

Oklahoma State Department of Health  
Oklahoma Health Improvement Planning (OHIP) Team Meeting  
Oklahoma History Center  
Wednesday, April 4, 2012

**Minutes**

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

**Designees Present:** Dr. Timothy Hill, Diddy Nelson, Laura Wheeler

**Other Attendees Present:** Jessica Hawkins, Joyce Marshall, Mark Newman, Amber England, Gwendolyn Caldwell, Julie Bisbee

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

- Dr. Terry Cline welcomed everyone to the meeting and thanked Matt Robison for allowing the team to utilize the State Chamber. Dr. Cline then asked Mr. Robison to say a few words.

**Introduction of New Members – Dr. Terry Cline**

- Dr. Terry Cline introduced two new members of the OHIP team. The new members identified were Rick Ernest and Jeff Hamilton. Rick Ernest is chair of the OHIP Workforce Workgroup and Jeff Hamilton is chair of the Oklahoma Health Equity Campaign. Dr. Cline asked each of them to say a few words and introduce themselves to the group.

**Approval of January 11, 2012 Meeting Minutes – OHIP Team**

- Dr. Stephen Cagle made a motion to approve the January 12, 2012 minutes. The motion was seconded by Dr. Mary McCaffree. Minutes approved.

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

- Tobacco
  - INTEGRIS Health has implemented the U.S. Public Health Service Clinical Practice Guidelines into almost all of their hospitals. Implementing the Guidelines into the physician clinics associated with the hospitals will be the focus next year. Oklahoma is ranked 5<sup>th</sup> in the nation in terms of the number of tobacco users that are referred to the quit line. Governor Fallin signed an Executive Order for all state property to become smoke-free indoors and outdoors. State agencies have six months to comply with the order of which Oklahoma is the only known state to have an Executive Order of this kind. The Oklahoma Tobacco Helpline is serving about 40,000 people a year which is ranked third in the nation for “treatment reach” (number of users who’ve called for help in quitting and actually received an evidence-based treatment). A TSET-funded social marketing campaign targeting young adults in clubs/bars has resulted in four clubs adopting 24/7 smoke-free policies.

- Children's Health
  - The Oklahoma Health Care Authority (OHCA) is collaborating with Smart Start Oklahoma and the Oklahoma Educational Television Authority (OETA) to develop a well-child visit promotion to be aired on OETA. A dental hygienist, contracted through the Head Start COHC Dental Home Initiative grant, is providing services to primary care physicians (PCPs) on fluoride varnish (FV) application and oral health anticipatory guidance. Forty-six (46) PCPs and staff have completed the American Academy of Pediatrics online training for certification to apply and bill Medicaid for FV application. The Oklahoma Suicide Prevention Council commenced a statewide project to secure agreements with media outlets to adopt suicide reporting policies/guidelines. The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) 2Much2Lose (2M2L) initiative commenced roll-out of a statewide social host messaging campaign to increase public awareness and support for Oklahoma's new state Social Host law. Child abuse and neglect methods have been explored and implemented to help engage health care providers/hospitals in the Period of Purple Crying program with an increase of seventeen (17) to twenty-two (22) hospitals this quarter and an additional five (5) hospitals that are in progress with training.
- Obesity
  - In observance of National Nutrition Month, four press releases were released in March. Seven hundred and fifty (750) people attended the Certified Healthy Awards Ceremony that was held on March 1, 2012. Two thousand (2,000) brochures were developed to help increase the number of Certified Healthy award certifications in addition to five ads that were run in the Journal Record. Certified Healthy Organizations expanded from two hundred and nineteen (219) in 2010 to four hundred and ninety (490) in 2011 which represents a 227% increase.

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

- Access to Care
  - The Final Report of the Joint Committee on Federal Health Care Law was released on February 22, 2012. Subsequent legislation was authored to establish a governance structure and a government trust for the development and operation of an insurance exchange. The legislation did not move forward pending the results of the Supreme Court decision on the constitutionality of the Affordable Care Act (ACA). Analysis is continuing on the shortage of healthcare providers in Oklahoma with a workgroup entitled the Primary Care Advisory Taskforce. (PCAT). PCAT is developing a state plan to include potential short and long term solutions to healthcare access problems in Oklahoma.
- Public/Private Partnerships
  - The co-chair for the Public/Private Partnerships workgroup has shifted from Julie Cox-Kain to Dr. Terry Cline along with Barry Smith and Bert Marshall. This shift will place more emphasis on working with businesses and developing robust public/private partnerships. In conjunction with the Tobacco Settlement Endowment Trust (TSET) the Center for Advancement of Wellness will develop a school adoption project along with additional programs aimed at creating

healthy school environments which should provide more robust school wellness programs in the 2012/2013 school year.

- Workforce Development
  - Oklahoma State University (OSU) continues to provide telemedicine in a number of clinics across the state while the University of Oklahoma (OU) telemedicine is on-track. OU will be working with Grand Lake Mental Health to provide telemedicine services if the grant is approved. The OU College of Dentistry received \$375,000 in FY12 to support fifteen (15) full-time equivalent (FTE) positions of which all are currently filled. SB1280/HB3058 will appropriate three million dollars to set up five training facilities for rural residency programs administered by the Physicians Manpower Training Commission. The appropriation would fund the salary and benefits for the doctors at these sites. The Variety Care/North Care SMI Collaboration has seen seven hundred and sixty-three (763) patients which produced 2,862 encounters.

#### **Old Business Follow-up Items – Dr. Terry Cline**

- Child Only Insurance Rule
  - The official interpretation from the Insurance Department said that the rule is interpreted as applying only to child-only policies and does not apply to family insurance plans or any other insurance plans.
- UHF Public Funding Ranking
  - A report was developed by Julie Cox-Kain, Oklahoma State Department of Health (OSDH), which explained the discrepancies of the public funding ranking in the United Health Foundation report. The report provided an intriguing look at the data that was used in the United Health Foundation's rankings and provided insight where Oklahoma would be ranked in terms of public health funding if new methodology is adopted by UHF as requested.
- Certified Healthy Event
  - The Certified Healthy Awards Program was recently held on March 1, 2012 at the Cox Convention Center Ballroom in Oklahoma City. The program was a success with over seven hundred and fifty individuals in attendance. In addition to the excellent attendance all funds used to produce the program were privately raised by numerous business partners around the state. A total of around \$60,000 was raised to fund the program.

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

- All three OHIP agenda items for SFY2012 have failed to make it through the full legislative process. HB1270 (Health Education in Middle Schools) was not able to advance through the legislative process due to the inability to garner enough votes for passage. The bill was viewed as an unfunded mandate by schools. SB0182 which would have banned the use of handheld electronic devices by anyone under the age of eighteen was unable to advance due to an insufficient number of votes and the bill was viewed by the opposition as a step toward banning all texting while driving. HB2267 which would have restored local rights and allowed for more stringent local ordinances to control tobacco use was unable to advance due to a refusal to hear debate on the bill. This is the first time ever that a bill of this kind has made it off of either the House or Senate Floor.

**Closing Comments – Dr. Terry Cline**

- A lot of hard work has been accomplished in support of HB2267 and there has been an incredible outcry of support for this bill all over the state. There have been numerous influential families, business partners, and communities around the state that have rallied around the issue of restoring local rights. Progress has been made towards many significant items; however there are some large challenges ahead of us in making the impact needed to improve the wellbeing of Oklahomans. Therefore, the team requested a significant amount of time be set aside on a next meeting agenda for discussing strategy to address these challenges for the upcoming year.

**Adjournment – Dr. Gary Raskob**

- This meeting was adjourned at 2:07 p.m.