

Oklahoma State Department of Health
Oklahoma Health Improvement Planning (OHIP) Team Meeting
Oklahoma History Center
Wednesday, April 6, 2011

Minutes

Members Present: Gary Cox, Dr. Bruce Dart, Neil Hann, Dr. Timothy Hill, Reggie Ivey, Kenneth LaRue, Marjorie Lyons, Dr. William Oehlert, Dr. Gary Raskob, Greta Shepherd-Stewart, Tracey Strader

Designees Present: Nicole Amend, Dr. Stephen Cagle, Cindy Roberts, Sharon Rodine, Laura Wheeler

Other Attendees Present: Marshall Cheney, Julie Cox-Kain, John Kidd, Joyce Marshall, Marisa New, Dan Schiedel

Welcome – Dr. Gary Raskob

Approval of December 1, 2010 Meeting Minutes – OHIP Team

- Dr. Timothy Hill made a motion to approve the December 1, 2010 minutes. The motion was seconded by Tracey Strader. Minutes approved.

Flagship Workgroups Update - Dr. Gary Raskob

- There has been extensive work done by the three OHIP flagship work groups in regard to tobacco, obesity, and children's health. Their excellent work is greatly appreciated and progress continues.
 - The Tobacco group is involved in a variety of efforts including tobacco cessation. They will be participating in the "Preparing for the 7th Generation" Tribal Conference on April 7-9 in Norman, OK. With the assistance of Turning Point, TSET, and many other partners, there was an immense grassroots effort in support of HB 2135. Despite those efforts, the bill was not heard and is dormant. It will have the opportunity to be addressed in the 2012 legislative session.
 - The U.S. Congress passed reauthorization of the child nutrition bill and the Obesity workgroup will be evaluating the implications of that and how it will affect their work as they move forward. House Bill 1270, concerning health education in schools, is also dormant and can be revisited next year.
 - The OHIP Oklahoma Children's Health Plan Keeping Kids Healthy was released at the Shape your Future campaign launch in February. As part of this comprehensive plan, there are eight focus areas addressed to improve health outcomes for children. Senate Bill 182, relating to driving/texting for individuals under age 18, is dormant and can be looked at again next year.
- Further discussion was held in regard to the OHIP flagship workgroups having various strategies, outside of the legislature, that will encourage local participation from community partners and promote policy change.
- The incredible leadership of Dr. Cline and Dr. Newman this year has encouraged everyone to work harder in this team effort.

Infrastructure Workgroups Update – Joyce Marshall

- Workforce Development
 - There are several different ongoing efforts with this workgroup. A new project involving the Oklahoma State Department of Health, the Department of Mental Health, Variety Care and NorthCare is directed toward developing a comprehensive medical home for severely mentally ill patients that offers primary care, dental care, behavioral services, etc. Currently, public health workforce planning assessments are being conducted by the OU College of Public Health for Oklahoma county and the state of Oklahoma to assess needed competencies in public health workforce.
- Public Health Finance
 - Final public health finance recommendations should be available for team review at the next meeting. In regard to legislative efforts, Dr. Newman wanted to thank everyone for their work and encourage them to keep the momentum going.
- Access to Care
 - Dr. Cline and Julie Cox-Kain will be leading this initiative to utilize the health insurance exchange as a vehicle to increase insurance coverage and related access to care among Oklahoma residents.
- Health Systems Effectiveness
 - Barry Smith is chair of this workgroup and Bert Marshall and Julie Cox-Kain will be joining him as co-chairs. They are working to identify and strengthen private-public partnerships throughout the state. They will be addressing gaps in the current health system operations that are preventing Oklahomans from having the best health outcomes possible and identifying key responsible parties to champion these efforts.

5320/SYF/Children’s Health Plan Launch Update – Julie Cox-Kain

- Oklahoma could save 5320 lives each year by just meeting the national average on health indicators. The 5320 teaser campaign was launched in mid-January to raise awareness to this serious issue. Many media, community, and corporate partners participated and assisted in the campaign efforts and getting the word out. The Shape Your Future social marketing campaign was launched on February 14, 2011 and focused on the three OHIP flagship issues of reducing obesity, preventing or reducing tobacco use, and improving children’s health. The four components of this campaign include promotion, policy, partnerships, and programs. This will be an ongoing effort and it will take many partnerships at the local and state levels to accomplish the goals. For further information, you may visit the website at <http://www.shapeyourfutureok.com/>

Health Equity Presentation Panel – Marisa New, Gary Cox, John Kidd, Dr. Bruce Dart

- Three presentations were shared concerning health equity issues.
 - Achieving Health Equity by Marissa New, Oklahoma State Department of Health The Oklahoma Health Equity Campaign (OHEC) originated in 2008 and is a statewide campaign involving many individuals and organizations. They meet on a regular basis and meetings are open to the public. Their mission is to achieve health equity for everyone regardless of their socioeconomic circumstances. The social determinants of health are those factors that contribute to or detract from the health of individuals such as food supply, housing, transportation, education, stress, etc. This group strives to look at why health inequities are occurring and how efforts can be focused toward implementing different kinds of strategies and solutions that will

improve the quality of life for everyone. For further information go to www.oklahomahelthequitycampaign.com

- Health in Oklahoma County: A Call to Action by Gary Cox and John Kidd, Oklahoma City-County Health Department
Wellness Now is a countywide health initiative involving dozens of community organizations and individuals working to improve health in Oklahoma County with focus areas on child health, senior health, obesity, tobacco, and obstacles to health. Soon they will be addressing mental health and other cross-cutting issues such as policy issues, work place, school health, resources, and others. Wellness Score was initiated in 2009 and is a tool used to identify and prioritize areas of intervention. A zip code by zip code analysis was done for Oklahoma County which enabled this initiative to focus on targeted zip code areas. OCCHD is in the planning stages of building two regional facilities, one in NE and one in SE part of Oklahoma County, that will provide a wide variety of services in one location.
- From Health Disparity to Health Equity by Bruce Dart, Tulsa Health Department
Everybody should have the opportunity to live a healthy life and it shouldn't be dependent on economic status. Tulsa has some dramatic health disparities within their community. Individuals living in North Tulsa live 14 years shorter than those living in mid-town or South Tulsa. To address this issue, they need to focus on the social determinants of health such as education and literacy, economic development, neighborhood conditions, and employment/working conditions, just to name a few. They are working to bring people together and to educate community leaders who can assist in finding solutions at the local level.

Closing Comments – Dr. Gary Raskob

- The next OHIP team meeting will be July 6th, 2011 at 12:30pm at the Tulsa Health Department auditorium.

Adjournment

- This meeting was adjourned at 3:24 pm.