

Oklahoma State Department of Health
Oklahoma Health Improvement Planning (OHIP) Team Meeting
Peggy and Charles Stephenson Oklahoma Cancer Center
Wednesday, October 5, 2011

Minutes

Members Present: Dr. Terry Cline, Gary Cox, Dr. Bruce Dart, Neil Hann, Marjorie Lyons, Dr. Gary Raskob, Dennis Shockley, Tracey Strader

Designees Present: Dr. Stephen Cagle, Jessica Hawkins, Mercedes Milberry, Diddy Nelson, Laura Wheeler

Other Attendees Present: Leslea Bennett-Webb, John Kidd, Joyce Marshall, Julie Myers, Cynthia McGough

Welcome & Opening Remarks – Dr. Terry Cline

- This OHIP group has had several accomplishments over the last year in the three flagship areas of tobacco, obesity, and children's health. A few of those highlights include a smoke-free Hard Rock Hotel & Casino by the Cherokee Nation in Tulsa. There was a tremendous show of support for House Bill 2135 to assist in restoring local rights for smoke-free environments to Oklahoma communities. An online, searchable inventory database is now available to the public on evidence-based practices that address physical activity, nutrition, and obesity issues. OSDH has received 15 physical activity/nutrition grants through TSET to help reduce obesity in our state. There was a special issue of the *Journal of the Oklahoma State Medical Association* dedicated to children's health and OHIP's *Oklahoma Children's Health Plan, Keeping Kids Healthy* was highlighted in that publication.

Approval of July 6, 2011 Meeting Minutes – OHIP Team

- Dr. Bruce Dart made a motion to approve the July 6, 2011 minutes. The motion was seconded by Gary Cox. Minutes approved.

Flagship Work Groups Update - Dr. Gary Raskob

- The Flagship workgroups continue to be on track and productive. There has been a transition of leadership on two of the Flagship groups. The Obesity group will be led by Bruce Dart and the Tobacco group will be led by Tracey Strader.
 - The Obesity workgroup is finalizing its reorganization and will be focusing on raising obesity awareness and encouraging community involvement. They are revising their goals, objectives, and measures to assure they are addressing those items that are felt to have the most impact in reducing obesity and improving physical activity and nutrition in our state. The beginning draft of those updated measures is attached in the progress report, but will continue to be refined and developed as community baseline data is established. Their current focus is a strong awareness/education phase throughout the state. They plan to follow this in the next two phases with activities to build capacity and community intervention based upon core community outcome measure baseline data to be established this fiscal year.

- Some recent successes for the Tobacco workgroup has been positive evaluation results for the “Tobacco Stops with Me” campaign. There has been an increase in the number of people who desire to help others quit smoking and become involved at the community level to reduce tobacco use. Healthchoice will soon be offering a lower deductible rate for members who do not use tobacco products.
- Some progress made in Children’s Health toward preventive dental services includes the Oklahoma Health Care Authority (OHCA) will reimburse Primary Care Providers (PCP) for the application of fluoride varnish to the teeth of children 12-42 months. In an effort to reduce the percentage of youth using alcohol, ODMHSAS awarded 16 community agencies to conduct local-level assessments and implement evidence-based alcohol and drug prevention strategies. The awards include underage drinking prevention as a top priority for funded projects. OKDHS has implemented a medical health passport for children in out-of-home care.

Infrastructure Work Groups Update

- Access to Care
 - This workgroup is building on opportunities through the Affordable Care Act (ACA). The Oklahoma legislature began a series of town hall meetings that have been held around the state discussing the impact of the ACA and health reform. The Oklahoma State Department of Health is conducting an analysis of the impact of expansion of insurance coverage on access given the shortage of health providers in Oklahoma.
- Public/Private Partnerships
 - This team is in the planning stages of developing a school adoption program for health facilities. There are also ongoing efforts to leverage resources and advocate for health with the business community.
- Workforce Development
 - Telemedicine is expanding in rural Oklahoma. Data is being gathered on the health workforce in our state. The student management portal system is in place to facilitate clinical placement of students in healthcare settings statewide.

Proposed 2012 Meeting Schedule – OHIP Team

- Due to the two holidays in January and July 2012, it was determined that January 11th and July 25, 2012 will be the best choices for the 2012 OHIP meeting schedule.

OHIP Team Membership Discussion – OHIP Team

- Gary Cox made a motion to approve three new OHIP team members. The proposed new members will include representation from the Children’s Health workgroup (Dr. Mary Anne McCaffree), Workforce workgroup (Rick Ernest), and the Oklahoma Health Equity Campaign Steering Committee. The motion was seconded by Dr. Gary Raskob. New membership approved.

OHIP Communication Plan – Leslea Bennett-Webb

- The OHIP Communication Team’s mission has been to keep the OHIP plan in the forefront of the public and policy makers. Over the last 1 ½ years this group has been involved in a number of public relation efforts to keep the plan alive. Many diverse partners work in

collaboration with this group to support a variety of the OHIP efforts. At every opportunity the OHIP goals have been referenced in public presentations, news releases, and news media interviews. In 2012, this group will focus on providing consistent messaging on OHIP goals and increasing awareness of OHIP's flagship issues and policy recommendations among policy makers.

Certified Healthy Schools & Communities Update – Neil Hann

- In 2003, the Certified Healthy Business program started as a collaborative effort between the Oklahoma Turning Point Council, the State Chamber, the Oklahoma Academy for State Goals, and the Oklahoma State Department of Health. The first year there were 25 applications. It has now grown to over 900 business certifications. As a result of that success, House Bill 2774 was introduced in 2010 that created the Certified Healthy Schools and Certified Healthy Communities advisory committees. There are also Certified Healthy Restaurants and Certified Healthy Campuses programs. All the “Certified Healthy” applications are available online at the Oklahoma Turning Point Council website. (okturningpoint.org) There will be a celebration in March 2013 at the Cox Convention Center for these programs. Communities that become certified will also be eligible for grant funds through Tobacco Settlement Endowment Trust (TSET). These programs provide opportunities to improve the health of Oklahomans by promoting wellness and encouraging safe and healthy environments for citizens.

SFY 2012 OHIP Legislative Agenda Next Steps – Dr. Terry Cline

- The OHIP legislative agenda for this year has been approved. The three priority areas will be restoring local tobacco control by repealing all preemptive clauses, assuring health education is taught in all state public schools, and strengthening the graduated driver's license law. Please help to support these legislative items in any and every way possible.

Closing Comments – Dr. Terry Cline

- This team has diverse member representation. In thinking about social determinants of health, how can health issues be put on the strategic agenda of each respective organization? As the OHIP Team, and our individual organizations, we would like to support others in advancing health policies and health issues on the strategic plans of each constituent.

Adjournment – Dr. Terry Cline

- This meeting was adjourned at 2:22pm.