



Oklahoma Health 360° Recommendations

Obesity is one of the fastest-growing public health concerns. Oklahoma currently ranks eighth in the nation in obesity with an adult obesity rate of 33.9 percent – higher than the national average of 29.8%. The state’s 17.3 percent youth obesity rate is also higher than the national average and places Oklahoma at sixth in the nation in youth obesity. The Health 360° Project recommendations aim to help lower the rate of obesity in our state through implementing evidence-based practices, considering health in policy making decisions, and maximizing the impact of state efforts.

The following recommendations were developed through reviewing statewide obesity efforts, capturing stakeholder feedback, reviewing evidence-based practices and policies, and gathering subject matter expert feedback from state and national experts.

Cross-Sector Collaboration: Recommendations included require sectors to work together to improve obesity outcomes in Oklahoma.

- Pursue a gubernatorial resolution for a Health in All Policies taskforce, which would include leadership from health and non-health state agencies working together to review and consider health in all policy making decisions.
- Strengthen integration across all sectors to improve programming and interventions aiming at policy, systems, and environment in the early childhood setting. Research shows that investing in early childhood programs and policies to prevent obesity will have a better return on investment and lead to a healthier life for those children over their lifespan.
- Increase collaboration and information sharing across agencies specific to obesity (e.g., resources; utilize same assessment of similar/same programs; goal alignment) to reduce duplication of efforts.
- Closely monitor budgets of programs targeting obesity by establishing standardized reporting procedures to allow for cost analysis of overall state spending on obesity.
- Develop food service guidelines that are consistent with obesity prevention and reduction standards for all individuals being served. Consistent, healthy food service guidelines regardless of health status can significantly increase the health of the population being served, which can help to decrease future negative health outcomes and lower future healthcare costs.
- Highlight and enhance agency partnerships with Oklahoma Works to increase awareness about employment and education opportunities. Employment and education align with other Governor initiatives and support healthy behaviors.

Resource Allocation: Recommendations included focus on how funds can be allocated in the most efficient manner to realize health improvement.

- Build in strong evaluation measures to ensure documented success of programs, and allocate resources based on the results.
- Continuous quality improvement and budget analysis should be a part of every program receiving state resources.



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- Target populations with higher rates of obesity through specific programming and policies.
- Address adverse childhood events, which have shown to increase obesity, through home visitation programs.

Programmatic Recommendations: These recommendations detail changes that could be made to specific state programs to improve obesity outcomes within the populations served by these programs.

- Focus on longer term policy, systems, and environmental interventions and reduce the number of single events/programs.
- Develop and fund a multi- component worksite obesity prevention program for state employees.
- Increase funding for Safe Routes to School. Studies show the program is an economically sound investment that can decrease health care costs and school transportation costs.
- Enhanced marketing of products and programs available to state employees (e.g., THRIVE) could help the programs gain recognition and enhance utilization.
- Health education should be mandatory in schools so that children, starting at a young age, know about healthy eating and physical activity.