

2012 OHIP Work Group Quarterly Report

Dated April 1, 2012 - June 30, 2012

Work Group Name: Health Systems Effectiveness (Public/Private Partnership)

Work Group Goal: Foster Collaborative Relationships with Public & Private Partners – Statewide Focus

Result Objective	Target Completion Date	Actual Completion Date	Accountability (Lead Person(s) Responsible)	Measure	Progress
1. Link healthcare providers/facilities with schools to implement and enhance recommended wellness activities outlined in the Certified Healthy Schools Criteria and recommended by the CDC in the Coordinated School Health Model	Beginning with 2012 Certified Healthy School Application Process		Lead: OSDH	Measures: 1. # of health facilities adopting a school 2. # of certified healthy schools	The project will be developed by the Center for the Advancement of Wellness, in conjunction with TSET, as they develop additional programs aimed at creating healthy school environments. More robust school wellness programs will be available in the 2012-2013 school year.
2. Organizing business leaders in order to effectively leverage resources and advocate for health.	12/31/2012		Lead: OHIP, Public Private Partnership Group and others TBD	Measures: 1. 100% completion of plan by 2012. 2. # of certified healthy businesses 3. # of certified healthy communities 4. # of certified healthy communities with strong community partnership 5. # of incentive grantees	1. The OHIP subcommittee has identified the following 3 focus areas for this initiative. 1) A Marketing/Awareness campaign around the Certified Healthy initiatives 2) Advocacy for public health legislative priorities and 3) A grass tops effort aimed at business leaders emphasizing the relationship between good public health and economic development. Note: Additional meetings have been held this past quarter with representatives from the Thunder and Tulsa Shock about potential public/private partnerships. 2. # of certified healthy businesses (2011): 267 3. # of certified healthy communities (2011): 46 4. # of certified healthy communities with strong community partnership: ~25 5. # of incentive grantees: 14 approved on 5/17/12. Still in the process of being rolled out. Big check events were held in Durant and Lawton.

Chairs: Barry Smith, Bert Marshall, Terry Cline

Special Note: *After this quarter, we are sorry to say that we lost Bert Marshall with BCBS to Texas, as he was a great advocate for public health and Oklahoma, and he will be greatly missed.*