

2011 OHIP Work Group Quarterly Report

October – December 2011

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
1. Using media, community events to raise awareness around obesity issues in Oklahoma	September 2012: Will conduct one event a quarter until TSET planning grants completed	Ongoing	Lead: OHIP Obesity Workgroup	Measures: 1. % of quarterly events completed for SFY 2012	1. The second awareness event, featuring National Nutrition Month in March is being completed and launched in February 2012.
2. Using information received from TSET PAN grant planning periods, complete core community outcome measures	Fall 2012		Lead: TSET	1. Target: 100% completion of core community outcome measures	1. Progress contingent upon objective #1 completion above and TSET grants' planning period completion. 2. Grantees are participating in training provided to assist them in the development of their strategic plans that are due in late June.
3. OSDH will have an online, searchable inventory database identifying evidence-based or promising programs that address physical activity, nutrition, and obesity issues.	June 2010	February 2011	Lead: SHO staff	Measures: • Online, searchable inventory database developed and active	1. Completed and launched with press release Feb. 2011.

4. Develop and facilitate a multi-level surveillance and evaluation system to monitor the plan.	January 2012		Lead: SHO staff	Measures: 1. All usable data sources identified and potential to create new data sources	<ol style="list-style-type: none"> 1. Logic model for reducing obesity has been developed to align with state plan. 2. Center for Advancement of Wellness has been named and strategic planning for this new Center should be completed within the next 6 months.
5. 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	<ol style="list-style-type: none"> 1. Decision was made by SHI team to postpone facilitator training until spring. School requests for SHI training will be fulfilled as needed by OSDH, FK and other partners.
6. Mandate health-related fitness testing in all public schools.	May 2011		Lead: Fit Kids Coalition/SHO Team	Measures: 1. Legislation/policy introduced 2. Legislation/policy passed	<ol style="list-style-type: none"> 1. Year three pilot currently underway. 2. This issue is not on any legislative agendas at this time.
7. Pass legislation to provide financial incentives for grocery stores or farmers markets to locate in underserved communities.	May 2012	May 2010	Lead: Turning Point Council	Measures: 1. Legislation written 2. Legislation introduced 3. Legislation passed	<ol style="list-style-type: none"> 1. Legislation passed deeming "healthy corner stores" that meet criteria are eligible to apply for loans from eligible agricultural businesses. No application for funding has been submitted. 2. Revision to current legislation is being considered to deal with interest rates being trigger for utilization.

<p>8. Two hospitals to adopt evidence based breastfeeding policies.</p>	<p>May 2013</p>		<p>Lead: Coalition OK Breastfeeding Advocates</p>	<p>Measures:</p> <ol style="list-style-type: none"> 1. Policy written 2. Identified funding to train health care organization to be baby friendly 3. Policy passed 4. Trained health care organizations 	<ol style="list-style-type: none"> 1. OUHSC education program for health care facilities in model breastfeeding policies and tracking of policy adoption in facilities has begun. 2. For the period of June-Sept. 2011, 60 RNs, 32 MDs, 57 MS IIs, 9 IBCLCs, and 1 Doula have received training in Breastfeeding Continuing Education Program (BCEP) Train the Trainer. End of project evaluation follow up will report on #s of hospitals adopting evidence-based breastfeeding policies. (Project concludes June 2012)
<p>9. 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</p>	<p>Measures:</p> <ol style="list-style-type: none"> 1. Legislation/policy written 2. Legislation/policy introduced 3. Legislation/policy passed 	<ol style="list-style-type: none"> 1. Built environment criteria addressed through certified healthy communities legislation and criteria which was passed in HB 2774 in 2010. 2. No legislation for set asides in construction budgets is being proposed at the state level.

Other Items to Share:

The OHIP Obesity Prevention Workgroup met in July and August. The first meeting was to assess previous work, build on what has been accomplished in the past and begin the process of moving forward to develop a work plan to impact Obesity in OK. Following the group's initial meeting on July 18th, an environmental scan of obesity prevention activities throughout the state was conducted from which future prevention efforts will build on. The group also decided in order to impact obesity rates in OK all agencies must come together and engage communities as a whole. This will involve education, businesses and the legislative branches; there needs to be strong community action and this committee needs to brainstorm how to connect the initiatives to the community level across the state. Shape Your Future was discussed and the group decided to meet with them to ensure there would be no conflicts with this workgroup and those initiatives. The group was reminded that there are currently 15 TSET prevention planning initiatives under way that would result in programs throughout the state created to also impact Oklahoma's obesity rates.

The group has decided that at this time our focus should be on increasing awareness of the obesity issue in Oklahoma so when programs from the planning grants are implemented, communities will come together to become involved in obesity prevention efforts. Between those initiatives and Shape Your Future, the Obesity Workgroup decided their mission until the completion of the planning initiatives was to strategically work on awareness initiatives, determine target audiences and lay the groundwork for the future. We will specify the awareness goal and objective to help translate programs goals to reality. Will work with the state and extrapolate messaging down to the local levels.

It was suggested the committee identify 4 observances (one a quarter) to focus on as it was decided this will have a bigger impact instead of saturating with continuous messages. The committee will review the calendar year and look for focal days they can highlight. Then, a communication plan can be created around that special day/event. The group agreed that they would highlight one focal point a quarter. WE will also be meeting with Shape Your Future to determine how best to partner before our next meeting. We hope to have an event around National Food Day on October 24th.

Chair: Bruce Dart

Team Members:

Colleen Ayers-Griffin, Community Service Council, Tracy Strader, TSET, Judy Duncan, OSDH, Victoria Bartlett, Tulsa, Neill Hann, OSDH, Tracy McKeown, OCCHD, Reggie Ivey, THD

2012 Quarterly Progress Reports are due March 30, June 30, September 30 and December 30.