

2014 OHIP Work Group Quarterly Report

1st Quarter (July - September); SFY Ending June 30, 2014



Work Group Name: OHIP Obesity Workgroup

Work Group Goal: Implement Effective Practices for Obesity Reduction

Result Objective	Target Completion Date	Actual Completion Date	Accountability (Lead Person(s) Responsible)	Measure	Progress
<p>1. Conduct one event per quarter using media and community events to raise awareness around obesity issues in Oklahoma</p> <p>1a. Develop event/toolkit for March-National Nutrition Month</p> <p>1b. Develop event/toolkit for May-National Physical Fitness and Sports Month</p>	<p>September 2012</p> <p>March 30th</p> <p>May 31st</p>	<p></p> <p>March 30th, 2012</p> <p>May 31st, 2012</p>	<p>Lead: OHIP Obesity Workgroup (Toolkits hosted on the SYF website.)</p>	<p>Measures:</p> <p>1. % of quarterly events completed for SFY 2012</p> <p>1 a.</p> <ul style="list-style-type: none"> i. Number of toolkits downloaded ii. Number of website hits iii. Number of earned media pieces iv. Event participation v. Track social media posts vi. Dissemination of materials <p>1 b.</p> <ul style="list-style-type: none"> i. Number of toolkits downloaded ii. Number of website hits iii. Number of earned media pieces iv. Event participation v. Track social media posts vi. Dissemination of materials 	<p>1. 75% of events completed</p> <p>1a.</p> <ul style="list-style-type: none"> i. Unknown ii. Unknown iii. Unknown iv. NA v. Unknown vi. Four press releases were released. <p>1b.</p> <ul style="list-style-type: none"> i. Unknown ii. Unknown iii. 7 combined video, newspaper, and radio. iv. 2,872 students reported participating v. 5 social media posts. vi. None disseminated

1c. Support Oct. 3 rd Safe Routes to School/Work Day	Sept. 28 th	Sept.28 th , 2012	Lead: OHIP Obesity Workgroup (Toolkits hosted on the SYF website.)	1c. Dissemination of materials Note: SYF website undergoing construction.	1c. Email sent to all TSET grantees on Sept. 5 th . Others disseminated as applicable to their contacts. This 'Day' is already led by other various organizations throughout the state. Therefore, due to the SYF website undergoing reconstruction and to capitalize on the already established national event, we disseminated information including a Walk To School/Work Flyer created by the health communications team at TSET.
1d. No event conducted this quarter	N/A	N/A	N/A	N/A	1d. Focus this quarter has been on assessing and gathering information for surveys and development of statewide community toolkit (See objective #13).
1e. No event conducted this quarter	N/A	N/A	N/A	N/A	1e. Concentrated efforts this quarter on reviewing survey questions with Regional Turning Point Consultants. We also began discussions regarding obesity prevention and reduction policy strategies for the statewide community toolkit (see objective #13).
1f. No event conducted this quarter	N/A	N/A	N/A	N/A	1f. Due to scheduling conflicts and emergency disaster recovery efforts the subgroup was only able to meet one time, late into the quarter-June 12 th .
1g. No event conducted this quarter	N/A	N/A	N/A	N/A	1g. Concentrated efforts this quarter on developing first draft of community toolkit (see objective #13).

2. Use information received from TSET NFI grantees planning year to inform the process in development and planning for non funded communities.	Fall 2012		Lead: Center Wellness	Measures: 2a.Review 100% of community needs assessment. 2b.Review 100% of county readiness assessments 2c.Center for the Advancement of Wellness strategic planning completed. 2d.Determine statewide baseline measures prior to release and implementation of resources. 2e.Increase percentage of fruits/vegetables consumption among adults and youth. 2f.Increase percentage of recommended levels of physical activity among adults and youth.	2a. Completed 2b. Completed 2c. In progress 2d. Completed 2e. In progress 2f. In progress
3. TSET will report on the effectiveness of the NFI grantee CX model planning year and continued funding for Year 1 implementation.	October 2012	September 2012	Lead: TSET	Measures: 3a.Report on readiness assessments 3b.Report on needs assessments 3c.Completed training by grantee 3d.Strategic plans submitted 3e.Year 1 funding approved	3a. Completed 3b. Completed 3c. Completed 3d. Completed 3e. Completed
4. OSDH will have an online, searchable inventory database identifying evidence-based or promising programs that address physical activity, nutrition, and obesity issues.	June 2010	<u>February 2011</u>	Lead: Center	Measures: 1. Online, searchable inventory database developed and active	1. Completed and launched with press release Feb. 2011.
5. Develop and facilitate a multi-level surveillance and evaluation system to monitor the plan.	January 2012		Lead: Center	Measures: 1. All usable data sources indentified and potential to create new data sources	1. This measure in progress.

6. Mandate utilization of School Health Index (SHI) for assessment and action planning by each public school's site-based Healthy and Fit School Advisory Committee.	May 2010		Lead: Fit Kids Coalition	Measures: 1. Legislation or other policy passed to utilize SHI	1. No pending legislation on this mandate.
7. Mandate health-related fitness testing in all public schools.	May 2011		Lead: Fit Kids Coalition/OSDH Team	Measures: 1. Legislation/policy introduced 2. Legislation/policy passed	1. No pending legislation on this mandate.
8. Pass legislation to provide financial incentives for grocery stores or farmers markets to locate in underserved communities.	May 2012	May 2010 March 2012	Lead: Fit Kids	Measures: 1. Legislation written 2. Legislation introduced 3. Legislation passed 4. Legislative language is being proposed that would make this more user friendly.	4. The pending legislation around this issue was not given a hearing.
9. Update State's Physical Activity and Nutrition <i>Plan-Get Fit Eat Smart</i>	December 2012		Lead: Center	Measures: 1. Center for the Advancement of Wellness strategic planning completed. 2. Committees developed for revision. 3. Recommendations presented to obesity work group. 4. Addendum printed and disseminated.	1. Held meeting to start working on strategic planning: Oct 8, Nov. 2, and Dec. 18 & 19 2 – 4. Work on these measures has not begun at this point.
10. Two hospitals to adopt evidence based breastfeeding policies.	May 2013		Lead: Coalition OK Breastfeeding Advocates	Measures: 1. Policy written 2. Identified funding to train health care organization to be baby friendly 3. Policy passed 4. Trained health care organizations	1-4. Ongoing. Nothing to report at this time.

<p>11. Increase the number of Certified Healthy Programs (business, restaurants, schools, campuses, and communities) award certification.</p>	<p>December 2012</p>		<p>Lead: OSDH, TSET. Turning Point</p>	<p>Measures:</p> <ol style="list-style-type: none"> 1. Number of event participants 2. Number of MIYB training 3. Materials developed 4. Materials disseminated 5. Hits on website 6. Number of paid/donated marketing pieces 7. Number of earned media 8. Increase the number of Certified Healthy entities by 30 %. 	<ol style="list-style-type: none"> 1. 750 persons attended the awards ceremony for 2012. Planning has started for 2013. 2. 5- Sallisaw, Altus, Hobart, Idabel, & Hugo 3. 3000 brochures, 1000 pens, 100 pencils and monthly newsletter, were developed 4. To all partners/committee members, TP, CHD, other agencies, and statewide community events. 5. Unknown for this year. Analytics have been activated on Turning Point website and should be able to provide statistics next year. 6. Ads were run by Journal Record and Fittest Execs magazine 7. Number not tracked 8. From 2011 to 2012, the number of Certified Healthy entities increased from 560 to 753, or 34.46%.
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<p>12. Pass legislation/policy to ensure that the safety and mobility of all users of all transportation systems (pedestrians, bicyclists, drivers) are considered equally through all phases of state transportation projects and that not less than 1 percent of the total budget for construction, restoration, rehabilitation or relocation projects is expended to provide facilities for all users, including but not limited to, bikeways and sidewalks with appropriate curb cuts and ramps so that even the most vulnerable (children, those with disabilities, the elderly) can feel and be safe with the public right of way.</p>	<p>May 2013</p>	<p>May 2010 -- Built environment criteria addressed in certified healthy communities legislation/criteria</p>	<p>Lead: Turning Point Council/Fit Kids Coalition</p>	<p>Measures:</p> <ol style="list-style-type: none"> 1. Legislation/policy written 2. Legislation/policy introduced 3. Legislation/policy passed 4. Number of Certified Healthy Community achieving certification that meet at least a minimum of 25% of the built environment/transportation elements(12) 	<ol style="list-style-type: none"> 1-3. No pending legislation on these measure. 4. This data is not tracked.
<p>13. Develop statewide toolkit for assisting communities to become healthier.</p>	<p>Currently, no time frame set.</p>		<p>Lead: Center for the Advancement of Wellness</p>	<p>Measures:</p> <ol style="list-style-type: none"> 1. Brainstorming Discussions about what this toolkit would entail 2. Survey Questions out to local partners 3. Designate sub-group for Community Tool Kit development 4. Compile Survey responses 5. Develop toolkit 6. Propose Toolkit to larger OHIP work group 7. Present Final Toolkit to State and local partners 	<ol style="list-style-type: none"> 1. Discussed at OHIP Monthly meetings on 7/18/12, 8/31/12, 10/23/12, 3/1/13, 6/12/13, & 9/17/13 2. Not Completed. Discussed with workgroup and RTPC only. 3. At the 6/12/13 meeting, the Center staff was delegated the task of creating an outline of the toolkit for the workgroup to review at the August 2013 meeting. 4. Not completed. 5. In progress. 6-7. Not completed

Other Items to Share:

Chair: Bruce Dart

Team Members:

Victoria Bartlett, John Friedl, Miranda Manning, Laura Matlock, Linda Wesley, Colleen Ayers-Griffin, Tracy Strader, Neil Hann, Tracy McKeown, Diddy Nelson, Dr. Jana Winfree, Joyce Marshall, Leslea Bennett-Webb, Patrick Hutton, Reggie Ivey, Sjonna Paulson, Sonia Johnson, Lead Staff