

2012 OHIP Work Group Quarterly Report
April – June 2012

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. Conduct one event per quarter using media and community events to raise awareness around obesity issues in Oklahoma	September 2012		Lead: OHIP Obesity Workgroup	Measures: 1. % of quarterly events completed for SFY 2012	1. 50% of events completed
1a. Develop event/toolkit for March-National Nutrition Month	March 30th	March 30 th , 2012		1 a. 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	1a. i. Unknown ii. Unknown iii. Unknown iv. NA v. Unknown vi. Four press releases were released.
1b. Develop event/toolkit for May-National Physical Fitness and Sports Month	May 31st	May 31 st , 2012		1 b. 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	1b. i. Unknown ii. 4,634 website hits recorded. iii. 7 combined video, newspaper, and radio. iv. 2,872 students reported participating v. 5 social media posts. vi. None disseminated

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. Reviewed 100% of community needs assessment. 2b. Reviewed 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.	2. All measures are 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		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	3. 3a. Completed 3b. Completed 3c. In progress 3d. Completed 3e. In progress
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 identified 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. 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. Nothing to report at this time. Training still in progress.

<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 %. <p>Baseline 2010: 219 Actual 2011: 490</p>	<ol style="list-style-type: none"> 1. 750 persons attended the awards ceremony. 2. 3- Atoka, Poteau, & Ardmore 3. 2000 brochures were developed 4. To all partners/committee members, TP, CHD and other agencies. 5. Unknown 6. Weekly ads were run by Journal Record 7. Number not tracked 8. 224% increase with addition of schools and community categories.
<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.

Other Items to Share:

Chair: Bruce Dart

Team Members:

Victoria Bartlett, Laura Matlock, Keith Reed, Colleen Ayers-Griffin, Tracy Strader, , Neil Hann, Tracy McKeown, Amber England, Diddy Nelson, Dr. Jana Winfree, Joyce Marshall, Keith Reed, Leslea Bennett-Webb, Patrick Hutton, Reggie Ivey, Sjonna Paulson, Sonia Johnson, , Lead Staff