



## About Us...

Central Oklahoma Turning Point (COTP) was established in 2003 from collaboration among more than 1,000 stakeholders representing various sectors of the community. Unhealthy behaviors and lifestyle choices were identified as “drivers” of poor health status in Oklahoma County.

The original organizational partners include, Oklahoma City-County Health Department, United Way of Central Oklahoma, Association of Central Oklahoma Governments, OSDH, Oklahoma Turning Point, Skillful Means (David D. Chrislip), Greater Oklahoma City Chamber of Commerce, area hospitals, business/civic leaders, and the community at-large. COTP is now an initiative of United Way of Central Oklahoma.

COTP aims to improve health and well-being of people of Central Oklahoma through education, planning, and action. Ongoing strategies address prevention, access to care, healthy lifestyle choices, and policy development.

Currently, COTP focuses on promoting worksite wellness programs at area businesses/ employers. Collaborating with OCCHD, the COTP Health at Work Coalition meets monthly, hosts presentations by educational speakers, as well as create a network of corporate wellness coordinators.

Work continues on the *Pioneering Healthy Communities (PHC)* project funded by Y-USA in 2009. Some PHC outcomes include:

- 5-2-1-0 curriculum in Oklahoma County schools
- Wellness Committee for Oklahoma City Public Schools
- Oklahoma County Farmers Market Coalition
- Oklahoma County Community Gardens Coalition - created community garden at the Edmond Y

Officers: Executive Director - Jackie Jones; Co-chairs of the COTP Consortium, Marti Ferretti and Mary Mélon.

COTP continues to collaborate with the Health Alliance for the Uninsured, Oklahoma County Tobacco Use Prevention Coalition, Strong & Healthy Oklahoma, OU College of Public Health, and also support the legislative agendas of the Oklahoma Turning Point Council and the Oklahoma Institute for child Advocacy Fit Kids Coalition.



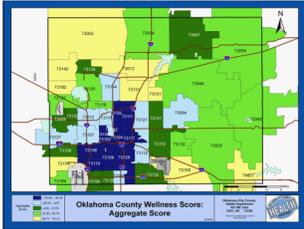
Collaboration with Y-USA resulted in *Pioneering Healthy Communities*



## Partnership Priorities

- Access to Care
- Adolescent & Teen Health
- Certified Healthy Businesses
- Nutrition & Fitness
- Strong & Healthy Oklahoma
- Tobacco Use Cessation/Prevention
- Worksite Wellness

## Community Profile: Strengths and Challenges



**COTP collaborates with the Oklahoma City County Health Department "Wellness Now" initiative.**

**The map shows "healthy" v. "unhealthy" zip codes in Oklahoma County.**

*Geography matters relative to health.*

*Where people live, work, and learn can have a direct impact on their health.*



Walkers and runners enjoy the Lake Hefner trails in a March 2010 file photo. COTP, Shape Your Future, Wellness Now, and other health initiatives aim to make the healthy choice the easy choice in OK County!

The success and sustainability of COTP is due to building and maintaining relationships, partnering with community-based organizations, engaging people at the local level, and leveraging resources across multiple sectors and disciplines.

It takes synergy to change cultural norms and improve health, safety, and quality of life across the lifespan for individuals living in Oklahoma County. No one particular organization, entity, or group of individuals can effect systems change of this magnitude alone. The challenge will be to engage everyone - to implement smart strategies to encourage people to make healthy lifestyle choices - to "Eat Better, Move

More, and Be Tobacco-Free."

Central Oklahoma Turning Point will continue to partner across multiple community sectors and disciplines to improve health, safety, and quality of life for populations in Oklahoma County.

Collaboration with the Oklahoma City-County Health Department will help COTP extend its community-outreach efforts. Coalition members, partners, and interested community stakeholders are committed to building on past successes and planning for current and future opportunities to collaborate, coordinate, and implement community-driven policies to address

"drivers" of unhealthy lifestyles and the social determinants of health among the county's diverse populations and communities.

The annual COTP stakeholder retreat serves as a forum to reconvene past, present, and future coalition members, broad network of partners, community-based organizations, provider organizations, faith community, decision-makers and other interested stakeholders to identify community health concerns, prioritize critical health issues, and create comprehensive strategic plans of action to address them.

## Description of Assessments

Oklahoma Behavioral Risk Factor Surveillance System (BRFSS)

Demographic Surveys

Focus Groups

Health Risk Appraisals

## Parents, Let's Talk! Facilitator Training

COTP has collaborated with the Oklahoma State Department of Health to host Parents, Let's Talk facilitator training since 2006.

This day-long "Train-the-Trainer" community-based workshop is an opportunity for local/ state agencies, faith-based organizations, businesses, schools, media outlets, parent groups and health providers to plan outcome-based programs and targeted activities to promote effective parent-child communication about sexuality/life skills for youth.

- ⇒ Parents are the best sexuality educators for children.
- ⇒ Parents want to be educate their children about sexuality but may not always understand how to "start the conversation" with their children.
- ⇒ Youth want education about sexuality from their parents or legal guardians.
- ⇒ Parents can learn to be approachable, empathetic, and

wise counselors to youth about issues related to sexuality.

Presenters engage participants in an interactive discussion of 5 topic areas:

1. Talking with Your Kids about Sex
2. HIV/STDs
3. Internet/ Media Safety
4. Developmental Assets
5. The Adolescent Brain and

What Teens Need

The Oklahoma Institute for Child Advocacy Fit Kids Coalition has partnered to facilitate; participate in trainings.

Registration is free and the "turn-out" is always "at capacity."

### Funding

- ◇ COTP signed Form 3: Coalition Profiles and Form 4: Coalition Member Organization Profiles to show level of commitment and support for the Oklahoma City-County Health Department's *Wellness Now Coalition - (Lead Agency & Grantee serving all of Oklahoma County)*
- ◇ **Grant:** Communities of Excellence in Nutrition & Fitness Comprehensive Community Program
- ◇ **Purpose:** Work with schools, communities, worksites, and businesses to implement effective policies and programs to promote healthy nutrition and physical activity
- ◇ **Funding Period:** \$90,000 for initial 15-month start-up & planning phase - 5-year grant cycle
- ◇ **Funder:** Oklahoma Tobacco Settlement Endowment Trust

### Impact

- Held small business employer [50-250 employees] "focus groups" May 2011 - to assess barriers to developing worksite wellness programs
- Hosted second annual *Health at Work* conference at Metro Tech Springlake Campus April 2010, 170 participants from 70 companies attended day-long event
- Community garden created at the Edmond Y
- Plans in works to engage previous stakeholders in new strategic planning process - reorganize committee structures

## Contact Information



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- A Chance to Change
- American Diabetes Association
- American Heart Association
- AmeriCorps
- Anglin Public Relations
- Association of Central Oklahoma Govts
- Bank of Oklahoma
- Blue Cross/ Blue Shield of Oklahoma
- Bone & Joint Hospital
- Boys & Girls Clubs of Oklahoma County
- Center for Mind, Body, Spirit
- Chesapeake Energy
- Deaconess Hospital
- Eagle Ridge Institute
- Fit Kids Coalition (OICA)
- Greater OKC Chamber of Commerce
- INTEGRIS Health
- Latino Community Development Agency
- Mercy Health, Community Outreach
- Metro Technology Center (Springlake Campus)
- Metropolitan Library System
- Millwood Public Schools
- OC Community Foundation
- Oklahoma City Community College
- Oklahoma City-County Health Department
- Oklahoma County Medical Society
- Oklahoma Dental Foundation
- OK Department of Mental Health & Substance Abuse Services
- Oklahoma State Department of Health
- OU College of Allied Health
- OU College of Nursing
- OU College of Public Health
- OU Medical Center
- Sandridge Energy
- Schools for Healthy Lifestyles
- St Anthony Hospital
- TeenEmpower
- The Oklahoman
- United Way of Central Oklahoma
- UPS
- UCO Wellness Center
- YMCA of Greater Oklahoma City

## Partnership Outcomes



“Eat Better, Move More,  
 and Be Tobacco-Free”

- Created *Health at Work Coalition*
- *Health Alliance for the Uninsured*
- *Pioneering Healthy Communities* project
- *OK Wellness Week & Strong & Healthy OK*
- *Parents, Let's Talk* Facilitator trainings
- Collaboration with OU College of Public Health to host 2011 Public Health “Grand Rounds” during National Public Health Week, April 2011
- Collaboration with OCCHD *Wellness Now initiative*
- Hosted legislative breakfast November 2010 to educate/inform legislators about “restoring local rights” regarding tobacco control



Oklahoma Health Improvement Plan