

REPORT OF THE PHYSICIANS' CAMPAIGN FOR A HEALTHIER OKLAHOMA (PCHO)

A-2011

Subject: Annual Report

Presented by: Robert Weedn, MD, Co-Chair

1 **INTRODUCTION:**

2 It is the goal of the Physicians' Campaign for a Healthier Oklahoma (PCHO) to promote the
3 use and implementation of prevention strategies in physicians' practices to improve the state
4 of the health of all Oklahomans.

5
6 **REVIEW OF ACTIVITIES:**

7 The PCHO Committee met on the following dates: March 24, 2010 and November 17, 2010.
8 The following are pertinent activities for report to the House of Delegates.

9
10 **Obesity Initiative – Weight Management Clinic and Adult Obesity Toolkit**

11 Melissa Johnson gave an update on Dr. Mehta's obesity initiative of starting a multi-
12 disciplinary weight management clinic that will be free of charge to patients that meet the
13 eligibility criteria. St. Anthony Hospital has agreed to host the clinic and is donating funds to
14 help pay for some staffing of the clinic. Plans are to conduct a pilot clinic for one year. The
15 OSDH has developed an evaluation plan so that the correct data will be captured and
16 evaluated for the clinics successful results. The OUHSC will provide graduate student
17 Psychologist to conduct the counseling sessions and the YMCA will provide fitness trainers.
18 No state or federal funding will be provided for the pilot project. Funds will be solicited from
19 private organizations to support the clinic in addition to in kind contributions from
20 collaborating partners. If the pilot is successful, plans are to replicate this model in various
21 clinics across the state. The forty -one Federally Qualified Health Clinics (FQHC) across the
22 state as well as several of the free clinics are interested in implementing this model and would
23 be ideal locations to expand the multi-disciplinary clinic model. The PCHO committee has
24 agreed to support the Weight Management Clinic by providing incentives for the participants.
25 Items such as pedometers, food and activity diaries, etc and will help promote the clinic to
26 providers. Also, the PCHO committee will develop a comprehensive adult obesity toolkit for
27 physicians and their patients. The toolkit will include information about assessment of the
28 overweight adult patient, patient/provider communications, patient education resources as
29 well as billing and prevention procedure codes.

30 **Turning Point Initiative**

31 A list of the statewide Turning Point committees was handed out to the committee. The
32 committee members will take this back to their communities and encourage participation in
33 the local Turning Point Initiatives by their fellow physicians. PCHO would like to encourage
34 more physician involvement and awareness of local Turning Point activities.

35
36 The PCHO's aspirin campaign continues to thrive. Over 4,600 posters and 8,500 bookmarks
37 have been distributed to physician's offices, clinics, pharmacies and hospitals. Materials have
38 been reprinted and will continue to be distributed.

1
2 PCHO is currently recruiting members to the task force. Physicians with an interest in clinical
3 prevention are being encouraged to attend a meeting and to join the task force. Current task
4 force members are being encouraged to invite other physicians to join. The committee
5 recommended recruiting medical students to be on the task force as well.

6
7 The PCHO continues to focus on clinical prevention addressing such issues as tobacco use
8 and obesity and child health. The PCHO is represented on many community committees and
9 is currently involved with several statewide health initiatives, such as the OSDH's Aspirin
10 Task Force, Turning Point, and the Oklahoma Quality Health Improvement Committee and
11 the Oklahoma Health Improvement Plan (OHIP).

12
13 Created continuing awareness for Oklahoma State Medical Association (OSMA)
14 physicians, county health departments, local health professionals, and local
15 hospitals/clinics of the poor health outcomes that result from risk taking behaviors and
16 lifestyles.

17
18 a. Provided PCHO Campaign materials at:

- 19 • OSMA Annual Meeting. **Provided materials to 160 physician participants.**
- 20 • Medical Group Management Association Annual Conference. **Provided**
21 **materials to approximately 250 physician and physician office staff**
22 **participants.**
- 23 • OSMA's CME Provider Update. **Presentation was made and materials were**
24 **distributed to 25 CME providers from across the state.**
- 25 • OSMA Road Shows in Ardmore, Bartlesville, Durant and Ponca City.
26 **Presentations were given and materials provided to 60 physicians.**

27
28 **PCHO launched an Aspirin Therapy Campaign** to educate physicians and
29 the public about the benefits of taking aspirin to prevent heart disease.

- 30
31 ❖ **4,600 posters have been distributed to physician's offices, clinics,**
32 **hospitals and pharmacies.**
- 33 ❖ **Over 9, 000 bookmarks have been distributed to physician's offices,**
34 **clinics, hospitals, pharmacies.**
- 35 ❖ **3,000 PCHO prescription pads have been given out to same.**
- 36 ❖ **2,000 Fact sheets for physicians have been distributed.**
- 37 ❖ **Aspirin Article and fact sheet has run twice in the Journal of the**
38 **OSMA.**
- 39 ❖ **Aspirin campaign/materials ads have run in 10 editions of the**
40 **Journal of the OSMA and are posted on OSMA website –**
41 **OKMED.org. Ads for the Aspirin materials ran in OSMA's News**
42 **Now six times.**

43
44 b. Promoted PCHO activities to improve public awareness through press releases and
45 other activities and events.
46

- 1 • **Collaborated with Blue Cross/Blue Shield on Champions of Health to**
- 2 **identify state volunteers, professionals, heroes in the areas of health**
- 3 **prevention and promotion.**
- 4 • **Handed out over 2,500 packets of PCHO sunscreen to the public.**
- 5 • **PCHO Supported and participated in the planning and writing of the**
- 6 **Oklahoma Health Improvement Plan (OHIP).** OSMA staff and physician
- 7 members are active participants on the OHIP Tobacco, Obesity and Child
- 8 Health Subcommittees.
- 9

10 **Prevention in Practice Award** – OSMA presented the PCHO Prevention in Practice award to
11 William Edwards, MD and Zsolt Nagykaladi, PhD. They were selected as recipients of this
12 award for showing a proactive leadership role and responsibility working with their patients
13 and colleagues regarding healthier lifestyle choices and the betterment of improving the health
14 of Oklahomans. They exemplify excellence in promoting clinical prevention and wellness
15 education in their medical center to improve the overall health and well being of their patients
16 as well as demonstrating dedication and commitment as a medical institution.

17
18 **Partnership Development and Activities**

- 19
- 20 • Promoted and supported and enhanced and innovative partnerships at the local community
- 21 level between physicians, the OSMA, local Alliances, and county health departments.
- 22
- 23 • Partner with the Turning Point Initiative to assure physician involvement in community
- 24 based health activities and avoid duplication of effort.
- 25
- 26 • Other Activities
- 27

28 **In cooperation with the OSDH Tobacco Use Prevention Service, the PCHO**
29 **awarded certificates of recognition to the following Oklahoma school systems for**
30 **passing policies that support 24/7 smoke free schools and campuses consistent**
31 **with the recommendations made by the Centers for Disease Control and**
32 **Prevention Guidelines for School Health Programs to Prevent Tobacco Use and**
33 **Addiction:**

34		
35	Boynton-Moton	Lowrey
36	Lone Grove	Healdton
37	Moffett	Wilson
38	Moseley	Crowder
39	Bethany	Cheyenne
40	Cottonwood	Fort Gibson
41	Blair	Mangum
42	Frederick	Collinsville
43	Drummond	Oak Grove
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45		
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1 **CONCLUSION:**

2 A review of the *State of the State's Health Report* clearly indicates that unhealthy lifestyles
3 are directly linked to Oklahoma's poor morbidity and mortality rates. PCHO is a proven
4 vehicle to help Oklahomans make healthy lifestyle choices. OSMA's partnership with PCHO
5 can promote and teach physicians, patients and the public about these healthy lifestyle
6 alternatives that can significantly improve Oklahoma's performance in the annual *State of the*
7 *State's Health Report*. The next PCHO meeting is scheduled for March 2011.

8

9 Respectfully submitted,

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11 Robert Weedn, MD, Co-Chair

12 David Hunter, MD

13 Gordon Deckert, MD

14 Kent King, MD

15 Pat Gideon, MD

16 Robert McCaffree, MD

17 Mukesh Parekh, MD

18 Woody Jenkins, MD

19 Paul Wright, MD