

Oklahoma County
Central Oklahoma Turning Point
Established June 2003

At a Glance 2005

Central Oklahoma Turning Point (COTP) is communities and people working together to improve the health of central Oklahomans through education, planning and action. This diverse group of civic volunteers is attacking the rising health care crisis in central Oklahoma by identifying existing activities and gaps in service delivery and providing health promotion/prevention information not only to educate, but also to motivate people to create and adopt healthy lifestyles, environments and behaviors.

Key Activities

- Hosted two *Walk This Weigh* events (included health fairs with free health screenings)
- Created Oklahoma Wellness Week to spotlight Oklahoma Turning Point partnerships – featured a 12-page section in *The Oklahoman* (Spanish/English)
- Hosted a Health Symposium, *Reducing Stress in the Workplace* to address corporate wellness
- Presented (by invitation) at the Alliance for Regional Stewardship in Washington, D.C.
- Advocated for legislation affecting 911 service and children’s health issues
- Held a health symposium at the Oklahoma City Indian Clinic – *Walk for Wellness and Pow wow*
- Joined with the Oklahoma County Medical Society and the Oklahoma Hospital Association to convene a summit on Oklahoma’s uninsured and underserved
- Hosted a presentation by the president of JaxCare, a community-supported, public-private alliance providing healthcare coverage to Jacksonville, Florida’s uninsured, low-income workforce
- Hosted a two-day “health fair” for West Lawn Neighborhood
- Partnered with *The Oklahoman* to produce and distribute three special “health” sections, including a *Healthy Kids* edition into Spanish.
- Began to partner with SmartStart sites to build strong health components into their programs

Priorities of the Partnership

- Promote the CDC school health model as the standard for schools in central Oklahoma schools
- Develop facilitated community engagement process that solicits input from the community on needs, assets, and barriers to good health
- Launch multi-media health education campaign to increase awareness/promote healthy lifestyles
- Research and define the healthcare system to identify gaps, links, potential future collaborations
- Identify incentives for providers, employers, businesses, and individuals to support and promote health and wellness
- Endorse 24/7 tobacco ban in all central Oklahoma school districts
- Partner with the Oklahoma Turning Point Council to share knowledge and best practices
- Promote the Oklahoma Turning Point *Walk This Weigh* program in central Oklahoma

Partners

- AmeriCorps
- Association of Central Oklahoma Governments
- Bank of Oklahoma – OKC Treasury Services
- Bank One

- Blue Cross/ Blue Shield of Oklahoma
- Center for Mind, Body, Spirit
- Chesapeake Energy
- City of Oklahoma City
- Department of Mental Health & Substance Abuse Services
- Fit Kids Coalition
- Holy Temple Baptist Church
- Integris Health
- James Farris Associates
- Langston University
- Latino Community Development Center
- Mary Mahoney Memorial Health Center
- Mercy Medical Center
- Metropolitan Library System
- Metro Technology Center – Springlake Campus
- Millwood Public School
- OETA
- Oklahoma Blood Institute
- Oklahoma City Chamber of Commerce
- Oklahoma City Indian Clinic
- Oklahoma City-County Health Department
- Oklahoma County Medical Society
- Oklahoma County Tobacco Use Prevention Coalition
- Oklahoma Homeless Alliance
- Oklahoma Hospital Association
- Oklahoma Institute for Child Advocacy
- Oklahoma Natural Gas
- Oklahoma State Department of Health
- OU Department of Anthropology – Genetic Research
- OU Health Sciences Medical Complex
- SBC Bricktown Ballpark
- Schools for Healthy Lifestyles
- SmartStart
- St. Anthony Foundation
- St. Anthony North
- Southwestern OSU Pharmacy Association
- The Makeup Bar
- The Oklahoman
- United Way of Metro Oklahoma City
- Wandergruppe Walking Club

For More Information

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