

Physicians' Campaign for a Healthier Oklahoma (PCHO)

Summary of Activities 2002 - 2018

PCHO Vision Statement:

“To improve the State of the State’s Health by changing lifestyles and behaviors within our communities.”

PCHO Mission Statement:

“PCHO exists to help physicians to maximize their ability to improve the health of Oklahomans with emphasis on:

- *Prevention (primary and secondary)*
- *Education (patients, public, physicians)*
- *Coalition building*
- *Community Initiatives*

PCHO Goals:

- Inform the public and policymakers of the health status of Oklahomans in the State of the State’s Health Reports.
- Create an educational component and campaign to assist doctors in promoting prevention.
- Build partnerships.
- Identify local PCHO leaders and champions.
- Champion one issue that is manageable.

Priorities take place at three levels:

*Physician offices/Practices

*Community wide

*Statewide

Patient Brochure/Health Risk Survey & Posters: A patient brochure has been developed to outline the facts about the consequences of unhealthy lifestyle choices. It features a health risk survey in questionnaire format that the patient can complete at an office visit. The 24 survey question answers are categorized by “unhealthy” and “healthy” behaviors. The patient scores their answers and the physician is able to review it and evaluate the score. The score is a determinant of change in lifestyle or health behaviors. The survey tears apart from the brochure, and can be part of the patient’s permanent health record. Then the patient may fill out the survey at each office visit. The survey stimulates conversation between the patient and physician about health behaviors or decisions.

Prescription Pad for Health: Based on the idea, first developed by US Surgeon General, David Satcher, MC, MPH. Prescription pads are used in the clinical setting to assist the physician in prescribing lifestyle changes to their patients as part of their preventive medicine efforts. By checking the appropriate recommendations on the pad, based on each patient’s individual assessed risks, the physician can “prescribe” and prioritize the major lifestyle changes the patient needs to make to improve their health status. The prescription pads may be used alone or in conjunction with the PCHO brochure and can be given to the patient at the end of the office visit. Prescription pads are available without cost for all OSMA physician members.

Public Health Service: Clinical Guidelines for Smoking Cessation and Prevention: These new public health guidelines were published by the Center for Disease Control (CDC), and outline specific strategies that increase success when working the patients who smoke and wish to stop. CDC materials are free of charge and include: Clinical Practice Guidelines: Treating Tobacco Use and Dependence, “Consumer Guide on You Can Quit Smoking”, “Quick Reference Guide on Treating Tobacco Use and Dependence”, “Best Practices for Comprehensive Tobacco Control Programs”,

Putting Prevention in Practice materials: *Putting Prevention in Practice*, a U.S. Public Health Service program, is being utilized by physicians in clinical settings. PCHO provides the Clinician’s Handbook of Preventive Services for OSMA member physicians, and pocketbook guides for personal and child health which the physician can give to the patient. The clinician’s handbook has been organized for quick reference for preventive services. The pocketbook guides are for the patient to keep and record medical history information, immunizations, growth chart information, and other preventive care issues to promote a healthy lifestyle.

Journal of the Oklahoma State Medical Association Patient Pages: Patient handouts focused on preventive health printed monthly in the Oklahoma State Medical Journal. The monthly journal provides a scientific-based article on specific health issues. A handout is included and correlates with the topic of the article in the journal. The physician is able to photocopy the article and give it to his/her patient. Examples of the handouts include, *Recommendations for Healthy Living*, *Quitting Smoking Tips*, *What Youth Should Know About Tobacco*, *Diabetes: Personal Health Issue and Public Health Problem*, *The Economics and Cost of Smoking*, *Vaccine Preventable Diseases*, *Immunizations for Kids*, and *The Straight Facts on Popular Drugs*.

Physician Handbook for Improving Patient Health: Prevention Tools for Your Practice

This is a compilation of all patient pages and prevention materials bound into one reference volume.

Physicians' Campaign for a Healthier Oklahoma presentation: A PowerPoint presentation about the campaign and how it was started. Discusses the State of the State's Health report, the Physicians' Campaign goals and objectives, and how physicians can improve the state of health in Oklahoma.

Extinguisher: An anti-smoking Super Hero character, the Extinguisher, along with Dr. Nola Know targets 3rd and 4th grade children in schools and promotes anti-tobacco awareness, shares information about the dangers of tobacco. The Extinguisher discusses nicotine addiction, tobacco advertising, and saying "no" to offers and the use of tobacco. Developed by the American Medical Association Alliance, Oklahoma is offering it through the Oklahoma State Medical Association Alliance, and OSMA Physicians' Campaign for a Healthier Oklahoma.

Program Goals and Activities

Goal #1 Create awareness with OSMA member physicians in smoking cessation resources and promote the use of statewide tobacco cessation resources and OSDH programs.

Activities

Provided information to practicing physicians about evidenced-based tobacco cessation guidelines through advertisement of CDC Best Practice Guidelines in the monthly OSMA *Journal*.

Provided Special Edition OSMA *Journal* in April 2003 featuring national tobacco Quitline information, public health programs for tobacco use prevention and cessation, evidenced-based tobacco control programs, and statewide tobacco programs.

Supported legislative efforts such as clean indoor air, and tobacco tax through press releases, press conferences, blast e-mail, newsletters, and other print media.

Supported and provided resources to apply for Smoke-Free families grant through the Robert Wood Johnson Foundation. The grant is for the implementation of a Smoke-Free Families project to assist pregnant women to stop smoking and evaluate the implementation of Smoke Free Families Best Practice Intervention. Grant was awarded to OSMA in December 2002 with start date of April 2003.

Goal #2 Create Awareness for local physicians and county health departments of the poor health outcomes that result from risk taking behaviors and lifestyles.

Creating awareness for local physicians and county health departments was accomplished by revising the PCHO presentation with data and information from the 2002 State of the State's Health Report.

This year the PCHO presentation became an OSMA sponsored, category I CME program. Program was approved and CME programs include: Valley View Regional Hospital, Grove General Hospital, Jane Phillips Hospital, Watonga Municipal Hospital, St. Anthony Hospital, Stillwater Medical Center, Marietta Hospital, Duncan Rotary Club, and National Turning Point Conference.

PCHO and the State of the State's Health Report was promoted and exhibited at the Oklahoma Practice Based Research Network (OKPRN) meeting, 5th Annual Primary Care Update, Stroke Screening Day at the Capitol, Oklahoma Minority Task Force on Aging, Oklahoma Public Health Association meeting, OSMA Annual Meeting, the Oklahoma Hospital Association Conference with over 100 physicians in attendance.

The contents of the PCHO display booth include the current annual State of the State's Health report, descriptions of the services OSMA provides to its member physicians, and copies of prevention materials for the public and health care providers.

PCHO was featured on the front page of the OKAHEC News, Fall 2002.

Advertised PCHO in the Oklahoma State Medical Association and the Oklahoma Society of Association Executives 2002 directory.

PCHO was advertised in the Today's Family edition of the Daily Oklahoman, their quarterly newspaper focusing on families. PCHO delivered preventive health and health promotion articles ranging from the importance of healthy eating on the go, to knowing when to get your flu shot.

On October 3, 2002 a presentation was given at the National Turning Point conference in Oklahoma City, to a Robert Wood Johnson Foundation consultant, Neil Weisfeld, and several individuals from other states. The purpose is to provide feedback to RWJF so they can decide whether or not to fund other states to replicate PCHO. It will also provide feedback to OSMA on how the PCHO campaign can be improved.

Goal #3 Promote enhanced partnerships at the local community level between physicians, the local OSMA Alliance and local county health department staff. Encourage innovative local community-based efforts between physicians and local county health departments. Support local community-based health initiatives.

The Extinguisher program is an anti-smoking Superhero and with his assistant Dr. Nola Know, educates children 6-10 years old about the dangers of tobacco. Over 2,500 children across the state heard the message of the Extinguisher. The following organizations sponsored the Extinguisher program in 2002: Tulsa County Medical Alliance sponsored event for Jenks Public Schools, East Central Oklahoma Medical Alliance sponsored the Extinguisher in Muskogee at an annual football awards program. A local physician played the Extinguisher. The Pottawatomie County Medical Alliance sponsored event in Shawnee at Sequoyah school. Oklahoma County Medical Society and Alliance partnered with the Boy Scouts of Oklahoma City provided program to Boy Scouts around the state, and a medical student played the role of the

Extinguisher. Grady County Medical Alliance sponsored event in Chickasha, and the East Central Oklahoma Alliance sponsored the Extinguisher in the Christmas parade. The Extinguisher has been promoted at several exhibits, OSMA annual meeting, public health conferences, and sent to several interested parties around the state, including a Turning Point initiative.

The Task Force, in partnership with the Oklahoma Dental Association, created certificates of recognition for Oklahoma public schools to recognize them for being progressive leaders among Oklahoma schools by implementing a 24/7 tobacco-free school environment both indoors and outdoors, and encouraging healthier lifestyles. Twelve schools have implemented the 24/7 policy in 2002 and received certificates and a personal letter from both associations.

Local Turning Point initiatives have been developed that involve physician participation. Stephens County and Cleveland County OSMA members are involved. Discussion about Turning Point partnerships are accomplished during the PCHO presentations and encourage physicians on how to get involved in their county or local Turning Point.

Goal #4 Promote PCHO through the OSMA Annual Meeting and through the OSMA Alliance.

Exhibited the PCHO booth at the OSMA Annual Meeting, April 2002 and provided materials to approximately 150 doctors.

Developed Prevention in Practice recognition award, which is given annually to the physician who exemplifies an outstanding leadership in the promotion of prevention in the practice and wellness education with their patients and colleagues. Recipients of this award for 2001 are Dr. Robert Weedn of Duncan, Dr. Kent T. King of Marlow, and for 2002 are Dr. James Mold of OKC, and Dr. Jenny Boyer of Lawton.

PCHO sponsored a preventive health CME, presented by Dr. Leslie Beitsch, Oklahoma Commissioner of Health, entitled "Breaking the Tobacco Cartel in Oklahoma."

PCHO/OSMA/OSDH co-sponsored prevention in practice fall forum on October 5, 2002. This was a six-hour, category I CME, focused on promoting healthy behaviors in health care settings. The conference "A Healthier Oklahoma: How Practice Strategies Can Improve Your Patients Health" featured topics on the State of the State's Health Report, Method of Body Mass Index (BMI) in the Office Visit, Aiming for Healthy Weight Among Your Obese Patients, and Oklahoma's Epidemic of Type 2 Diabetes and Its Early Age Onset. Approximately 50 physicians, medical staff, health educators, and physician assistants participated.

Goal #5 Develop and distribute patient education materials regarding healthy lifestyles that will reflect the private-public partnership of OSMA-PCHO and OSDH.

The PCHO Task Force revised the patient brochure to include a 24-question health risk survey. The brochure has been developed to outline the facts about the consequences of unhealthy lifestyle choices and displays a message that says "A message from the physicians of the Oklahoma State Medical Association and the Oklahoma State Department of Health". The health risk survey is in questionnaire format that can be given to the patient at an office visit. The 24 health risk survey questions are categorized by "unhealthy" and "healthy" behaviors to which the patient responds yes or no. The patient scores him/herself and the survey, a tear off, can be part of the patient's permanent health record. The physician is able to review the survey with the

patient, evaluate the score, and discuss issues that are particular to that patient. The score over time is a determinant of change in lifestyle or health behaviors when filled out at each visit. The survey also stimulates conversation between the patient and physician about health behaviors and decisions. More than 5,000 brochures have been sent or given to county health departments, physician offices, tribal clinics, and health fairs around the state.

The Prescription for Health Pad was created from an idea by former Surgeon General David Satcher, MD. They are designed to assist physicians in prescribing to their patient's lifestyle changes by checking appropriate recommendations, and prioritizing the major lifestyle changes the patient needs to make to improve their health status. They are printed on NCR paper to provide a copy for the patient's chart. Over 250 pads (50 sheets per pad) have been sent or given out to physicians, county health departments, nurses, health educators, and others interested in promoting healthy lifestyles.

Within each *Journal* of the OSMA is contained a "patient page". These pages may be used by the physicians in his/her office to copy and distribute to patients for education and information. The patient page topics cover a variety of preventive issues. A list of these pages is provided below in goal #6.

The campaign continues to send out posters to physicians who order the brochures and prescription pads.

Goal #6 Promote clinical prevention and wellness education for patients in physician's offices.

Activities

Each month the OSMA *Journal* includes an article on prevention issues. Following each article is a patient information sheet on a prevention topic to be photocopied and distributed by local physicians to their patients. Since January 2002, 10 articles have been published in the OSMA *Journal*. The ten articles are listed below.

January – Intimate Partner Violence

February- State Children's Health Insurance Program

*March – Tobacco Use Prevention and Cessation – The Focus of the Oklahoma State Medical Association Physician's Campaign for a Healthier Oklahoma (PCHO)

April - The Near-Future of Office-based Prevention, A Dream of Seamless Integration of Preventive Clinical Services into Every Doctor Visit

May- Folic Acid Intake and Its Effects on the Prevention of Neural Tube Defects, the Masking of Vitamin B₁₂ Deficiency and the Reduction of Homocysteine

June – Prevention of Intrauterine Growth Retardation

August- Childhood Obesity: Why is This Happening to Our Children?

September – Schools for Healthy Lifestyles Evaluation Results

*October – Breast Cancer Risk: Evaluating the Risk and Role of Genetic Testing

November – Breastfeeding: A Public Health Challenge

* The March and October OSMA *Journals* are special edition issues. The March issue focused entirely on tobacco. Articles range from the public health epidemic, second-hand smoke, oral health, and prevention and cessation programs in the state of Oklahoma. The

October journal focused on breast health. The articles range from breast cancer screening, treatment, and resources in the community for breast health care.

Within each *Journal* of the OSMA is contained a “patient page” - some of which are directly related to the current article. These pages can be used by the physician in his/her office to copy and distribute to a patient for education and information. Since January 2002 the following Patient Pages have been included:

January - Domestic Violence Screen

February - Recommendations for Good Oral Health

March - You Can Quit Smoking (English and Spanish)

April- Postpartum Depression

May- Asthma and Allergies

June- How Can I Deliver a Healthy Baby

August- Tips for Healthy Eating on the Go

September- Bullying

October- How Can I Keep from Having Breast Cancer

November- Breastfeeding

December- HIV/AIDS

OSMA continues to provide materials for member physicians regarding Putting Prevention into Practice. Materials include: Clinicians’ Handbook of Preventive Services, Child Health Guide, Personal Health Guide, and Staying Healthy at 50+ in English and Spanish, and A Pocketful of Prevention. These are patient education materials and physician education materials created by the US Task Force on Preventive Services. Over 5,000 of these materials for 2002 have been sent to physicians who have ordered these materials. An ad in the journal that displays and describes the materials has increased orders two-fold. Materials are free of charge to the OSMA members. Development of an Electronic Medical Record (EMR) is a proposal to implement a system to directly improve the delivery of preventive services to all Oklahomans. The EMR includes physician reminders to prompt him/her to address preventive health issues with the patient. PCHO supported the implementation of initial steps of development and send these to the OSMA Board of Trustees and Executive Committee. The OSMA Board of Trustees authorized the use of up to \$75,000 for this feasibility study. A mini task force, Dr. Kent King and Dr. Andy Gin, was directed to develop the business plan, in detail, an EMR prototype, and then bring back to the PCHO for monitoring and oversight. Funding is for development of a business plan/feasibility study for possible development and implementation of a standard statewide electronic medical record.

Goal #7 All materials will promote the OSMA, OSMA Alliance and the OSDH partnership in PCHO activities and will be available to county health departments and other OSDH clinic sites as needed.

All materials as described previously in this report promote PCHO and have been distributed widely.

OSMA has a dedicated full-time staff person, Amber Browning, RN, MPH, who oversees and coordinates all activities at the direction of the PCHO.

Goal #8 Conduct an evaluation on the impact of the Physicians' Campaign for a Healthier Oklahoma.

The evaluation was a contract between the OSMA and the OU College of Public Health Epidemiology and Biostatistics Department. A brief questionnaire was administered during the opening session of the OSMA annual meeting in April 2002. The purpose of the survey was to assess the awareness of the PCHO program and materials among the OSMA members. Forty-one physicians returned the four-question survey. The following results were found: 48% of OSMA membership attending the annual meeting is familiar with PCHO; 20% were not. Also, 51% self-reported PCHO has assisted them in integrating prevention in their practice.

In addition, the evaluation includes surveying a group of physicians who have ordered PCHO materials from August 1, 2001 to May 29, 2002. The survey results showed more than half of these physicians are using the prescription pad for health, patient brochure with health risk assessment, and CDC clinical tobacco guidelines with their patients. Over 69% feel PCHO has assisted them in integrating prevention into practice. There are high levels of support, acceptance, and demand for PCHO among OSMA members. Some recommendations for the campaign are to develop materials for Spanish speaking populations, enhance marketing and targeting of program, and narrow focus, prioritize objectives, or target strategies for specific health outcomes.

Summary

OSMA is a membership association of approximately 5,000 MD's and DO's. This represents about 90% of all licensed physicians in the state. In conclusion, PCHO accomplished their goals and activities as provided in the summary below.

Over nine PCHO presentations have been given to the medical community around the state.

PCHO has exhibited nationally and statewide reaching over six different conference audiences.

Several Turning Point initiatives have been developed involving OSMA member physicians.

Over 5,000 brochures have been sent to physician offices around the state, and given to interested health care providers to use in their practice.

Over 250 pads of the prescription for health have been sent or given to physicians putting prevention in their practice.

Ten different prevention-oriented articles have been written.

Eleven different patient education sheets have been printed.

Over 5,000 Putting Prevention into Practice materials have been sent out to physicians around the state, as well as handed out at conferences.

Supported a dedicated staff person to manage the health projects and provide technical support.

Supported and provided resources for a grant with Robert Wood Johnson Foundation.

Provided a baseline evaluation on the impact of the Physicians' Campaign for a Healthier Oklahoma with over 69% of the physicians surveyed feeling that the PCHO has assisted them in integrating prevention in the practice.

Goals:

Education – Training – Physicians

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

- a. Promote the State of the State's Health Report - **Provided over 300 copies to OSMA members with additional information provided through OSMA publications and blast faxes.**
- b. Provide PCHO Campaign materials at:
 - OSMA Annual Meeting. **Provided materials to 150 participants.**
 - Oklahoma Public Health Association meeting, **Provided materials to approximately 75 participants.**
- c. Promote PCHO activities to improve public awareness through press releases and other media events.
 - **Collaborated with Blue Cross/blue Shield on Champions of Health to identify state volunteers, professionals, heroes in the areas of health prevention and promotion.**
 - **Collaborated by participating in Fit Kids Coalition press events.**
 - **Sponsored the Governor's September Fest. OSMA brought to this annual event the first "Health Fair" and brought in 32 organizations to provide preventive health screenings, prevention and health education materials to the public including several OSDH programs including Immunizations, Genetics, Chronic Health, Injury Prevention, Child Guidance, Tobacco Use Prevention, WIC, Dental, Disease Prevention, Safe Kids Coalition. Approximately 35,000 individuals attended the fair.**
 - **Handed out over 3,000 packets of PCHO sunscreen to the public.**
 - **Distributed over 500 PCHO pencils and countless stickers.**
 - **Distributed over 150 of the Board of Health's 2005 State of the State's Health Report.**
- d. Promote clinical prevention and wellness education for patients in physician's offices.

This is done through physician education as outlined above and thought patient materials as outlined above.

- e. Sponsor meeting(s) to address health promotion and lifestyle behaviors in the PCHO initiatives and Oklahoma State Department of Health (OSDH) partnership.

Sponsored the Governor's September Fest. OSMA brought to this annual event the first "Health Fair" and brought in 32 organizations to provide preventive health screenings, prevention and health education materials to the public including several OSDH programs including Immunizations, Genetics, Chronic Health, Injury Prevention, Child Guidance, Tobacco Use Prevention, WIC, Dental, Disease Prevention, Safe Kids Coalition. Approximately 35,000 individuals attended the fair.

- f. Create awareness with OSMA physicians on obesity treatment and smoking cessation resources and promote the use of these resources.

- Provide information to practicing physicians about evidence-based assessment and treatment of adult and childhood obesity and tobacco cessation programs and services for their patients. **See activities above.**
- Provide information to practicing physicians about state and national guidelines and public health programs, including special populations, regarding obesity and tobacco use. **See activities above.**
- Provide training for physicians and their staff. **See activities above.**
- Support legislative and reimbursement efforts to promote tobacco use prevention and cessation.
 - **Coordinated with Smoke-Free Beginnings and the Oklahoma Health Care Authority in expanding Medicaid coverage of smoking cessation services to their patients and reimburse physicians for this. Medicaid coverage now provides assistance with pharmaceuticals.**
 - **Coordinated in the promotion of the Tobacco Cessation Helpline.**
 - **Supported the OSDH campaign to encourage restaurants to go smoke-free before the required date of March 1, 2006.**

- g. Develop and distribute patient education materials regarding healthy lifestyles that will reflect the partnership of OSMA-PCHO and OSDH.

- Revise when appropriate and distribute educational materials for physicians and patients.

Materials were reviewed and revised in November. New materials were purchased in December.

- Distribute posters of the PCHO Campaign with patient health facts sheets that can be posted in physicians' offices.
- Develop articles and "patient pages" regarding patient wellness to be published in the OSMA Journal during the contract period.

Eight articles were published in the OSMA Journal:

January – *Sports and Recreational Injuries in Children and Adolescents – Prevention and Education*

February – *Prevention and Treatment of the Metabolic Syndrome in the Elderly (Geriatric Series)*

March – *Smoke-Free Beginnings: Changing Practice Behaviors To Improve the Delivery of Smoking Cessation to Prenatal Patients in Oklahoma (Scientific)*

April – *Putting Prevention into Practice – Counseling Patients About Behavior Change, Part I*

May – *Putting Prevention into Practice – Counseling Patients to Quit Smoking, Part II*

June – *Putting Prevention into Practice – Counseling Patients to Prevent and Decrease Obesity*

August – *Caffeine and Psychiatric Medications: A Review*

September – *Preconception Health: A Public Health Challenge*

Ten Patient Pages were published in the OSMA Journal:

January – *Seven Secrets to Healthy Aging*

February – *Extreme Cold: An Outdoor Prevention Guide for Your Personal Health and Safety*

March – *Tips for Healthy Aging*

May – *Shedding Light on Skin Cancer*

June – *Slip, Slop, Slap - Parent's Guide to Sun Protection!*

August – *Protect Yourself! Heat Stress!*

September – *Ovarian Cancer – What YOU Need to Know!*

October – *The Do's and Don'ts of Taking Prescription Medication*

November – *It's Flu Season! – Protect Yourself and Others!*

December – *Are You Worried About Lead Poisoning?*

- h. Continue to provide materials for physicians regarding Putting Prevention into Practice to encourage preventive activities and patient health education.

- **Provided the following materials for physicians in their practice:**
Pocketful of Prevention – 100

Prescription Pads – 150 (20 per pad)
BMI Wheels – 120
***Treating Tobacco Dependence* Booklets – 50**
Child Obesity Posters – 50

- **Provided the following materials for physicians to give to patients:**
***Your Health, Your Life, Your Choice* Self Assessments – 800**
***Child Health Guide* – 120**
Staying Health at 50+ - 85
Oklahoma Tobacco Cessation Helpline information and number – hundreds handed out
***Firearm Safety* Brochures – 250**
***PCHO Sunscreen* packets – 3,000**

- i. Promote systematic methods to promote prevention and identify high-risk patients.

Collaborated with and supported the Smoke Free Beginnings Project that provides education and support to physicians to effectively assist their pregnant patients who smoke. (Implementing the 5 A's Best Practice). Over the course of the 2½ year project, 26 clinic sites were involved with 24 implementing the 5 A's touching nearly 250 physicians and approximately 4,500 pregnant smoking patients.

- j. Distribute the Prescription for Health pads to physicians to target patient health risks.

Prescription Pads – 150 (20 per pad) were distributed

- k. Sponsor CME in the areas of prevention.
 - **OSMA Annual Meeting Keynote Speaker – The Epidemic That No One is Talking About – Mark Fenton, MS. (Obesity)**
 - **OSMA Annual Meeting CME session – How Physicians Can Motivate and Support Behavior Change with Patients, Vivian Houg, MD**
 - **Coordinated with the OSMA Alliance in sponsoring Women in Medicine Day, with Dr. Joan Walker as keynote speaker on prevention and early screening of ovarian cancer.**

The Obesity Committee supported the efforts of the Fit Kids Coalition to pass SB-265 to reduce fast food consumption in public schools and help kids get healthier.

SB-265:

- ✓ Eliminates access to sugary drinks and snacks in elementary schools, except for special occasions.
- ✓ Requires that only healthy choices be accessible during the day in middle schools, with the exception of diet sodas, and limits access to sugary snacks and beverages to after school and evening events, and special occasions.
- ✓ Requires the provision of healthy choices in high schools (snacks and beverages that meet USDA guidelines) with incentives to encourage the purchase of healthy choices.

This subcommittee also is working with the Physicians Campaign for a Healthier Oklahoma in the implementation of the BMI (Body Mass Index) in every physician's office.

Mental Health Committee supported the development of PSAs for local television to reduce the stigma of mental health and mental health services. Jack Bowen, former OKC television news anchor, taped the PSA for OSMA and discussed his own battle with depression as well as seeking services from your physician.

Tobacco Use Prevention Subcommittee assisted in monitoring legislation to make sure no legislation was submitted that would erode the successes in the previous two years regarding the clean indoor air and tobacco tax legislation.

Smoke Free Beginnings Project

Tobacco use and its health complications remain one of the most important preventable causes of poor birth outcomes. The high prevalence of pregnant smokers in Oklahoma prompted the implementation of a project aimed at system level changes that promote smoking cessation. Smoke-Free Beginnings (SFB) emphasizes practical best-practice strategies that can be easily integrated into routine physician practice.

This demonstration project was originally funded through a grant to the Oklahoma State Medical Association from the Robert Wood Johnson Foundation (RWJF) and the Smoke-Free Families National Dissemination Office at the University of North Carolina. It began in April, 2003 with RWJF funding ending in December, 2005. A collaborative funding effort hopes to continue the project for an additional two years. Along with OSMA support, commitments have been received from the Oklahoma State Department of Health and the March of Dimes. A grant application has been submitted to the Tobacco Settlement Endowment Trust (TSET) for additional matching funds to sustain the project.

Newborns, mothers and families have all benefited greatly from this project and the state of Oklahoma continues to be a leader in the development of a system wide intervention to aide in the dissemination of the Best Practice Guidelines. The findings from this project are being used nationally to provide a model to other organizations when implementing best-practice smoking cessation interventions for pregnant women.

Over the course of the project, 26 total practices were enrolled. Data was collected on 24: 10 residency programs (8 family, 2 Ob/Gyn); 7 family medicine physician practices; 6 Ob/Gyn physician practices and 3 tribal clinics. Preliminary data show that practices became familiar with the 5A's best practice, implemented it and showed a statistical increase in using it with patients. Clinics, overall, and practice staff all showed an increased confidence in providing the 5A's. 100% of clinics "would recommend the PEA process and participation in the SFB program to other practices."

Tobacco Use Prevention and Cessation Advocacy

Oklahoma has seen much success in furthering significant tobacco control policy, including clean indoor air in public places and workplaces, reducing youth access to tobacco, and most recently, an increase in the excise tax on cigarettes by a net 55 cents and other tobacco products.

The Tobacco Tax Health Initiative is the most sweeping health care policy change that Oklahoma has ever seen. Revenue from this tax is funding health care systems to help people access health care who have not had that opportunity before. Funds support smoking cessation programs, provide treatment for uninsured women who are diagnosed with breast and cervical cancer, help fund a first-rate cancer research center developed by the University of Oklahoma, stabilize the statewide trauma system including hospitals and physicians, increase telemedicine capabilities into rural areas and provide small businesses the opportunity to purchase health insurance for their employees.

In 2005, OSMA remained vigilant in monitoring legislation to assure that the tobacco industry did not introduce any legislation that would undermine or undo the successes of the past three years. Fortunately, no legislation was introduced. In addition, OSMA has monitored legislative hearings aimed at gathering information about inequities in the tax stamp usage and sale by American Indian tribes. OSMA and other tobacco use cessation and prevention advocates gained assurance from this legislative committee that there would be no attempt at repealing the tobacco tax, but to resolve the illegal sales that have occurred.

Partnerships Development and Activities

- All materials will promote the OSMA, OSMA Alliance and the OSDH partnership in PCHO activities and will be available to county health departments and other OSDH clinic sites as needed.

Promoted the availability of PCHO materials to local county health departments including the child obesity posters.

- Promote and support enhanced and innovative partnerships at the local community level between physicians, the OSMA, local Alliances, and county health departments.

PCHO was promoted in several OSMA presentations to local county medical societies during the year.

- Partner with the Turning Point Initiative to assure physician involvement in community-based health activities and avoid duplication of effort.

Provided information to OSMA members regarding the location of all Turing Point projects to encourage participation. Encouraged Turning Point to support local projects to include physicians in their efforts. Physicians are participating in some of them.

- Coordinate efforts with the OSMA Alliance regarding the Extinguisher program for local children in the promotion of smoking prevention and cessation.

OSMA Alliance adopted a different objective this year so few Extinguisher programs were done.

- Partner and contract with OSMA and Cancer Information Services/National Cancer Institute to promote cancer education and smoking cessation information.

In 2005, CIS, participated in numerous health care initiatives last year, especially involving minority and medically underserved populations and including the following:

- **Member of the state’s network steering committee for the Oklahoma Comprehensive Cancer Control Planning grant;**
- **Participated in the writing of the Tobacco Disparities Strategic plan with the Oklahoma State Department of Health;**
- **Member of the Cherokee Nation Comprehensive Cancer Network Steering Committee;**
- **Serves on the University of Oklahoma College of Public Health Community Network Program’s steering committee.**

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

Ardmore	Muskogee
Broken Bow	Okeene
Enid	Oktaha
Kinta	Plainview
Midwest City – Del City	Sayer

The OSMA is committed long term to continue efforts to educate physicians, public and community leaders about prevention in medicine and healthy lifestyles. The PCHO materials will need to be continually re-evaluated so that useful materials will be available and other materials developed to meet identified needs.

- ✓ Thirty-five (35) PCHO presentations have been given to medical communities around the state.
- ✓ PCHO has exhibited statewide, reaching over 25 different conference audiences.
- ✓ Several Turning Point initiatives have been developed involving OSMA member physicians.
- ✓ PCHO provided a health promotion awareness campaign on obesity and lifestyle behaviors.

- ✓ Over 25,000 PCHO brochures have been sent to physician offices around the state and given to interested health care providers to use in their practice.
- ✓ Over 1,000 prescription health pads have been provided to physicians putting prevention in their practice.
- ✓ Fifty prevention-oriented articles for physician membership have been written and published in the *OSMA Journal* – distributed to 5,000 physicians.
- ✓ Fifty patient education pages have been printed and published in the *OSMA Journal* that physicians can provide to their patients.
- ✓ Over 21,000 Putting Prevention into Practice materials have been sent to physicians statewide, as well as handed out at conferences
- ✓ PCHO provided dedicated staff to manage the project and provide technical support. OSMA reorganized staff to assure continuation of dedicated staff.
- ✓ PCHO provided resources for the implementation of the OSMA Smoke Free Beginnings grant funded by the Robert Wood Johnson Foundation.
- ✓ PCHO promoted community-based programs by providing seed money to tobacco focused projects in 2002 - 2006.
- ✓ PCHO has sponsored several education seminars for members at the OSMA Annual Meetings on topics such as tobacco use prevention and the use of the CDC *Clinical Practice Guidelines: Treating Tobacco Use and Dependence* and obesity.
- ✓ An evaluation on the impact of the PCHO has assisted in integrating prevention in the practice with over 69% of the physicians surveyed.
- ✓ Supported a full-time dedicated staff person to manage the health projects and provide technical support until October 2003.
- ✓ Thirty-five (22) PCHO presentations have been given to medical communities around the state.
- ✓ PCHO has exhibited statewide, reaching over 18 different conference audiences.
- ✓ Several Turning Point initiatives have been developed involving OSMA member physicians.
- ✓ PCHO provided a health promotion awareness campaign on tobacco prevention, obesity and lifestyle behaviors and aspirin therapy.

- ✓ Over 10,000 PCHO brochures have been sent to physician offices around the state and given to interested health care providers to use in their practice.
- ✓ Over 1,000 prescription health pads have been provided to physicians putting prevention in their practice.
- ✓ 10 prevention-oriented articles for physician membership have been written and published in the *OSMA Journal* – distributed to 5,000 physicians.
- ✓ 10 patient education pages have been printed and published in the *OSMA Journal* that physicians can provide to their patients.
- ✓ Over 5,000 Putting Prevention into Practice materials have been sent to physicians statewide, as well as handed out at conferences
- ✓ PCHO provided dedicated staff to manage the project and provide technical support. OSMA reorganized staff to assure continuation of dedicated staff.
- ✓ PCHO has sponsored several education seminars for members at the OSMA Annual Meetings on topics such as aspirin therapy and efforts to improve health outcomes and health systems in Oklahoma.

Sponsored a presentation to 55 physicians at the Physician Survival Summit on Prevention in Practice. Physicians were also surveyed regarding their knowledge of the PCHO.

Participated in the week long “Doctor’s Week” in conjunction with Blue Cross/Blue Shield and KWTN Channel 9 in Oklahoma City. Recruited a number of doctors to provide daily media interviews on preventive health topics including tobacco use, diabetes, obesity and heart health.

Partnered with Blue Cross/Blue Shield for the Champions of Health Program, a program recognizing a number of individuals in Oklahoma for their contributions to health.

PCHO members supported the passage of important tobacco legislation including the Adolescent Access to Tobacco Act and the SQ-713, the tobacco tax increase for health care improvements.

Acknowledged and awarded certificates to several school districts for adding policies that make their schools and campuses smoke free – known as “24/7 Tobacco Free Schools”.

- Support legislative and reimbursement efforts to promote tobacco use prevention and cessation.
 - **Coordinated with Smoke-Free Beginnings and the Oklahoma Health Care Authority in expanding Medicaid coverage of**

smoking cessation services to their patients and reimburse physicians for this. Medicaid coverage now provides assistance with pharmaceuticals.

- **Coordinated in the promotion of the Tobacco Cessation Helpline.**
- **Supported the OSDH campaign to encourage restaurants to go smoke-free before the required date of March 1, 2006.**

Develop and distribute patient education materials regarding healthy lifestyles that will reflect the partnership of OSMA-PCHO and OSDH.

- Revise when appropriate and distribute educational materials for physicians and patients.

Materials were reviewed and revised in November. New materials were purchased in December.

- Distribute posters of the PCHO Campaign with patient health facts sheets that can be posted in physicians' offices.

Eight articles were published in the OSMA Journal:

January – *Sports and Recreational Injuries in Children and Adolescents – Prevention and Education*

February – *Prevention and Treatment of the Metabolic Syndrome in the Elderly (Geriatric Series)*

March – *Smoke-Free Beginnings: Changing Practice Behaviors To Improve the Delivery of Smoking Cessation to Prenatal Patients in Oklahoma (Scientific)*

April – *Putting Prevention into Practice – Counseling Patients About Behavior Change, Part I*

May – *Putting Prevention into Practice – Counseling Patients To Quit Smoking, Part II*

June – *Putting Prevention into Practice – Counseling Patients To Prevent and Decrease Obesity*

August – *Caffeine and Psychiatric Medications: A Review*

September – *Preconception Health: A Public Health Challenge*

Ten Patient Pages were published in the OSMA Journal:

January – *Seven Secrets to Healthy Aging*

February – *Extreme Cold: An Outdoor Prevention Guide for Your*

Personal Health and Safety

March – *Tips for Healthy Aging*

May – *Shedding Light on Skin Cancer*

June – *Slip, Slop, Slap - Parent's Guide to Sun Protection!*

August – *Protect Yourself! Heat Stress!*

September – *Ovarian Cancer – What YOU Need to Know!*

October – *The Do's and Don'ts of Taking Prescription Medication*

November – *It's Flu Season! – Protect Yourself and Others!*

December – *Are You Worried About Lead Poisoning?*

Continue to provide materials for physicians regarding Putting Prevention into Practice to encourage preventive activities and patient health education.

- **Provided the following materials for physicians in their practice:**
 - Pocketful of Prevention – 100***
 - Prescription Pads – 150 (20 per pad)**
 - BMI Wheels – 120**
 - Treating Tobacco Dependence Booklets – 50***
 - Child Obesity Posters – 50**

- **Provided the following materials for physicians to give to patients:**
 - Your Health, Your Life, Your Choice Self Assessments – 800***
 - Child Health Guide – 120***
 - Staying Health at 50+ - 85***
 - Oklahoma Tobacco Cessation Helpline information and number – hundreds handed out**
 - Firearm Safety Brochures – 250***
 - PCHO Sunscreen packets – 3,000***

Promote systematic methods to promote prevention and identify high-risk patients.

Collaborated with and supported the Smoke Free Beginnings Project that provides education and support to physicians to effectively assist their pregnant patients who smoke. (Implementing the 5 A's Best Practice). Over the course of the 2½ year project, 26 clinic sites were involved with 24 implementing the 5 A's touching nearly 250 physicians and approximately 4,500 pregnant smoking patients.

Sponsor CME in the areas of prevention.

- **OSMA Annual Meeting Keynote Speaker – The Epidemic That No One is Talking About – Mark Fenton, MS. (Obesity)**

Partnerships Development and Activities

- All materials will promote the OSMA, OSMA Alliance and the OSDH partnership in PCHO activities and will be available to county health departments and other OSDH clinic sites as needed.

Promoted the availability of PCHO materials to local county health departments including the child obesity posters.

- Promote and support enhanced and innovative partnerships at the local community level between physicians, the OSMA, local Alliances, and county health departments.

PCHO was promoted in several OSMA presentations to local county medical societies during the year.

- Partner with the Turning Point Initiative to assure physician involvement in community-based health activities and avoid duplication of effort.

Provided information to OSMA members regarding the location of all Turing Point projects to encourage participation. Encouraged Turning Point to support local projects to include physicians in their efforts. Physicians are participating in some of them.

- Coordinate efforts with the OSMA Alliance regarding the Extinguisher program for local children in the promotion of smoking prevention and cessation.

OSMA Alliance adopted a different objective this year so few Extinguisher programs were done.

- Partner and contract with OSMA and Cancer Information Services/National Cancer Institute to promote cancer education and smoking cessation information.

CIS participated in numerous health care initiatives last year, especially involving minority and medically underserved populations and including the following:

- **Member of the state's network steering committee for the Oklahoma Comprehensive Cancer Control Planning grant;**
- **Participated in the writing of the Tobacco Disparities Strategic plan with the Oklahoma State Department of Health;**
- **Member of the Cherokee Nation Comprehensive Cancer Network Steering Committee;**
- **Serves on the University of Oklahoma College of Public Health Community Network Program's steering committee.**

In 2007, the National Cancer Institute's Cancer Information Service, participated in numerous health care initiatives, especially involving rural physicians and minority and medically underserved populations and including the following:

- **Member of the state's network steering committee for the Oklahoma Comprehensive Cancer Control Plan;**
- **Participated in the writing of the Tobacco Disparities Strategic plan with the Oklahoma State Department of Health;**
- **Member of the Cherokee Nation Comprehensive Cancer Network Steering Committee;**
- **Serves on the University of Oklahoma College of Public Health Community Network Program's steering committee.**

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

24/7 Smoke Free School Districts for 2007

**Lukfata
Denison
Tushka
Farris
Indianola
Keystone
Sperry
Osage
Pryor
Moore
Mounds
Walters
Blanchard
Okemah
Sand Springs
Nashoba
Berryhill
Merritt
Hammon
Wynona
Oakdale
Eufaula
Leonard**

Wilson

Developed and distributed patient education materials regarding healthy lifestyles that will reflect the partnership of OSMA-PCHO and OSDH.

- ❖ Provided the following materials for physicians in their practice:
 - Aspirin Therapy Fact sheets - 500
 - Pocketful of Prevention Brochure –400
 - PCHO Prescription Pads –300 (20 per pad)
 - BMI Wheels – 120
 - Treating Tobacco Dependence Booklets – 150

- ❖ Provided the following materials for physicians to give to patients:
 - Your Health, Your Life, Your Choice Self Assessments – 600
 - Child Health Guide – 320
 - Staying Health at 50+ - 150
 - Oklahoma Tobacco Cessation Helpline information

PCHO was promoted in several OSMA presentations to local county medical societies during the year. PCHO was also promoted at OSMA's CME Provider Updates. PCHO is also promoted through OSMA's website OKMED.org where prevention information is posted along with helpful links.

The National Cancer Institute's Cancer Information Service participated in numerous health care initiatives, especially involving rural physicians and minority and medically underserved populations and including the following:

- Member of the state's network steering committee for the Oklahoma Comprehensive Cancer Control Plan;
- Participated in the writing of the Tobacco Disparities Strategic plan with the Oklahoma State Department of Health;
- Member of the Cherokee Nation Comprehensive Cancer Network Steering Committee;
- Serves on the University of Oklahoma College of Public Health Community Network Program's steering committee.

The committee recommended developing materials about aspirin therapy to distribute for the aspirin campaign. Efforts were coordinated with the health department's aspirin campaign to have a combined effort and a consistent message. Materials have been developed and some dissemination has begun. Ads will run in the OSMA Journal, the Directory and News Now. The materials will also be made available for download on the OSMA website

Dr. Oehlert gave an overview of the Oklahoma Health Improvement plan. This is a state initiative to address and improve Oklahoma's poor health status. This plan will address these

flagship issues: children's health, Tobacco use, and obesity. Dr. Oehlert encouraged the committee and OSMA to work on a plan to be a part of this initiative.

The PCHO created continuing awareness for Oklahoma State Medical Association (OSMA) physicians, county health departments, local health professionals, and local hospitals/clinics of the poor health outcomes that result from risk taking behaviors and lifestyles.

Promoted the *State of the State's Health Report* - Provided over 300 copies to OSMA members with additional information provided through OSMA publications and blast faxes.

Provided PCHO Campaign materials at:

- OSMA Annual Meeting. Provided materials to over 100 participants.
- Oklahoma Public Health Association meeting. Provided materials to approximately 100 participants.
- Other statewide and national conferences; Turning Point, Oklahoma Primary Care Association meeting, and the Rural Health Association Conference.

Promoted PCHO activities to improve public awareness through press releases and other media events.

Distributed over 2,000 PCHO pencils and countless stickers and sunscreen packets.

Promoted clinical prevention and wellness education for patients in physician's offices.

- Sent out "Healthy Resolutions" posters with PCHO Prescription Pads to over 1500 physician offices.
- Distributed over 500 "Prescription for Health" pads to physicians.

Created awareness with OSMA physicians on aspirin therapy, obesity treatment and smoking cessation resources and promoted the use of these resources.

- Provided information to practicing physicians about evidence-based assessment and treatment of adult and childhood obesity, tobacco cessation programs and services for their patients.
- Provided information to practicing physicians about state and national guidelines and public health programs, including special populations, regarding obesity and tobacco use.
- Supported legislative and reimbursement efforts to promote tobacco use prevention and cessation.

Developed and distributed patient education materials regarding healthy lifestyles that will reflect the partnership of OSMA-PCHO and the Oklahoma State Department of Health (OSDH).

- Provided the following materials for physicians in their practice:
Aspirin Therapy Fact Sheets – 1,000

Pocketful of Prevention Brochure –400
PCHO Prescription Pads –500 (20 per pad)
BMI Wheels – 120
Treating Tobacco Dependence Booklets – 200

- Provided the following materials for physicians to give to patients:
Your Health, Your Life, Your Choice Self Assessments – 600
Child Health Guide – 200
Staying Health at 50+ - 250
Oklahoma Tobacco Cessation Helpline information and
number–300

PCHO was promoted in several OSMA presentations to local county medical societies during the year. As well as at OSMA's CME Provider Updates. PCHO is also promoted through OSMA's website OKMED.org, where prevention information is posted along with helpful links.

In 2008, the National Cancer Institute's Cancer Information Service participated in numerous health care initiatives, especially involving rural physicians and minority and medically underserved populations and including the following:

- Member of the state's network steering committee for the Oklahoma Comprehensive Cancer Control Plan;
- Participated in the writing of the Tobacco Disparities Strategic plan with the Oklahoma State Department of Health;
- Member of the Cherokee Nation Comprehensive Cancer Network Steering Committee;
- Serves on the University of Oklahoma College of Public Health Community Network Program's steering committee.

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

24/7 Smoke Free School Districts for 2008:

Boynton-Moton
Lone Grove
Moffett
Moseley
Bethany
Cottonwood
Blair
Frederick
Drummond
Lowrey

Healdton
Wilson
Crowder
Cheyenne
Fort Gibson
Mangum
Collinsville
Oak Grove

Promoted the State of the State's Health Report - **Provided over 400 copies to OSMA members with additional information provided through OSMA CME activities, OSMA publications and blast faxes.**

Provided PCHO Campaign materials at:

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

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

- ❖ **4,600 posters have been distributed to physician's offices, clinics, hospitals and pharmacies.**
- ❖ **Over 9,000 bookmarks have been distributed to physician's offices, clinics, hospitals, pharmacies.**
- ❖ **3,000 PCHO prescription pads have been given out to same.**
- ❖ **2,000 Fact sheets for physicians have been distributed.**

- ❖ **Aspirin Article and fact sheet has run twice in the Journal of the OSMA.**
- ❖ **Aspirin campaign/materials ads have run in 10 editions of the Journal of the OSMA and are posted on OSMA website – OKMED.org. Ads for the Aspirin materials ran in OSMA's News Now six times.**

1. Promoted PCHO activities to improve public awareness through press releases and other activities and events.
 - **Collaborated with Blue Cross/Blue Shield on Champions of Health to identify state volunteers, professionals, heroes in the areas of health prevention and promotion.**

- Collaborated with Fit Kids Coalition by promoting their legislative agenda at OSMA Legislative Breakfast and educated legislators on the burden of obesity in our state.
- Handed out over 2,500 packets of PCHO sunscreen to the public.
- Distributed over 1,000 PCHO pencils and countless stickers to the public.
- Distributed over 400 of the Board of Health's 2008 State of the State's Health Report to physicians and the public.

In 2008-2009, in conjunction with the PCHO the National Cancer Institute's Cancer Information Service, participated in numerous health care initiatives, especially involving rural physicians and minority and medically underserved populations and including the following:

- Member of the state's network steering committee for the Oklahoma Comprehensive Cancer Control Plan;
- Participated in the writing of the Tobacco Disparities Strategic plan with the Oklahoma State Department of Health;
- Member of the Cherokee Nation Comprehensive Cancer Network Steering Committee;
- Serves on the University of Oklahoma College of Public Health Community Networks Program's steering committee.
- **PCHO Supported and participated in the planning and writing of the Oklahoma Health Improvement Plan (OHIP).** OSMA staff and physician members are active participants on the OHIP Tobacco, Obesity and Child Health Subcommittees.

Prevention in Practice Award – OSMA presented the PCHO Prevention in Practice award to two physicians in 2009. William Stewart, MD and Ronal Legako, MD were selected as recipients of this award for showing a proactive leadership role and responsibility working with their patients and colleagues regarding healthier lifestyle choices and the betterment of improving the health of Oklahomans. They exemplify excellence in promoting clinical prevention and wellness education in their medical center to improve the overall health and well-being of their patients as well as demonstrating dedication and commitment as a medical institution.

Partnership Development and Activities

- Promoted and supported and enhanced and innovative partnerships at the local community level between physicians, the OSMA, local Alliances, and county health departments.

PCHO was promoted in several OSMA presentations to local county medical societies during the year.

- Partner with the Turning Point Initiative to assure physician involvement in community-based health activities and avoid duplication of effort.

Provided information to OSMA members regarding the location of all Turning Point projects to encourage participation. Encouraged Turning Point to include physicians in support of local projects. Physicians are participating in some of them.

Obesity Initiative – Weight Management Clinic and Adult Obesity Toolkit

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

Turning Point Initiative

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

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

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

The PCHO continues to focus on clinical prevention addressing such issues as tobacco use and obesity and child health. The PCHO is represented on many community committees and is currently involved with several statewide health initiatives, such as the OSDH's Aspirin Task

Force, Turning Point, and the Oklahoma Quality Health Improvement Committee and the Oklahoma Health Improvement Plan (OHIP).

Provided PCHO Campaign materials at:

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

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

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

Promoted PCHO activities to improve public awareness through press releases and other activities and events.

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

Prevention in Practice Award – OSMA presented the PCHO Prevention in Practice award to William Edwards, MD and Zsolt Nagykaladi, PhD. They were selected as recipients of this award for showing a proactive leadership role and responsibility working with their patients and

colleagues regarding healthier lifestyle choices and the betterment of improving the health of Oklahomans. They exemplify excellence in promoting clinical prevention and wellness education in their medical center to improve the overall health and well-being of their patients as well as demonstrating dedication and commitment as a medical institution.

Children's Health Edition of the OSMA Journal

The committee contributed articles for a Children's Health Edition of the Journal. The article topics consisted of:

Community Water Fluoridation

Creating a Healthier Oklahoma for Kids

Leading the Way to a Healthier Tomorrow for Oklahoma

The Oklahoma Children's Health Plan: Keeping Kids Healthy

Vision Screening in Oklahoma Public Schools: The First 3 Years

Childhood Obesity Management in Primary Care

Second Hand Smoke and Children

Obesity Initiative – Weight Management Clinic

Dr. Mehta's started his obesity initiative of developing a multi-disciplinary weight management clinic that will be free of charge to patients that meet the eligibility criteria. St. Anthony Hospital agreed to host the clinic and is donating funds to help pay for some staffing of the clinic. Plans are to conduct the pilot clinic for one year. The OSDH has developed an evaluation plan so that the correct data will be captured and evaluated for the clinic's successful results. The OUHSC provides graduate student Psychologist to conduct the counseling sessions and Santa Fe Fitness Club is providing the trainers. No state or federal funding will be provided for the pilot project. Funds have been solicited from private organizations to support the clinic in addition to in-kind contributions from collaborating partners. If the pilot is successful, plans are to replicate this model in various clinics across the state. The forty-one Federally Qualified Health Clinics (FQHC) across the state as well as several of the free clinics are interested in implementing this model and would be ideal locations to expand the multi-disciplinary clinic model. Grants from Blue Cross Blue Shield of Oklahoma and the Oklahoma City Community Foundation have been received. These funds will go to support the clinic. The clinic opened on April 1, 2011. As of the last data analysis through January 18, 2012, 122 patients have been seen in the weight management clinic pilot. The clinic is held at St. Anthony hospital and is open Wednesday 5:00 – 8:00 pm and Friday 2:00 – 5:00 pm. Each patient completes initial intake forms, including pre-test on knowledge of nutrition, healthy lifestyle, fitness, depression, family history, and diet history. Patients will be re-evaluated at 6 months and again at one year. We have collected data on all of the patients and 6-month data is being analyzed now. The Oklahoma State Department of Health has developed and is conducting our evaluation. Each patient is seen once a week for a month, once a month for 6 months and then quarterly for up to a year. If the patient would like to come in more often after the initial month they are allowed to do that. A final analysis of the clinic will be conducted to determine if the pilot was successful.

Aspirin Campaign

The PCHO's aspirin campaign continues to thrive. Over 5,000 posters and 8,700 bookmarks have been distributed to physician's offices, clinics, pharmacies and hospitals. Materials have been reprinted and will continue to be distributed.

Prevention in Practice Award – OSMA presented the PCHO Prevention in Practice award to Boyd Shook, MD. Dr. Shook was selected as the recipient of this award for showing a proactive leadership role and responsibility working with his patients and colleagues regarding healthier lifestyle choices and the betterment of improving the health of Oklahomans. He exemplifies excellence in promoting clinical prevention and wellness education in his medical center to improve the overall health and well-being of their patients as well as demonstrating dedication and commitment as a medical institution.

OSMA and the OSDH finalized a new contract. The scope of work and objectives are listed below:

- 1) Generate physician referrals to the tobacco helpline.
 - A. OSMA will establish a plan to work with our member physicians to increase referrals to the tobacco helpline.
 - B. OSMA will work with our HIT vendor to explore the possibility of developing the capability for electronic referrals through OSMA's portal or Direct messaging.
 - C. OSMA will provide training for physicians and their staff making referrals to the helpline.
 - D. OSMA will educate physicians on third hand smoke and the effects of tobacco toxicity.
- 2) Recruit physicians for the Adopt a Doc program. This will be incorporated into the school district incentive grant program.
 - A. OSMA will identify and recruit local physicians that can be champions/advisors/consultants for local schools. The focus will be on nutrition-fruits and vegetable consumption, physical activity, and policy education.
 - B. OSMA will provide physician education, training and talking points on nutrition and physical activity for presentation to school boards and city councils.

Pediatric Obesity Education to Primary Care Providers – this project is an addendum to the PCHO contract.

Purpose: To partner with organizations to provide training on pediatric weight management through a telehealth network to enhance provider practices, resulting in improved outcomes in obesity among Oklahoma youth

Scope of work: The goal of this contract is to provide training on pediatric overweight and obesity to improve the quality of obesity management in primary care. Specific objectives include:

1. Develop a pediatric obesity CME training series for primary care providers. CME training will be developed and provided by a team of experts in childhood obesity, including pediatric psychologists, dietitians, physical therapists and pediatricians trained in pediatric weight management. The curriculum will be based on the expert committee

recommendations, incorporating novel biopsychosocial and family systems models of care. Additionally, the OKAAP tool kit on pediatric obesity assessment and management will be distributed to all primary care providers in the state.

2. Provide a pediatric obesity CME training series to pediatric primary care providers through an existing telehealth network. Through partnerships, CME on pediatric weight management will be delivered monthly to selected pediatric primary care practices and Federally Qualified Health Centers over the course of 12 months by the telehealth network, which currently provides services to rural providers across the state.
3. Determine if CME training in pediatric obesity for primary care providers' impacts provider practices and results in improved patient outcomes among at-risk children. Assessment of provider practices of childhood obesity will be based on chart review of well-child checks for obese children, including documentation of BMI, blood pressure, obesity-related lab work, visit diagnoses, and weight management counseling. Re-assessment of these measures will be evaluated and tracked following the training to determine differences in provider practices and impact on patient outcomes.

PCHO Prevention in Practice Award

The committee nominated K.A. Mehta, MD for the Prevention in Practice award. This award is designed to recognize exemplary physicians, organizations, and OSMA members for putting Prevention into Practice. This award is presented for showing a proactive leadership role and responsibility working with patients and colleagues regarding healthier lifestyle choices and the betterment of improving the health of Oklahomans. This award is given to one who exemplifies excellence in promoting clinical prevention and wellness education in their medical center and community to improve the overall health and well-being of their patients as well as demonstrating dedication and commitment as a healthcare provider.

Children's Health Edition of the JOSMA

The PCHO sponsored a special Children's Health Edition of the JOSMA. These articles were turned in for submission:

Adolescent Immunizations – Paul Darden, MD

Pediatric Obesity– Ashley Weedn, MD

Oklahoma's Fetal and Infant Mortality Review Projects; Janette Cline; Suzanna Dooley, MS, ARNP-CNP; Pam Rask, MPH, Kellie McNeal, BA, Kelly VanBuskirk, MPH, Ryan Webb, MPH
Every Week Counts; Barbara O'Brien, MSN; Jill Nobles-Botkin, MSN, CNM (Oklahoma's initiative to reduce elective deliveries prior to 39 weeks)

Preparing for a Lifetime (Oklahoma's infant mortality initiative – Alicia Lincoln)

Baby Friendly Oklahoma Initiative (Oklahoma's breastfeeding initiative with hospitals – Rebecca Mannel/Nancy

Outreach of Neonatology Telemedicine in Rural Settings – Edward Legako, MD

OCCY Substance Exposed Newborn Subcommittee – John Stuemky, MD

Childhood Functional Abdominal Pain Syndrome - Amarsha Chakraborty, MD

Children's Emotional and Behavioral Reactions to Disaster - Swapna N. Deshpande, MD; Betty Pfefferbaum, MD, JD; Sandra F. Allen, PhD; Laura B. Smith, MD

Schools for Healthy Lifestyles Addressing the Issue of Children's Health in Oklahoma - Mac McCrory, EdD; John R. Bozalis, MD; James M. Crutcher, MD, MPH, Former Commissioner of Health, Oklahoma State Department of Health

Pediatric Obesity Education to Primary Care Providers

Purpose: To partner with organizations to provide training on pediatric weight management through a webinar series to enhance provider practices, resulting in improved outcomes in obesity among Oklahoma youth

Scope of work: The goal of this project is to provide training on pediatric overweight and obesity to improve the quality of obesity management in primary care. Specific objectives include:

1. Develop a pediatric obesity CME training series for primary care providers. CME training will be developed and provided by a team of experts in childhood obesity, including pediatric psychologists, dietitians, physical therapists and pediatricians trained in pediatric weight management. The curriculum will be based on the expert committee recommendations, incorporating novel biopsychosocial and family systems models of care. Additionally, the OKAAP tool kit on pediatric obesity assessment and management will be distributed to all primary care providers in the state.
2. Provide a pediatric obesity CME training series to pediatric primary care providers through an existing telehealth network. Through partnerships, CME on pediatric weight management will be delivered monthly to selected pediatric primary care practices and Federally Qualified Health Centers over the course of 12 months by the telehealth network, which currently provides services to rural providers across the state.
3. Determine if CME training in pediatric obesity for primary care providers' impacts provider practices and results in improved patient outcomes among at-risk children. Assessment of provider practices of childhood obesity will be based on chart review of well-child checks for obese children, including documentation of BMI, blood pressure, obesity-related lab work, visit diagnoses, and weight management counseling. Re-assessment of these measures will be evaluated and tracked following the training to determine differences in provider practices and impact on patient outcomes.

PCHO Prevention in Practice Award

The 2015 Prevention in Practice award was presented to J. Michael Crutcher, MD. The award was presented at the Annual Meeting in April. This award is designed to recognize exemplary physicians, organizations, and OSMA members for putting Prevention into Practice. This award is presented for showing a proactive leadership role and responsibility working with patients and colleagues regarding healthier lifestyle choices and the betterment of improving the health of Oklahomans. This award is given to one who exemplifies excellence in promoting clinical prevention and wellness education in their medical center and community to improve the overall health and well-being of their patients as well as demonstrating dedication and commitment as a healthcare provider.

Tobacco Use Prevention and Cessation

PCHO held a CME training on Tobacco Use Prevention for Primary care providers. There were 26 physicians and staff that attended.

The PCHO also sponsored a special Tobacco Use and Cessation Edition of the JOSMA, November 2015 issue.

Shape Your Future Campaign

The PCHO partnered with TSET to promote the “Rethink Your Drink” campaign. Shape Your Future is dedicated to improving community health. We encourage parents, children and all Oklahomans to live healthier lives every day by eating more fruits and vegetables, getting the appropriate amount of physical activity and being tobacco free. “Rethink Your Drink” messaging motivates Oklahomans to choose healthy, hydrating water over sugar-sweetened beverages to quench their thirst.

Special Edition of JOSMA

The PCHO sponsored a special edition of the JOSMA, *Cancer in Oklahoma*, July/August 2016.

Primary Care Pediatric Obesity Training

Ashley Weedn, MD gave an update about the project. The 2018 CME training series on Pediatric Obesity Management in Primary Care included topics: Implement Childhood Weight Management into Your Practice, presented by Ashely Weedn, MD; Practical Nutrition Tips, presented by Katy Soper, MS, RD/LD; Motivational Interviewing Tips, presented by Stephen Gillaspay, PhD; Sleep Behaviors, presented by Theodore Wagoner, PhD; Polycystic Ovarian Syndrome in Adolescents, Kelly Curran, MD; Adolescent Bariatric Surgery, presented by Laura Fischer, MD, MS. The training series consisted of six weekly 45-minute webinars. The webinars were offered to all OSMA members and interested healthcare providers across the state free of charge. There were 97 total registered participants including physicians, nurse practitioners, physician assistants, and dietitians. Additionally, there were several participants from other states and countries that inquired or registered for the series. The goal is to continue to educate healthcare providers by improving the quality of pediatric obesity management in primary care. Additionally, we plan to survey participants to determine if they have been able to implement recommendations into practice and determine their recommendations for future topics of interest related to pediatric obesity management.

Special Edition of the JOSMA

The task force agreed to sponsor a special edition of the JOSMA for 2019. The Task Force is planning an issue on Gerontology and Aging.

Medication Assisted Treatment Expansion Project

- Prescription drug overdoses kill nearly two Oklahomans per day. In many rural Oklahoma counties, opioids account for more than half of drug overdose deaths. While the state has many ongoing efforts to identify and help persons with or at risk of opioid addiction, access to treatment for opioid use disorder (OUD) is particularly sparse in rural areas of Oklahoma where there are few primary care providers (PCPs) trained to identify and treat people who have OUD.

Many Oklahoma PCPs are concerned about the devastating effect of OUD on their patients and communities. However, many PCPs also feel overwhelmed at the prospect of offering treatment for OUD in their own practice. The *Medication-Assisted Treatment (MAT) Expansion Project* aims to support PCPs in 28 rural Oklahoma counties as they learn how to deliver and expand access to MAT services for persons with OUD. MAT is an evidence-based strategy for treating persons with OUD that combines the use of medications with counseling and behavior therapies to provide a whole-patient approach to treatment. We offer practical, hands-on assistance to you and your office team through training, case-based consultations with addiction specialists, and mentoring by experienced MAT providers. Practices will receive a stipend to facilitate data collection for a planned evaluation of the project.

To date the MAT has trained twelve primary care physicians practicing in rural Oklahoma. Several more are in training or waiting for approval of their waiver.

Tobacco Tax Increase and Smoke Free Oklahoma

In collaboration with the Oklahoma State Department of Health, the PCHO emailed a letter to our members regarding the tobacco tax increase and steps that physicians can take to support patients that have a desire to quit smoking. The PCHO is working with OSDH and other stakeholders in the state on clean indoor air initiatives.

Prevention in Practice Award Nominations

The task force is in the process of submitting nominations for the PCHO PIP award. This award will be given at 2019 Annual Meeting.

Committees that PCHO has served or is currently serving on:

BEST (Breast Education Starts Today) workgroup
Turning Point Council
Intimate Partner Violence
Pain Relief Oklahoma
Diabetes solutions conference
Legislative Task Force on Children's Health Promotion
Arthritis Network
Asthma initiative
Central Oklahoma Turning Point
Immunization Coalition
Oklahoma Health Improvement Partnership (OHIP)

Turning Point

Rural Health Conference

Community Health Educators

Komen Grant Review Committee

OSDH Take Charge

Quality health Initiative

Conference on Aging

OEPIIC

HISPC Governor's Task Force

Fit Kids Coalition

OHIP

OKHITECH

SHEICAP

Pediatric Obesity

Comp Care Initiative

Interoperability Workgroup

Smoke Free Oklahoma

OSDH Tobacco Cessation Workgroup

Champions of Health

ROVER

MAT

Health Workforce Governor's Task Force

SBIRT

OHA Safety Action

Comp Cancer Coalition

OSDH Tobacco Advisory