- Children's Health

- Meetings were conducted with five hospitals (with high African American and high Native American birth rates) to discuss enhancement of safe sleep education and policy that included the University of Oklahoma, St. Anthony's, Choctaw Nation Medical Center, Cherokee Nation WW Hastings Hospital and Chickasaw Nation Medical Center. Data indicates that the percent of infants who are put to sleep on their backs is steadily increasing in Oklahoma. The latest National Immunization Survey (NIS) results reported significant increases in many children's vaccines in Oklahoma including: the 4:3:1:3:3:1 immunization coverage rates of children 19-35 months which increased from 72.7% in 2010 to 77.3% in 2011; the percent of adolescents 13-17 years completing one (1) dose of TDAP increased from 54.8% in 2010 to 66% in 2011; and Oklahoma teens ages 13-17 with at least one (1) dose of meningococcal vaccine increased from 42.6% in 2010 to 55% in 2011. Nationally, and in Oklahoma (from 31.3% in 2010 to 27% in 2011) the percent of adolescent females 13-17 completing three (3) doses of HPV vaccine has declined. ODMHSAS provided on-site suicide postvention consultation to several entities (law enforcement, schools, churches, etc) in two Oklahoma communities following a series of youth suicide deaths. In addition sixty-one (61) new prevention trainings were completed in the last quarter. Regional Prevention Coordinators (funded by ODMHSAS) completed over five hundred (500) alcohol compliance checks during the reporting period with a compliance rate of approximately 78%.

- Obesity

- In regards to the Tobacco Settlement Endowment Trust's (TSET) Nutrition and Fitness Initiative grant, one hundred percent of the community needs assessments and county readiness assessments have been reviewed. In addition, statewide baseline measures have been determined in preparation for the release and implementation of resources for the grantees. Sallisaw, Altus, Hobart, Idabel and Hugo have recently received Make It Your Business (MIYB) training as part of the Strong and Healthy Oklahoma initiative. During the period from 2011 to 2012, the number of Certified Healthy entities increased significantly this year.

## **Infrastructure Work Groups Update – Joyce Marshall for Gary Cox**

- Access to Care
  - On November 19, 2012, the Governor announced the decision that Oklahoma would not pursue a state-based insurance exchange or the Medicaid expansion as outlined in the Affordable Care Act (ACA). As a part of this decision, the Governor indicated a commitment to an Oklahoma plan where Oklahoma would pursue state-based solutions that improve health outcomes and contain costs for Oklahoma families. The proposed access to care framework was approved by the OHIP Team on October 3, 2012 with the direction that OSDH will continue to evolve the new model with OHIP workgroups. Within this broader approach, the OHIP workforce and OHIP children’s access to primary care workgroups are collaborators within the new model. The results of this work, including Primary Care Advisory Taskforce (PCAT) written recommendations, are anticipated in 2013.
  
- Public/Private Partnerships
  - As part of the Certified Healthy Initiative, certified healthy businesses, communities, campuses, restaurants and schools have increased significantly this year.
  
- Workforce Development
  - OUHSC Center for Telemedicine is establishing a 501(c)6 organization to advance effective use of telehealth services through Oklahoma. A total of one hundred seventy-seven (177) active telehealth sites have been established representing an increase of 27.3% over the prior year. The Center for Rural Health, along with the OHIP Workforce Work Group, is producing the “Oklahoma Healthcare Workforce Databook” which will provide information on Oklahoma’s healthcare workforce by county. The “Databook” will be ready to distribute soon. The Clinical Hub is being utilized with a focus on nursing but also includes med techs. The Hub is currently active in OKC and Tulsa and will soon be active in Duncan and Lawton as well. Plans are to continue to expand the Hub to additional communities and professions. The OSU Office of Rural Research and Policy has been approved for state funding to support the family medicine rural residency program. McAlester is currently in the process of recruiting for this program. Several other communities are being discussed. The Department of Mental Health and Substance Abuse Services and the Oklahoma University Health Sciences Center (OUHSC) College of Nursing continue to work on development of psychiatric nurse program.

### **SFY 2013 Legislative Agenda Strategies Update – Dr. Terry Cline, Dr. Mark Newman and OHIP Team**

- In line with the SFY2013 OHIP Legislative Agenda the language for restoring local rights in the *Smoking in Public Places and Indoor Workplaces Act* has been introduced as Senate Bill 36 by Senator Frank Simpson of Ardmore and Representative Doug Cox of Grove. The Oklahoma Municipal League has shifted their focus from restoring all local rights for communities to restoring local rights regarding smoking in public places which is a significant shift in focus from the past several years. Legislative breakfasts have been taking place around the State with communities and their local legislators. There have been more legislators attending these breakfasts in support of the restoring local rights this year than there has been in previous years. The board of the Oklahoma Petroleum Marketers and Convenience Store Association has voted that they will not oppose the legislation for restoring local rights. In addition, the Oklahoma University Health Sciences Center Student Association and various student doctors have expressed support for restoring local rights and helping to eliminate smoking in any way possible.

### **OHIP Formal Report Update and Discussion –Tracey Strader, Jennifer Lepard and OHIP Team**

- During the OHIP Team Meeting on October 3<sup>rd</sup>, 2012 a motion was passed by the OHIP to move forward with an initiative to develop a formal report for distribution to the legislature and other stakeholders that detailed the challenges and successes of the OHIP Team. Furthermore it was determined that focused single item reports would be the best format to move forward with and the issue of tobacco use prevention efforts would be the first issue reported on. As result of those decisions, Tracey Strader, Executive Director for TSET and Jennifer Lepard, Tobacco Prevention Manager for the OSDH, along with the OHIP Tobacco Use Prevention Workgroup developed a draft report for review by the OHIP Team. After brief review various members of the OHIP team provided suggestions for refinement that included providing approximately six (6) key facts about the impact of tobacco in a bulleted format with at least two (2) being economic in nature, documenting discrete policy actions that have been implemented throughout the nation and their impact and detailing the interrelation efforts between the Native American tribes and the State regarding tobacco use prevention. The OHIP Team members were encouraged to provide feedback electronically to the OHIP Tobacco Use Prevention Workgroup. A refined draft report is expected to be presented at the next scheduled OHIP Team meeting to be held in April.

### **Certified Healthy Organizations 2013 Update – Neil Hann**

- Since its inception in 2003 the Certified Healthy Program has experienced great success and exponential growth with a total of fourteen hundred businesses certified since 2003 and three hundred forty-nine (349) businesses being certified just in 2012. The Certified Healthy Program has grown from just certifying businesses to certifying numerous other entities that include schools, campuses, restaurants and communities. Furthermore, during 2012 there were three hundred fourteen (314) schools, fifty-two (52) communities and twenty-eight (28) campuses in addition to a total of thirty-two (32) restaurants since 2009 that have been certified healthy. Also in 2012 fourteen (14) communities that became certified healthy and had documented policies and activities that promoted

wellness for their citizens were offered incentive grants from TSET. As a result of the TSET grants a total of thirteen (13) local policies and ordinances have been enacted to address tobacco use prevention, alcohol consumption and enhanced opportunities for healthy foods. A similar incentive grant program for school districts is expected to be implemented by TSET in 2013. The annual Certified Healthy Workshop and Award Luncheon is scheduled for February 28<sup>th</sup>, 2013 and will be held at the Cox Convention Center in Oklahoma City with an expected attendance of about one thousand people.

#### **Next Meetings – OHIP Team**

- A schedule of the 2013 OHIP Team meetings was provided to the team in their packets. The next OHIP Team meeting is scheduled for April 3<sup>rd</sup>, 2013 (which was subsequently moved to April 11<sup>th</sup>, 2013) and will be held at the brand new Northeast Regional Health and Wellness Center located at 2600 N.E. 63rd Street in Oklahoma City.

#### **Closing Comments – Dr. Terry Cline**

- Dr. Terry Cline thanked the team for all their hard work. Dr. Cline stated that this year is the year we need to push our legislative priority of restoring local rights over the finish line. Dr. Cline further stated that conversations this session would be absolutely critical in lighting the foundation for restoring local rights. He then stated that if the OSDH could be helpful in the pursuit of restoring local rights please don't hesitate to contact the agency and also echoed the sentiment that both the Oklahoma City County Health Department and the Tulsa Health Department could be of great assistance as well.

#### **Adjournment – Dr. Terry Cline**

- This meeting was adjourned at 2:02 P.M.