



# Central Oklahoma Turning Point (COTP)

Oklahoma County

2013

**United Way  
of Central Oklahoma**



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 statuses in Oklahoma County.

The original organizational partners include the Oklahoma City-County Health Department (OCCHD), 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 members of the Central Oklahoma community.

Central Oklahoma Turning Point, now a program of the United Way of Central Oklahoma, connects individuals and communities to work together to improve the health of central Oklahomans through education, planning, and action. Central Oklahoma Turning Point operates as a convening body that unites diverse community partners such

as businesses, medical practitioners, educators, clergy, civic groups, and governmental entities to improve health outcomes in Central Oklahoma. The power of collaboration is vital to the mission of Central Oklahoma Turning Point.

#### COTP Steering Committee Members:

- Claudia Barajas-Latino Community Development Agency
- Bev Binkowski-BCBS Oklahoma
- Daniel Boatwright-University of Oklahoma Health Sciences Center
- Lou Carmichael-Variety Care
- Dave Carpenter-American Fidelity Assurance Co
- Terry Cline-OK State Department of Health
- Gary Cox-Oklahoma City-County Health Department
- Marti Ferretti-University of Oklahoma Health Sciences Center
- Murali Krishna-INTEGRIS Health
- Mary Melon-The Journal Record
- Joyce Reed-Griffin Communications
- Aimee Schones-Greater OKC Chamber
- Tracey Strader-Tobacco Settlement Endowment Trust
- Robyn Sunday-Allen-Oklahoma City Indian Clinic
- Valerie Thompson-Urban League of Greater Oklahoma City, Inc
- Terri White-Oklahoma Department of Mental Health and Substance Abuse Services

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



COTP Co-chairs Mary Melon and Marti Ferretti introducing OK County Commissioner Ray Vaughan at the COTP Stakeholder Retreat on 1/10/2013



COTP Stakeholder Retreat, 1/10/2013

## Focuses of COTP

- Tobacco Use Cessation
- Mental Health Challenges in Central Oklahoma
- Worksite Wellness
- Nutrition and Physical Activity

*Central Oklahoma Turning Point brings Central Oklahomans together to find solutions to our most pressing community health challenges.*

Central Oklahoma Turning Point is one of more than 70 Oklahoma Turning Points, which are referred to as "partnerships" because they are made up of people and organizations from all sectors of the community, and that term describes the unique nature of these initiatives. Individuals from health organizations, both public and private, join with business, education, faith and government representatives to work toward better health for the members of their communities.

**COTP Co-Chairs:**  
Marti Ferretti and  
Mary Mélon

**COTP Director:**  
Keith Kleszynski

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## Major Activities/Outcomes

- Partnered in planning and moderated screening of HBO's "Weight of the Nation", (July 30, 2012)
  - 100 + community members in attendance
  - Q&A panel with experts
  - Partners: Chesapeake Energy, OCCHD, Central Oklahoma Turning Point, YMCA, Urban League of Greater Oklahoma City, Inc., and OU Children's Physicians
  - Outcome: Promoted audience members' involvement in community obesity prevention programs
- Partnered in planning "kick off" event for 5210 Campaign, (October 7, 2012)
  - Partners: YMCA, OCCHD, OU Children's Physicians, Transition OKC, Central Oklahoma Turning Point, Subway, Dairy Max, Food for Thought Learning Institute, Inc., Myriad Gardens, Sierra Club, Sustainable OKC, Allied Arts
  - Outcome: Over 1200 Attendees received pledge card asking them to model healthy behaviors; Keith Kleszynski coordinated "Field of Fun" activity
- COTP sponsored Worksite Wellness Forum, (November 7, 2012)
  - 50 attendees
  - Keynote speaker: OKC Mayor Mick Cornett
  - Q&A panel with worksite wellness experts
  - Outcome: Education for attendees representing 35 businesses who were also referred to the Wellness Now Health at Work Coalition for resources and consulting
- COTP Stakeholder Retreat, (January 10, 2013)
  - 140 + community members attended
  - Keynote speakers: Ray Vaughn, County Commissioner, Gary Cox, Chairman, OCCHD
  - 19 facilitated targeted table discussions
  - Outcome: Members identified gaps in the health status of Oklahoma City and recommended actions for 2013-2014
- "Poverty Influences on Health", (April 23, 2013)
  - A presentation of COTP & United Way of Central Oklahoma Leadership
  - Audience: OKC Mayor Cornett, OKC City Council members & staff
  - Location: OKC City Hall
  - Outcome: Presented May 2013 "Vital Signs" United Way of Central Oklahoma publication identifying data addressing barriers to health in Central OK
- Mental Health Bus Tour, (June 20, 2013)
  - 30+ attendees
  - June COTP Coalition Meeting bus tour of 4 United Way of Central Oklahoma partner agencies working on mental health challenges in Central Oklahoma: Variety Care, Neighborhood Services Organization, Northcare, and Sunbeam Family Services
  - Outcome: Raised awareness of mental health challenges, what services are offered to the mentally ill by these agencies in Central Oklahoma, and discussion of problems with access, funding, and stigma from ODMHSAS Commissioner Terri White

## COTP Goals for 2014

- Focus on OKC health "gaps"
- Continue promoting OKC stakeholders' collaborating relationships
- Refine COTP website to become major OKC resource for health information
- Continue to promote OKC health concerns in collaboration with OCCHD and other partners:
  - United Way of Central Oklahoma Board
  - United Way of Central Oklahoma partner agencies
  - Greater OKC Chamber leadership and it's members
  - Business , Government, Education, non-profit organizations, and faith-based organizations

## FUNDING

**Communities of Excellence in Tobacco Control: OK County Tobacco Use Prevention Coalition**