

**American Public Health Association**  
Community Transformation Grant Program

**FINAL REPORT**

<b>CONTACT INFORMATION</b>	
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<b>Project Title</b>	“Oklahoma Health and Wellness: Then & Now”
<b>CTG Strategy</b>	OPHA has the full support and partnership with all four CTG Oklahoma grantees. Videos and public service announcements (PSAs) were developed. A written four-part series will complement the videos and PSAs in a statewide health and wellness magazine. One sixty-minute webinar featured each CTG grantee and their associated CTG activities and strategies. Electronic media was utilized to promote these four CTG grantees.
<b>Primary CTG Partners</b>	Cherokee Nation Healthy Nation Oklahoma City-County Health Department Little Dixie Community Action Agency, Inc. Indian Nations Council of Governments, Area Agency on Aging

The Oklahoma Public Health Association (OPHA) successfully utilized the APHA Community Transformation Grant funds to disseminate the CTG strategies of all four Oklahoma CTG grantees. OPHA collaborated with Cherokee Nation Healthy Nation, Oklahoma City-County Health Department, Indian National Council of Governments Area Agency on Aging, and Little Dixie Community Action Agency for the “Oklahoma Health and Wellness: Then & Now” project. Faculty from the University of Oklahoma Health Sciences Center College of Public Health helped to identify a graduate student intern to assist on this project.

OPHA contracted all videography and graphic design with Lloyd Entertainment Media Group (LEMG). The OPHA President and intern created interview questions for CTG stakeholders and OPHA Past Presidents. A primary contact was identified at each CTG grantee and these persons were responsible for securing the location and stakeholders to be interviewed. LEMG staff went to four locations to video footage of stakeholder interviews, interviews with OPHA Past Presidents, and other public health leaders. When available, the graduate student intern accompanied the LEMG staff to obtain real-life interview skills and strengthen his networking skills. OPHA partnered with the Oklahoma Historical Society and the intern took almost 100 high-resolution photographs of historical documents.

The four CTG grantees collaborated for a 60-minute webinar on November 21. The webinar provided information about each grantee, local CTG activities and strategies, and tips for replicating these activities/strategies in communities that didn’t receive CTG funds. There were 226 attendees registered to attend the webinar. Of the 226 registered attendees, 132 participated in the live event. Of those attending the live event, 43 requested CHES/MCHES credit. OPHA strongly believes in professional development and worked with the National Commission of Health Education Credentialing, Inc. to approve the webinar for one Category I CHES/MCHES credit. OPHA utilized electronic communication such as e-mail, the OPHA website, and social media (Facebook, Twitter, LinkedIn) to promote this webinar. The reach for Facebook was 235 and over 27,000 for LinkedIn. OPHA has 172 followers and sent nine tweets, seven of which were retweeted by organizations with a total following of 2,427.

A six-minute video was created to provide a brief historical background of health in Oklahoma and to showcase all four CTG grantees strategies and activities. A shorter 30-second or 60-second video public service announcement was created for each CTG grantee. The videos are complete and OPHA is in process of creating and posting these on YouTube for further dissemination. Due to the short timeframe and other competing priorities, OETA, the Oklahoma Network, was unable to broadcast at least one of the four 30- or 60-second PSAs during the grant period. However, conversations are underway to feature the longer video and several CTG stakeholders on OETA’s “Oklahoma News Report” in early 2014.

The first of a four-part series of articles was published in the Community Corner section of the Thrive Oklahoma Wellness magazine's November/December issue. This magazine has a readership of over 22,000. The remaining three articles will highlight the remaining three CTG grantees and will lead up to the OPHA Annual Conference in May, 2014.

OPHA and all partners assisted with the development and implementation of this project. OPHA was the main evaluator. Evaluation (quantitative and qualitative) data will be collected through online surveys, Google, Facebook, and Twitter analytics, ReadyTalk registration and survey data, and stakeholder interviews.

While many products were developed and implemented by December 1, 2013, OPHA has an organized plan to sustain these messages and products through mid-2014. By developing and strengthening our relationships with other public health partners, we continue to assure that the Oklahoma Public Health Association will maintain its identity as Oklahoma's only non-profit organization dedicated to promoting public health improvements through education, practice, and advocacy.