

# Central Oklahoma Turning Point

## Oklahoma County

*Building a stronger, healthier, and more compassionate community*

### Coalition Priorities:

1. Access to Health Care
2. Business Case for Employee Wellness
3. Physical Activity/Healthy Nutrition
4. Tobacco Use Prevention
5. Children's Oral Health
6. Teen Pregnancy Prevention

### About Us...

Central Oklahoma Turning Point (COTP) was launched in June 2003 by a group of concerned civic leaders who collaborated with numerous citizens to develop a viable road map to improve health and wellness in Oklahoma County. A wide net was cast to engage broad participation in sharing responsibility for public health decisions—special efforts were made to include those historically excluded from the planning and decision making process.

Organizations and individuals with different histories, agendas, authority, jurisdiction and cultures coordinated their efforts and interests to determine the most appropriate contribution to “break the chain” of “bad” health and improve overall health outcomes. Various health experts presented the scope of health problems to help identify some of the root causes of poor health trends and implications for making positive changes. Stakeholders and citizens learned that public health problems differentially affect diverse populations, and that often those most adversely affected have no voice in policy making or service delivery.

The partnership has actively partnered with community organizations to work with elementary schools in low-income areas of the city to promote healthy nutrition and increase physical activity. In addition, a partnership with the Oklahoma City-County Health Department, the Oklahoma State Health Department, and the Women, Infant and Children program (WIC) resulted in funding for faith-based organizations. Other notable activities include wide collaboration to form the Health Alliance for the Uninsured and pilot the free-clinic project.

### Partners:

A Chance to Change  
Alliance for the Uninsured  
American Heart Assn  
AmeriCorps  
ACOG  
Anglin Public Relations  
Blue Cross & Blue Shield  
Boys & Girls Clubs  
Chesapeake Energy  
COINS  
DHS/ DMHSAS  
Chamber of Commerce  
Integrus Health  
Latino Community Development Agency  
Mary Mahoney  
Mercy Health  
Metro Tech  
Millwood Public Schools  
OETA

OC Community Foundation  
OC Indian Clinic  
OK City-Co Health Dept  
OK County Medical Society  
OK Homeless Alliance  
OK Hospital Association  
OKAPT  
OICA  
OK Insurance Commission  
ONG  
OK Primary Care Assoc  
OSDH  
OUHSC  
Smart Start  
St Anthony  
Teen Empower, Inc.  
The Oklahoman  
United Way of Central OK  
YWCA

### Key Activities:

- Health symposiums to mobilize community partnerships and educate the public
- Community needs assessments
- Collaboration with elementary schools
- Teen pregnancy prevention and education
- Children's oral health activities
- *Walk this Weigh* events and health fairs
- Tobacco use prevention
- Health care access — “medical” homes for the uninsured

### Significant Outcomes:

- ◆ Partnered in creating *The Alliance for Uninsured*
- ◆ Became an official initiative of United Way of Central Oklahoma (Investment/Research Div.)
- ◆ Stakeholder retreat, April 2007—drew 200+
- ◆ Co-sponsor, Strong & Healthy Oklahoma initiative, *Eat better, Move more, Be Tobacco Free*
- ◆ Two new priorities—Teen Pregnancy Prevention & Children's Oral Health
- ◆ Facilitator training: *Parent's Let's Talk*, aimed to help parents educate their children about sex
- ◆ Partnered with WIC/OCCHD/OSDH to award mini-grant funding to 17 faith-based organizations



Parents, Let's Talk Facilitator Training