



Minutes

Members Present: Dr. Terry Cline, Dr. Stephen Cagle, Gary Cox, Dr. Bruce Dart, Rick Ernest, Jeff Hamilton, Neil Hann, Dr. Gary Raskob, Dennis Shockley, Tracey Strader

Designees Present: Dr. Timothy Hill, J.T. Petherick

Other Attendees Present: Leslea Bennet-Webb, Jennifer Lepard, Joyce Marshall, Mark Newman, Cecily Blackwater

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 Gary Cox for hosting the OHIP Team meeting at the all new Oklahoma City-County Health Department's Northeast Regional Health and Wellness Center.

Approval of January 23, 2013 Meeting Minutes – OHIP Team

- Tracey Strader made a motion to approve the January 23, 2013 minutes. The motion was seconded by Dr. Timothy Hill. Minutes approved.

Flagship Work Groups Update – Dr. Gary Raskob

- Tobacco
 - From October 2010 through January 2013, INTEGRIS has made 4,765 referrals to the Oklahoma Tobacco Helpline (OTH) with a 40% acceptance rate. This includes four thousand sixty-four (4,064) inpatients, six hundred twenty-four (624) outpatients and seventy-nine (79) employees. A total of twenty-two (22) hospitals have implemented at least one or more components of tobacco cessation protocol/processes since October 2010 including the first stand-alone psychiatric hospital. The retailer violation rate continues to improve and is currently at 8.5%. Work is underway with the Oklahoma Health Care Authority (OHCA) to develop a campaign encouraging support of the Oklahoma Tobacco Helpline that would target Medicaid health care providers but would reach all health care providers in the state (doctors, nurses, etc.) Based on unaudited data, more than eight thousand people contacted the OTH in the first quarter of 2013. Of those individuals, more than eighteen hundred made contact through the OTH's corresponding website okhelpline.com.
- Children's Health
 - A bid has been awarded and manufacturing has been initiated on infant sleep sacks that will be distributed at hospitals serving African American and Native American populations in Oklahoma; three (3) of the birthing hospitals (nine hospitals were targeted) have signed sleep sack distribution agreements and have implemented new written hospital policies addressing staff training, parent

education, and modeling. A local prenatal care clinic has been initiated at the Creek County Health Department office in Sapulpa through a partnership with a local physician based on gaps in prenatal services identified through the Fetal and Infant Mortality Review project based at Tulsa Health Department. In collaboration with Oklahoma State University, OHCA has produced four new videos aimed at the importance of preventive care. One video focused on OHCA's Durable Medical Equipment Re-Use Program while the other videos bring to light the importance of health care coverage. Three of the preventive care videos are fifteen (15) seconds in length and focus on well-child check-ups while two of the three videos specifically mention teens as a key group to target for increasing preventive visits. The fourth preventive care video promotes good oral health. OHCA plans to partner with Smart Start Oklahoma and OETA to air the fifteen (15) second videos on the Oklahoma Educational Television Authority (OETA) channel. Three hundred fourteen (314) schools received recognition as Certified Healthy Schools in 2012 which means each of the recognized schools: 1) had some form of comprehensive health education following the Priority Academic Student Skills (PASS) guidelines; and 2) have demonstrated evidence of meeting each of the essential eight components of the Centers for Disease Control and Prevention (CDC) Coordinated School Health Program.

- Obesity
 - Development of a statewide community toolkit has begun and efforts were concentrated this quarter on reviewing survey questions with Regional Turning Point Consultants. Furthermore, discussions have begun regarding obesity prevention and reduction policy strategies for the statewide community toolkit.

Infrastructure Work Groups Update – Joyce Marshall for Gary Cox

- Access to Care
 - In February 2013, an independent contractor was engaged and is currently analyzing data, interviewing key informants, convening stakeholders, and identifying viable solutions in relation to the Oklahoma Plan. The Oklahoma Plan is occurring in two major phases: (1) a comprehensive review of the current SoonerCare program and (2) the development of a demonstration proposal, including recommendations to better incorporate, integrate, and leverage public health, safety-net systems, commercial health plans, and clinical care to maximize efficiency, improve the delivery of healthcare, improve population health, and potentially lead to a transformation of the wider healthcare system. Final reports and recommendations are expected on June 30, 2013.
- Workforce Development
 - The Heartland Telehealth Resource Center has received grant approval for another four years. The “Oklahoma Healthcare Workforce Databook” should be completed soon. In addition, the workforce data group will meet in April to discuss ways to integrate data projects. The Clinical Hub is currently being used

and expanded in the state. The focus is currently on nursing, although other professions, such as EMTs and Scrub Techs are also in the system.

PIO Workgroup Update – Leslea Bennett-Webb

- Leslea Bennett-Webb, OSDH Communications Director, provided a brief update from the OHIP PIO Workgroup on their activities. The Tobacco Settlement Endowment Trust (TSET) continues to provide excellent support in relation to the Shape Your Future (SYF) social marketing campaign. The focus of the campaign this year has been on getting thirty minutes of exercise daily and filling half your plate with fruits and vegetables. A media tracking survey will begin shortly to gauge the effectiveness of the campaign. Susie Wallace, Oklahoma Hospital Association (OHA) Director of Communications has been regularly posting to OHA members about various OHIP activities and has been encouraging member hospitals to become Certified Healthy. In addition OHA has engaged in a program to help hospitals help patients stop smoking. The Oklahoma Health Care Authority (OHCA) has been very involved with TSET on the SoonerQuit initiative with various media campaign items that include a newsletter to all of their constituencies that mentions various OHIP activities. The Oklahoma City-County Health Department (OCCHD) is repeating their highly successful campaign regarding sugar sweetened beverages and pouring on the pounds. The Tulsa Health Department is working with a Tulsa health organization as part of the Million Hearts Campaign and is currently piloting a heart healthy mobile app that people can download to their smartphones. Furthermore both OCCHD and THD are implementing healthy vending campuses that will provide healthy vending choices to their employee and visitors. The OSDH is focusing on the social marketing campaign “Preparing for a Lifetime” which looks to reduce infant mortality. The campaign also focuses on a multi-faceted approach of looking at the importance of breastfeeding, access to care and ensuring pregnancies go full term unless otherwise medically indicated.

SFY 2013 Legislative Agenda – Dr. Terry Cline, Dr. Mark Newman and OHIP Team

- The *Smoking in Public Places and Indoor Workplaces Act* which was introduced as Senate Bill 36 by Senator Frank Simpson of Ardmore and Representative Doug Cox of Grove failed to pass out of the Senate General Government Committee essentially killing the bill for the next two years. In response, Governor Mary Fallin’s office has set up the "Don’t Smoke on Me" website to promote an initiative petition to bring this important subject to a vote of the people of Oklahoma. Also, Senate Bill 501 has been modified and is now a bill that will allow prohibition of smoking on government owned and operated properties. Furthermore Senate Bill 802, which has been referred to as the e-cigarette bill, failed to pass out of the Health and Human Services Committee by a vote of four yes votes to seven no votes. Despite that fact the Senate author has advised both Senate and House Staff to identify any bills that may allow the language from SB 802 to be reinserted. Senator Rob Standridge, the author of Senate Bill 667, has accepted an amendment to the bill that would prohibit the use of electronic benefit cards received through Temporary Assistance for Needy Families program to be used at retail tobacco stores. Senate Bill 667 also prohibits the use of electronic benefit cards at liquor stores, casinos and adult entertainment facilities. The bill passed out of the House Government Modernization Committee without any nay votes.

OHIP Formal Report: Tobacco Workgroup – Dr. Gary Raskob, Tracey Strader, Jennifer Lepard and OHIP Team

- Tracey Strader, Executive Director for TSET and Jennifer Lepard, Tobacco Prevention Manager for the OSDH, along with the OHIP Tobacco Use Prevention Workgroup have developed and finalized a refined draft report that was reviewed by the OHIP Team. Suggestions for refinement that were provided by the OHIP team during the January 23, 2013 meeting have been integrated in to the report. The report summarizes the work that has been performed by the OHIP Tobacco Use Prevention Workgroup since 2008 into a single double-sided page that can be easily read and interpreted. The report was made to provide eye-catching facts about the economic impact of tobacco use on every Oklahoman and physical effects of tobacco use. After brief discussion about the report Gary Cox entertained a motion to adopt the report with final amendments from the OHIP Tobacco Use Prevention Workgroup. Rick Ernest seconded the motion. All were in favor and the motion was passed.

Certified Healthy Update – Neil Hann

- The Certified Healthy Program experienced great success and exponential growth during the 2012 application period. A total of about three hundred fifty (350) businesses were certified just in 2012. Furthermore, during 2012 there were three hundred fourteen (314) schools, fifty-two (52) communities and twenty-eight (28) campuses. The annual Certified Healthy Workshop and Award Luncheon was held on February 28th, 2013 at the Cox Convention Center in Oklahoma City. The event was a huge success with around one thousand people in attendance.

Closing Comments – Dr. Terry Cline

- Dr. Terry Cline thanked the team for all their hard work. Dr. Cline noted one of the take home messages from Dan Heath, the featured speaker at the Certified Healthy Workshop and Award Luncheon held on February 28th, 2013 which was to take a step back, plot our the improvements that have been made over the year and truly appreciate and admire all the hard work that has been completed. Dr. Cline further noted that this applies to the OHIP Team in particular and that everybody should be proud of the progress the team has made. Dr. Cline also stated that the next OHIP Team meeting is scheduled to be held on June 5th, 2013 at the Oklahoma State Chamber.

Adjournment – Dr. Terry Cline

- This meeting was adjourned at 1:51 P.M.