

**OKLAHOMA TURNING POINT COUNCIL**  
**Implementation Strategy for the Health Improvement Plan**

**GOAL: To create a healthier Oklahoma for all citizens.**

**Objective I: Advocate for systems change through a slate of policy issues that pertain to the public health priorities set by the council.**

Strategy 1: Continue to support policy issues related to physical fitness, nutrition, tobacco, and access to health care through May 2005.

Action Item A: Physical Fitness and Nutrition – Continue to work with the Fit Kids Coalition; support legislation related to healthier choices in vending machines and required physical educations in schools.

Action Item B: Tobacco related issues – support 24/7 no tobacco policies in schools; encourage restaurants to go smoke-free.

Action Item C: Access to Health Care – support the development of community centers in needed communities.

Strategy 2: Strengthen the OTPC communications system in order to respond to local Turning Point policy issues by February 2005.

Action Item A: Develop a statewide policy subcommittee by December 2004.

Action Item B: Collaborate with TP field representatives to identify potential subcommittee members.

Action Item C: Statewide subcommittee will conduct an assessment to determine policy issues related to local Turning Point priorities that can be addressed at the state level.

Action Item D: Communicate with legislators and other policy makers on the Turning Point philosophy and the identified policy issues.

Action Item E: Collaborate with stakeholders regarding identified policy issues from local TP partnerships.

Action F: Obtain membership information from local partnerships to update the “Call to Action” alert system.

Action G: Continue to communicate with OTPC partners on the identified policy issues via the “Call to Action” information alerts and through [www.okturningpoint.org](http://www.okturningpoint.org).

Action H: Add new partners to the “Call to Action” alert system (i.e. from those attending OTPC regular and annual meetings).

Strategy 3: Organize a Turning Point “Day at the Capital” by February 2006.

Action Item A: Coordinate with the Human Resource and Communications Subcommittee.

Action Item B: Create a brochure stating position on policy issues by December 2005.

Action Item C: Network and educate legislators on Turning Point philosophy and policy issues.

Action Item D: Distribute copies of the Turning Point 5-year report.

Action Item E: Set up tables at the State Capital highlighting local Turning Point partnerships.

**Objective II. Develop and implement statewide marketing plan surrounding public health and policy issues identified by the OTPC statewide policy subcommittee.**

Strategy 1: Identify potential dates to promote public health at the state and local level by August 2005.

Action Item A: Identify public health events that already exist.

Action Item B: Consult the CDC National Day of Observance calendar.

Action Item C: Work with Field Reps to identify scheduled local events.

Action Item D: Communicate identified events via press releases, Turning Point list serve and the Turning Point web site.

Strategy 2: Continue to promote “Walk this Weigh” events in local communities.

Action Item A: Provide an update on Walk this Weigh pilot site activities at the annual OTPC meeting and through local and state media channels.

Action Item B: Provide support to local TP communities interested in conducting their own Walk this Weigh events.

Action Item C: Continue to provide support to Walk this Weigh pilot sites.

Action Item D: Use Turning Point list serve to communicate Walk this Weigh events.

Action Item E: Use Turning Point website to promote Walk this Weigh events.

Strategy 3: Develop marketing tools to convey Turning Point policy issues by December 2005.

Action Item A: Create a brochure and fact sheet to be used with policy makers.

Action Item B: Create standard press releases that can be dropped with specific information on an as needed basis.

- Action Item C: Create media folders on an as needed basis.
- Action Item D: Update website with policy issues on an as needed basis.
- Action Item E: Promote policy issues at the annual OTPC conference.

**Objective III. Provide resources and information for local partnerships.**

Strategy 1: Promote and increase awareness of resources available for local partnerships to assess their community's health status, to evaluate their priorities, and to assist in grant writing.

- Action Item A: Promote the new OTPC website –  
[www.okturningpoint.org](http://www.okturningpoint.org)
- Action Item B: Distribute copies of county profiles to local TP partnerships and promote the availability of county profiles online at  
<http://www.health.state.ok.us/program/planning/hsip/index.html>
- Action Item C: Distribute copies of the State of the State's health report and promote availability online at  
[www.health.state.ok.us/board/index.html](http://www.health.state.ok.us/board/index.html)
- Action Item D: Distribute other data sources such as the Youth Risk Behavior Survey (YRBS) to local partnerships and interested parties.
- Action Item E: Promote the use of OSDH's online website  
[www.health.state.ok.us/stats/vs/](http://www.health.state.ok.us/stats/vs/) to obtain county data.

Strategy 2: Continue to promote Certified Healthy Businesses in Oklahoma.

- Action Item A: Encourage local TP partnerships to identify and work with local businesses to become Certified Healthy Businesses.
- Action Item B: Recognize Certified Health Businesses at the annual OTPC meeting in December.
- Action Item C: List certified health businesses on the OTPC website with information on the types of health promotion activities that they provide for their employees.

Strategy 3: Enhance the activities and promote utilization of the newly established Public Health Institute (PHI).

- Action Item A: Work with Public Health Institute to seek funds that can contribute to improvements in community health.
- Action Item B: Encourage local TP partnerships to utilize the Public Health Institute if they are in need of a fiscal agent.
- Action Item C: Encourage local TP partnerships and other entities to apply for PHI grants.