

Certified Healthy Oklahoma Report

By The Numbers

2016



Oklahoma State Department of Health
The Center for the Advancement of Wellness

Certified Healthy Oklahoma Report

By The Numbers

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Executive Summary

Certified Healthy Oklahoma: By the Numbers – 2016

Overview

The Certified Healthy Oklahoma (CHO) program is a free, voluntary statewide certification. The certification showcases businesses, campuses, communities, congregations, early childhood programs, restaurants and schools that are committed to supporting healthy choices through environmental and policy changes. These entities are working to improve the health of Oklahomans by implementing elements, policies, and programs that will help Oklahomans eat better, move more and be tobacco free.

The CHO program began in 2003 as a collaborative initiative between four founding partners - the Oklahoma Turning Point Council, the Oklahoma Academy for State Goals, the Oklahoma State Chamber, and the Oklahoma State Department of Health (OSDH). At that time, the program recognized

23 businesses that were working towards improving employee health by providing wellness opportunities and implementing policies that lead to healthier lifestyles.

The CHO program has grown over the years and now has seven aforementioned certification programs. The program offers three levels of certification: Basic, Merit and Excellence.

Where we stand today

In 2016, among the 2,143 applicants, 1,970 (91.9%) were certified as basic, merit and excellence across all seven CHO programs. Within all CHO programs, at least 82% or more of all applications achieved a level of certification in 2016. **Figure A** below provides a breakdown by applications and certifications across all seven CHO programs, and **Figure B** displays a breakdown by certification level for each of the seven CHO programs.

Figure A: CHO Application and Certification Comparison by Programs and Overall - 2016

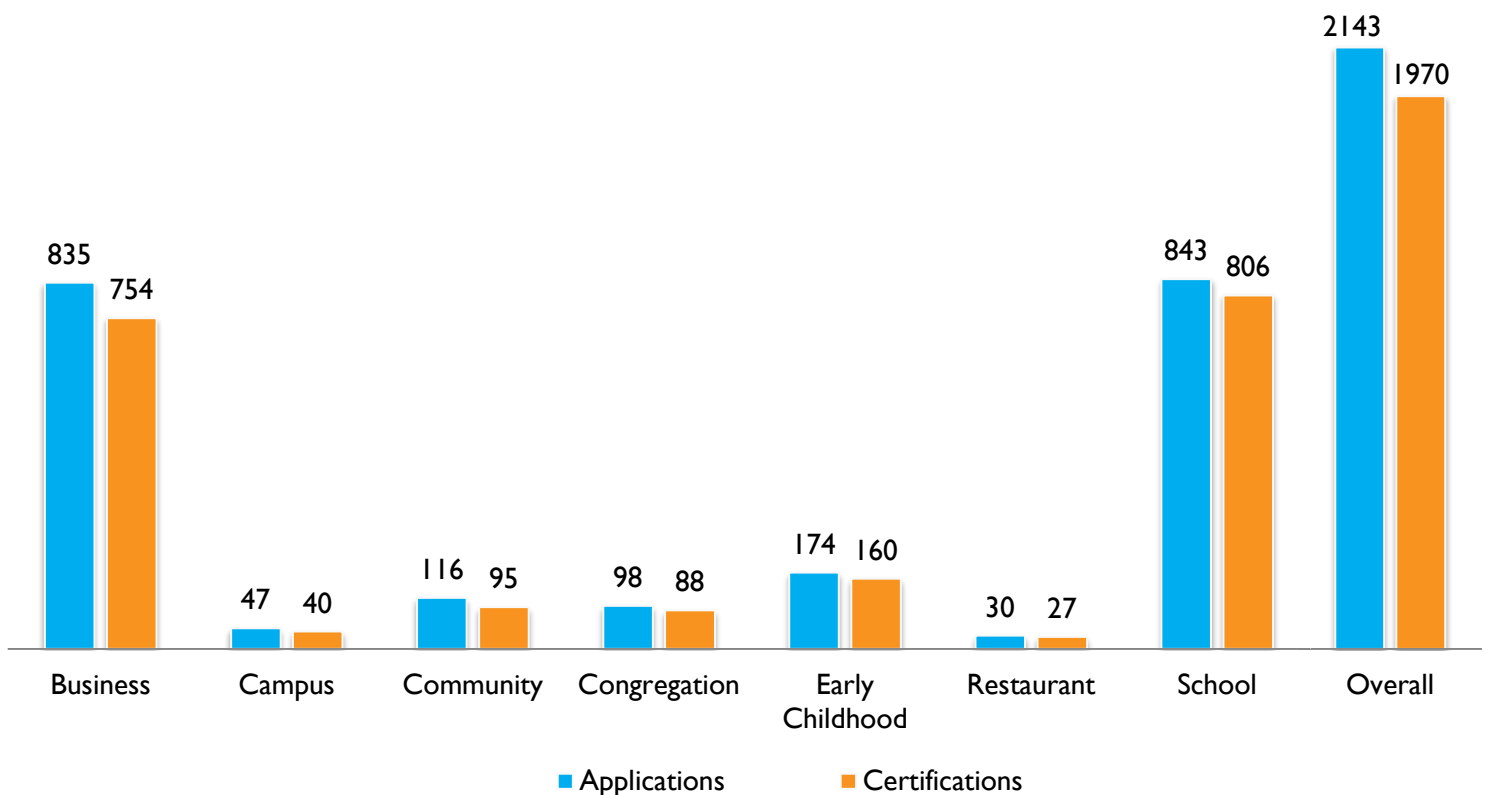
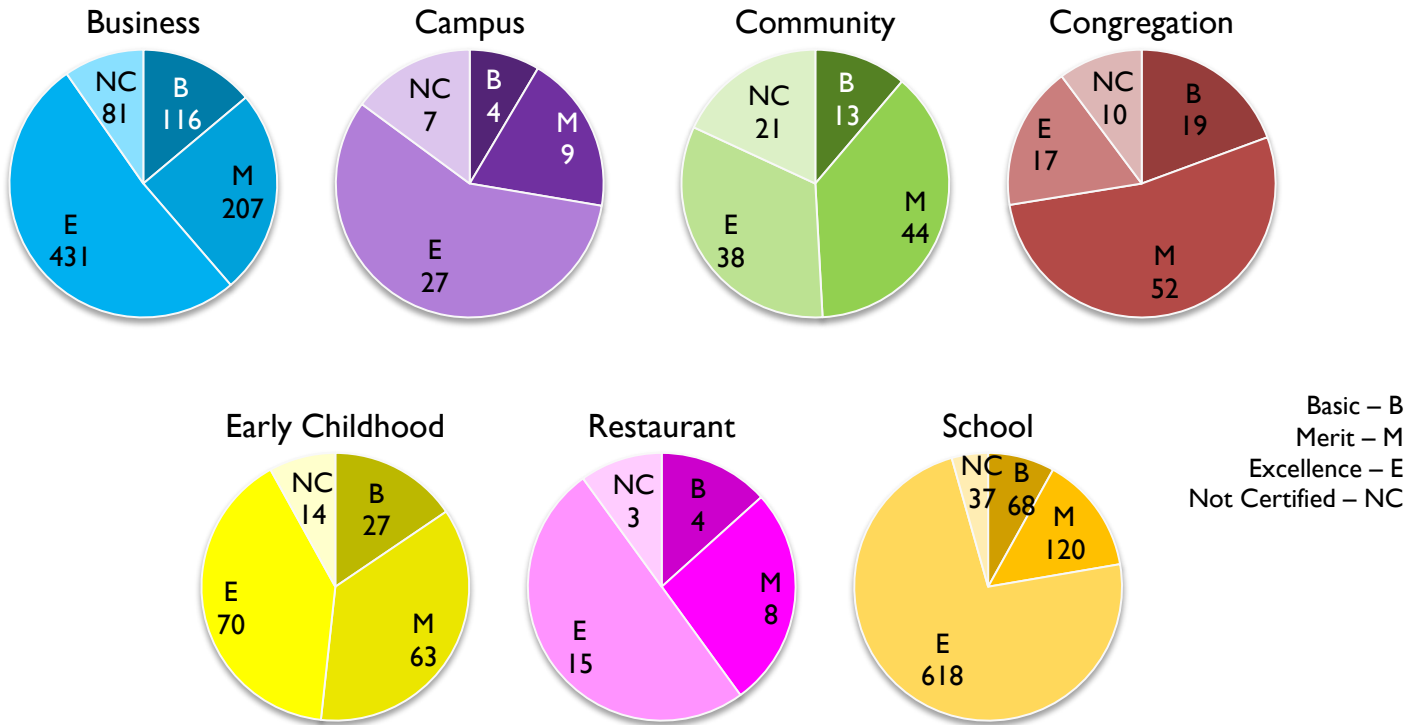


Figure B: CHO Certification Level Comparison by Programs - 2016



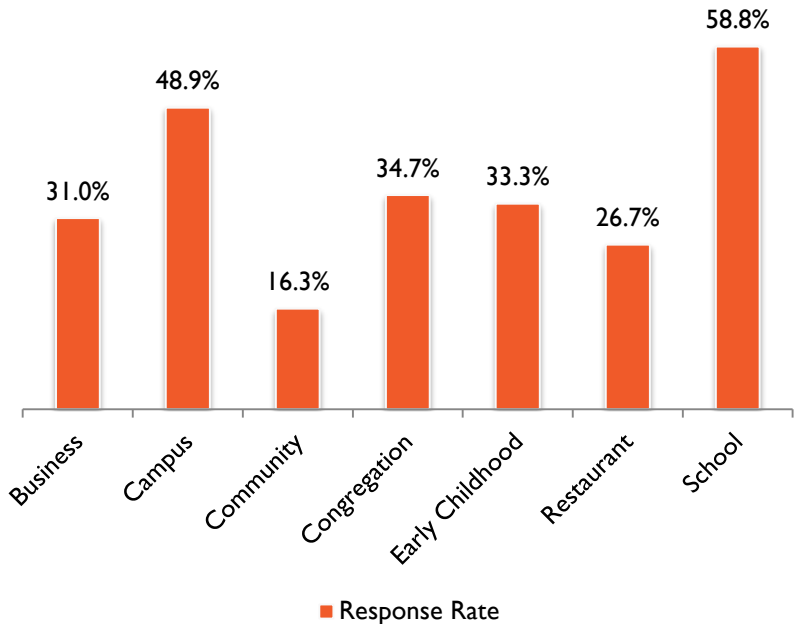
2016 CHO Applicant Feedback Survey

The Center for the Advancement of Wellness (**Center**) at the OSDH administered a web-based survey of all CHO applicants across all seven programs in December 2016 to gather feedback with an overall purpose to improve the CHO program. The information collected was centered around the CHO application process, criteria required to become a CHO entity and applicants' opinions and beliefs regarding the role of health on their organizations.

The Center for the Advancement of Wellness always appreciates and values feedback from its customers. A similar survey for all seven CHO programs was administered in previous years, and changes based on applicants' feedback included enhancement of the Certified Healthy Oklahoma website, changes to the CHO criteria and improved transparency throughout the application and scoring process.

The 2016 survey was completed by 897 organizations out of the 2,143 that applied to become a CHO entity (response rate of 41.9%). **Figure C** depicts all seven CHO program's survey response rates.

Figure C: Response Rates on CHO Applicant Feedback Survey - 2016

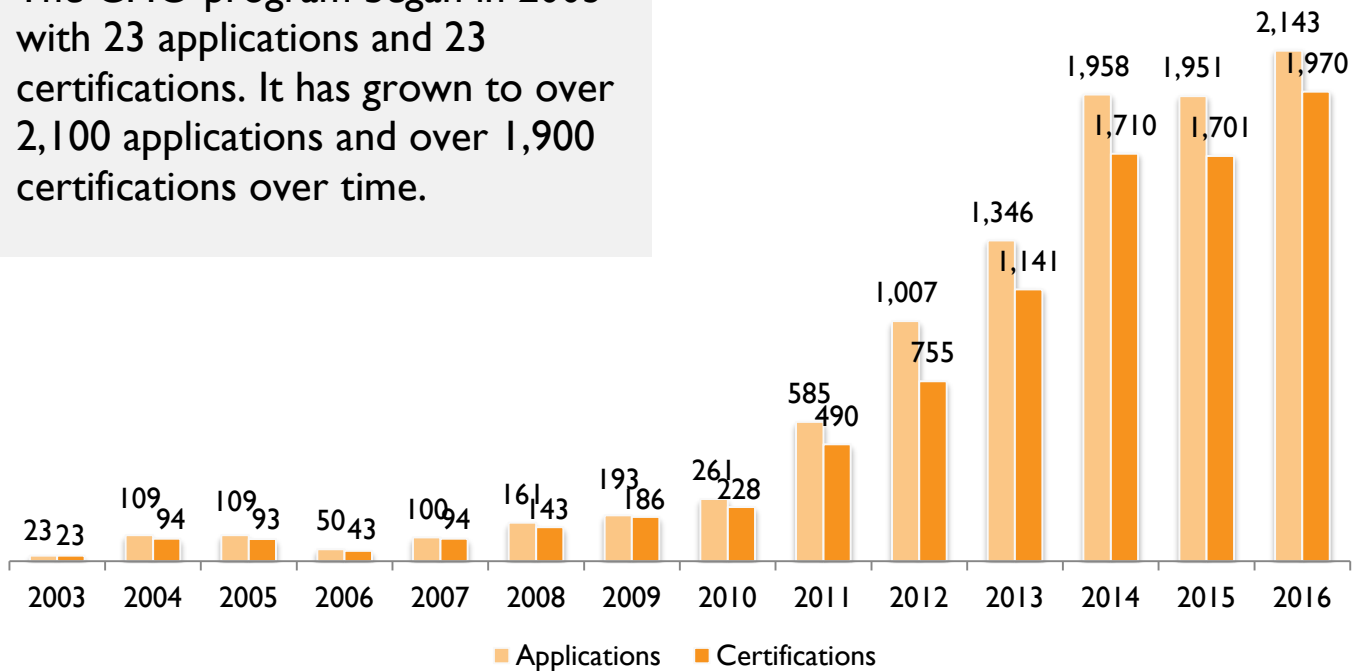


The sections ahead in this report provide summary data of applications and certifications for all seven CHO programs as well as the 2016 CHO Applicant Feedback Survey key findings. Also, maps using Geographic Information Software have been included in this report to show the statewide coverage of the CHO programs.

Certified Healthy Oklahoma (CHO)

Overall Summary

The CHO program began in 2003 with 23 applications and 23 certifications. It has grown to over 2,100 applications and over 1,900 certifications over time.

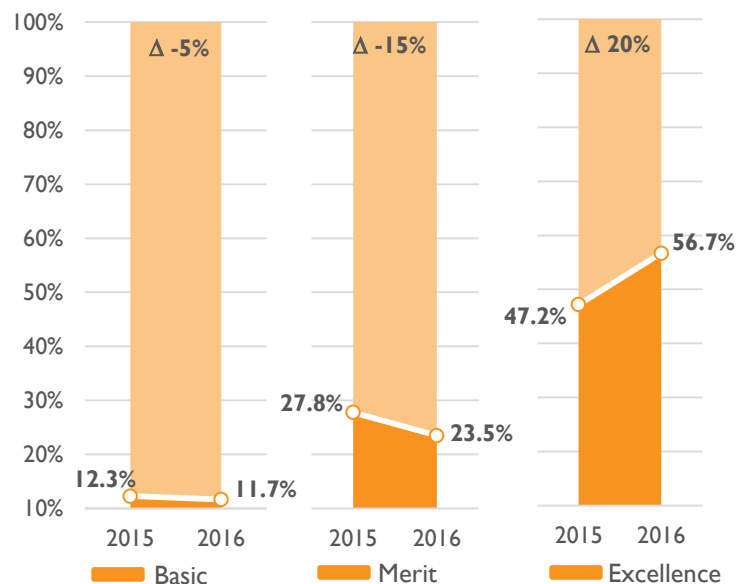


Breakdown by Certification Level in 2016

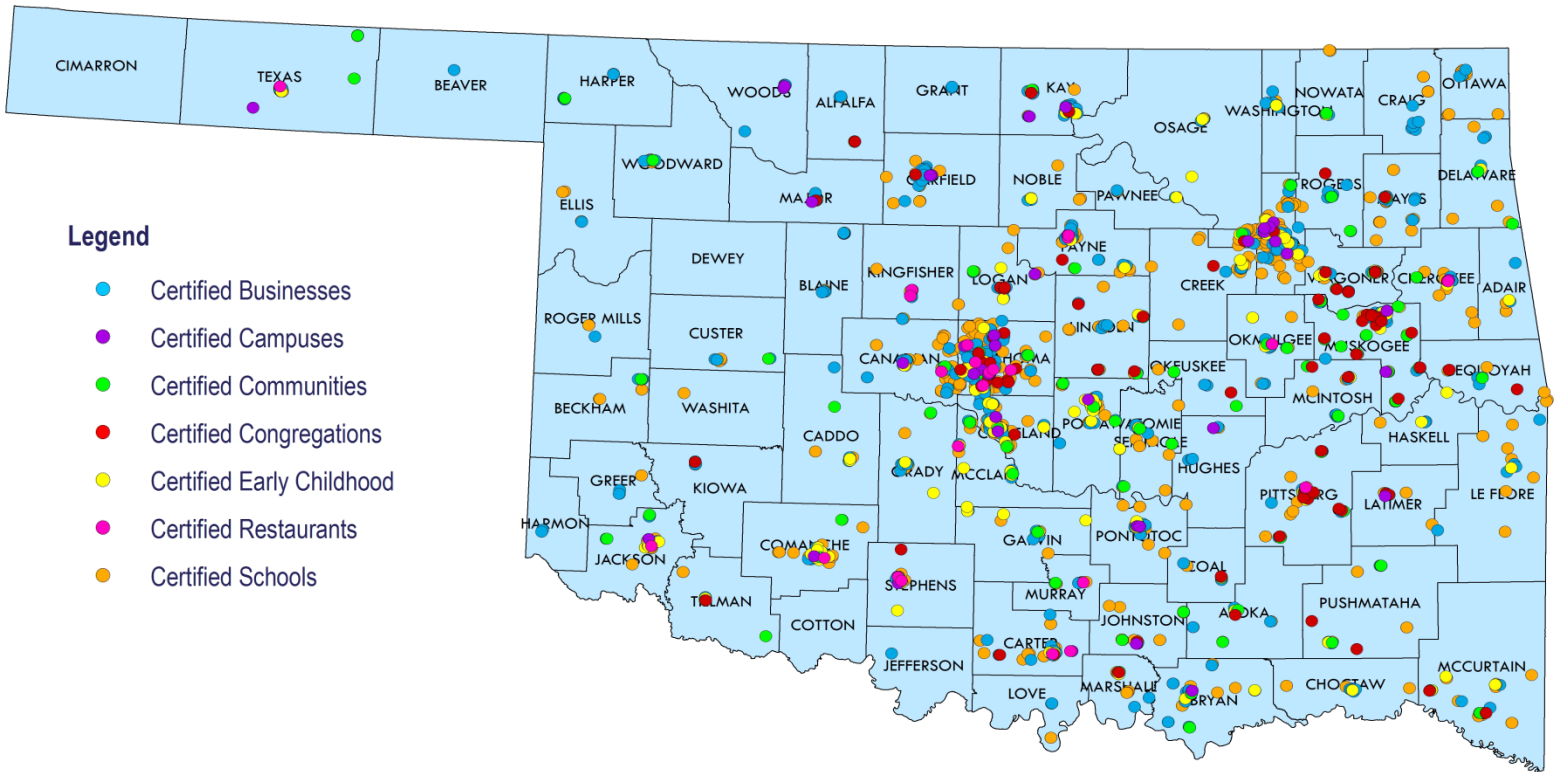
In 2016, among the 2,143 applicants, 1,970 (91.9%) were certified as basic, merit and excellence across all seven CHO categories.

- 251 (11.7%) were certified at the basic level.
- 503 (23.5%) were certified at the merit level.
- 1,216 (56.7%) were certified at the excellence level.
- 173 (8.1%) were not certified.

Compared to 2015, the percentage achieving excellence level certifications increased 20% in 2016 from 47.2% to 56.7%.



Certified Healthy Oklahoma Programs 2016



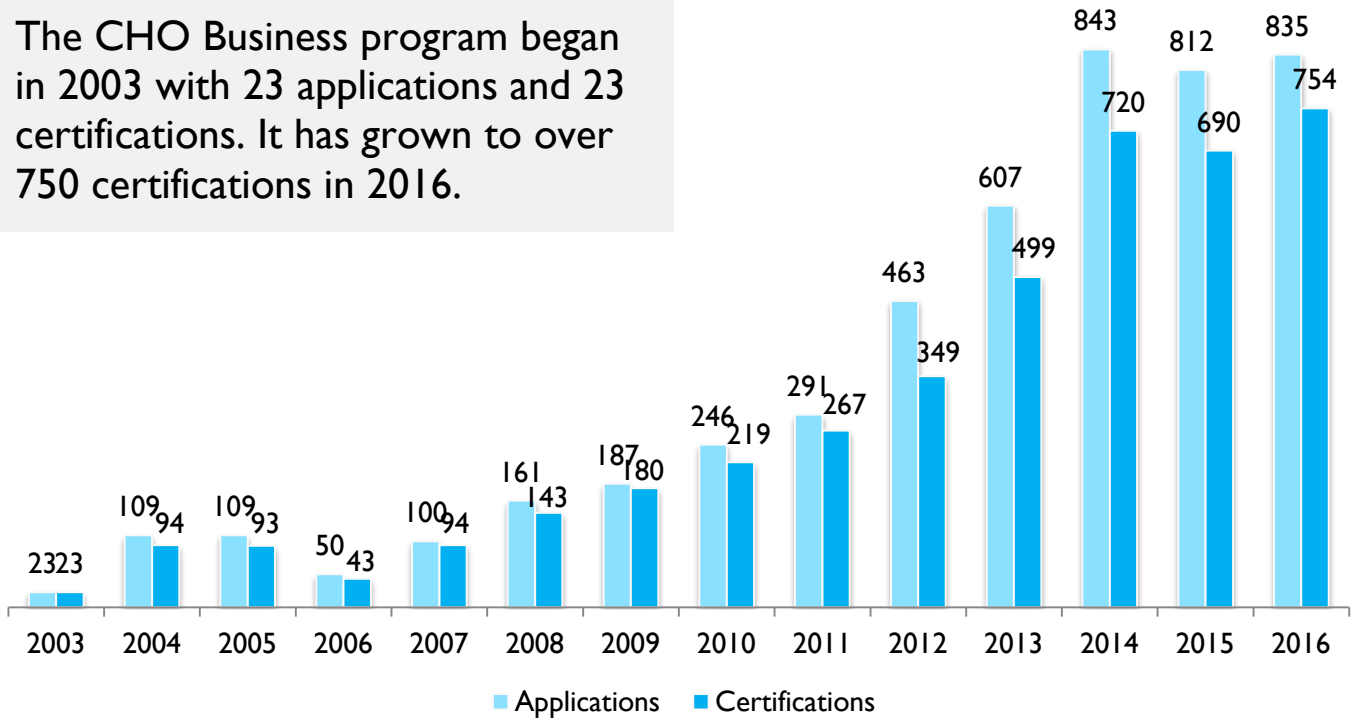
Legend

- Certified Businesses
- Certified Campuses
- Certified Communities
- Certified Congregations
- Certified Early Childhood
- Certified Restaurants
- Certified Schools



Overall Summary

The CHO Business program began in 2003 with 23 applications and 23 certifications. It has grown to over 750 certifications in 2016.

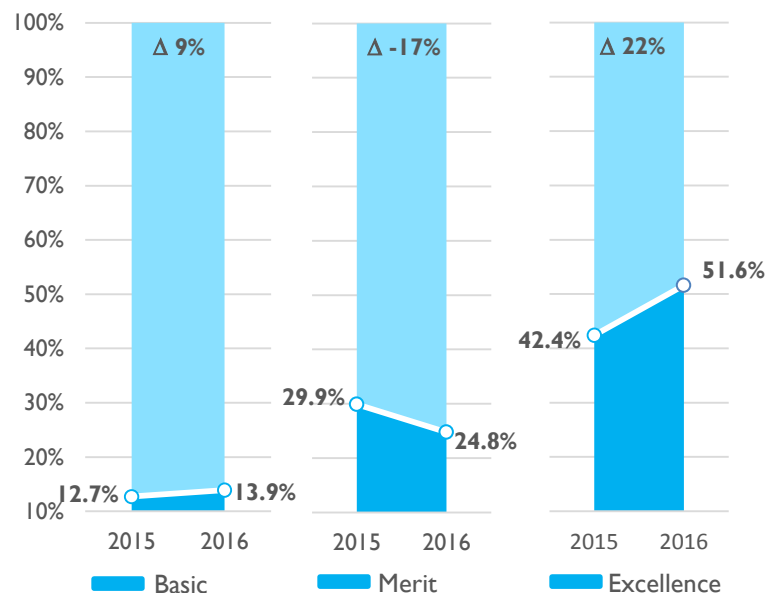


Certification Highlights

Applicants select activities and policies that are currently offered by their business. Among the certified, some criteria highlights include:

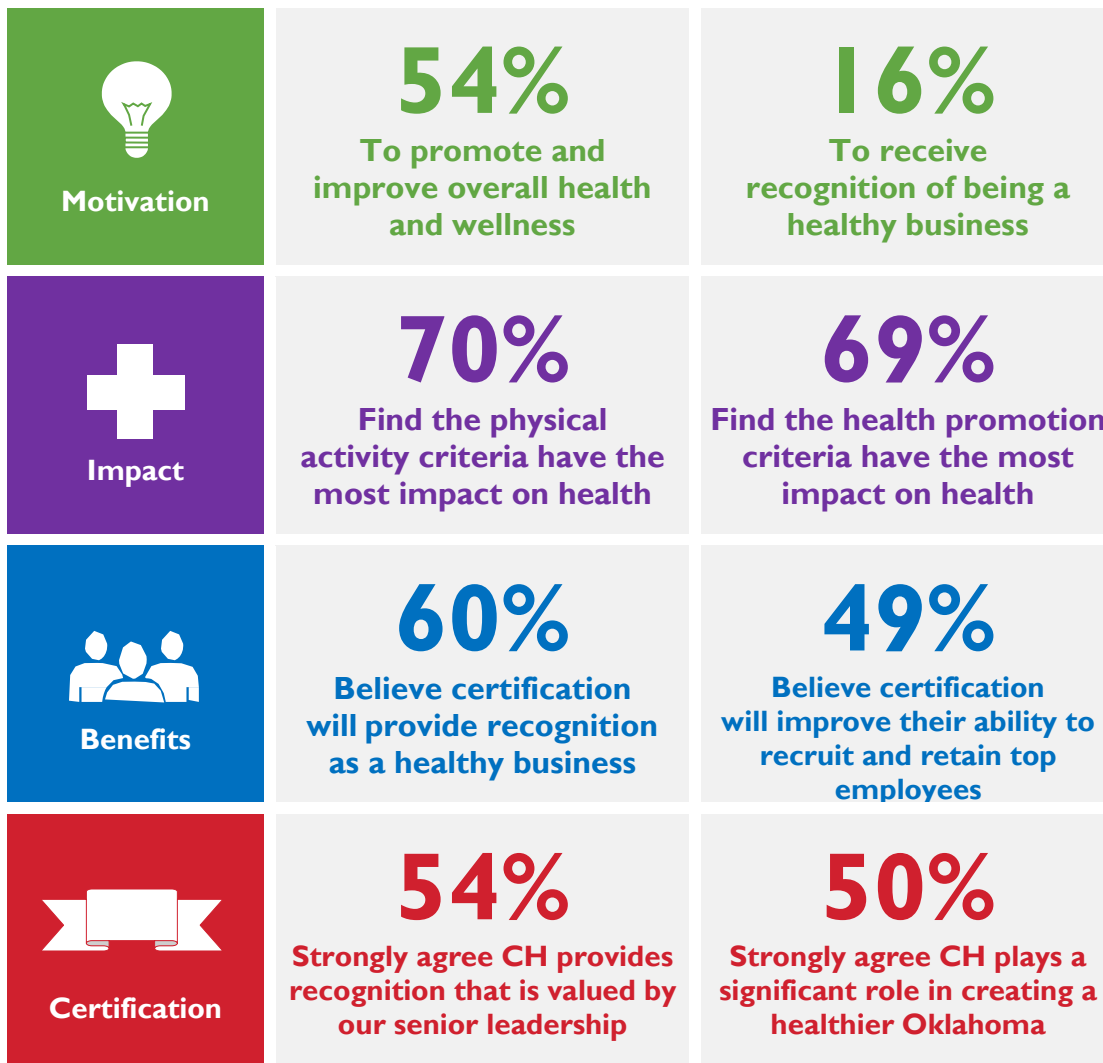
- **97.3%** actively enforce a written policy banning smoking and/or tobacco use
- **60.3%** have a written nutrition policy or formal communication that makes healthier food and beverage choices available in cafeterias or snack bars.
- **96.4%** provide employees with food preparation and storage facilities
- **77.9%** provide environmental supports for recreation or physical activity
- **86.3%** provide free or subsidized blood pressure screening onsite or through partners

Compared to 2015, the percentage achieving excellence level CHO business certifications increased 22% in 2016, from 42.4% to 51.6%.



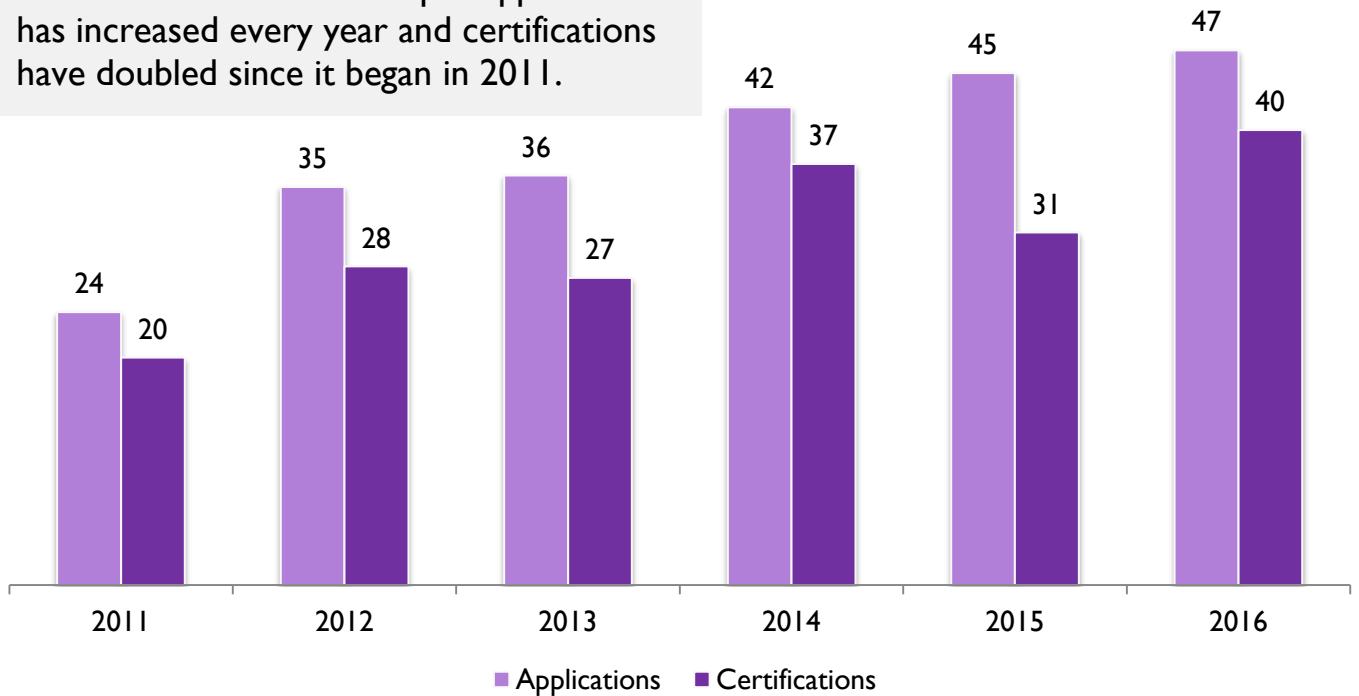
2016 CHO Applicant Feedback Survey

- A total of 835 businesses in Oklahoma applied to become a CHO Business in 2016.
- For the third year in a row, the Center for the Advancement of Wellness administered a web-based survey of all CHO Business applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Business, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2016.
- The survey was completed by 259 businesses out of the 835 that applied (response rate of 31.0%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



Overall Summary

The number of CHO Campus applications has increased every year and certifications have doubled since it began in 2011.

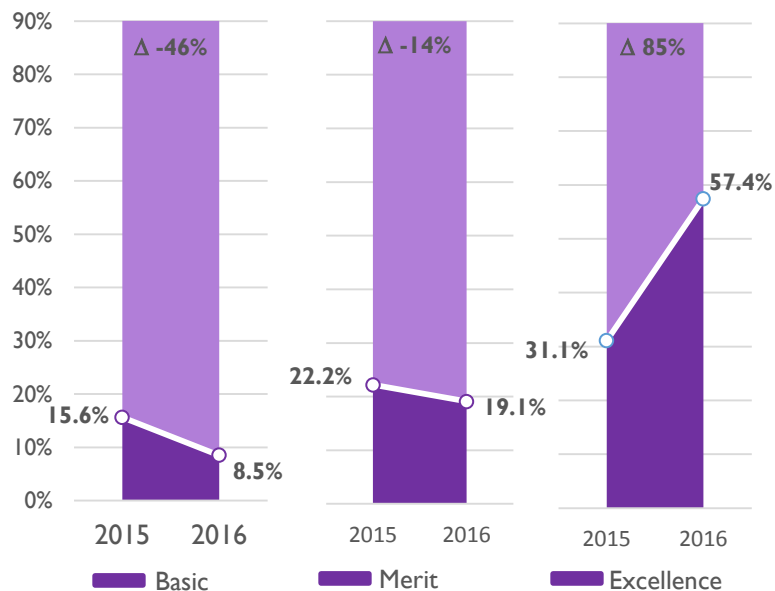


Certification Highlights

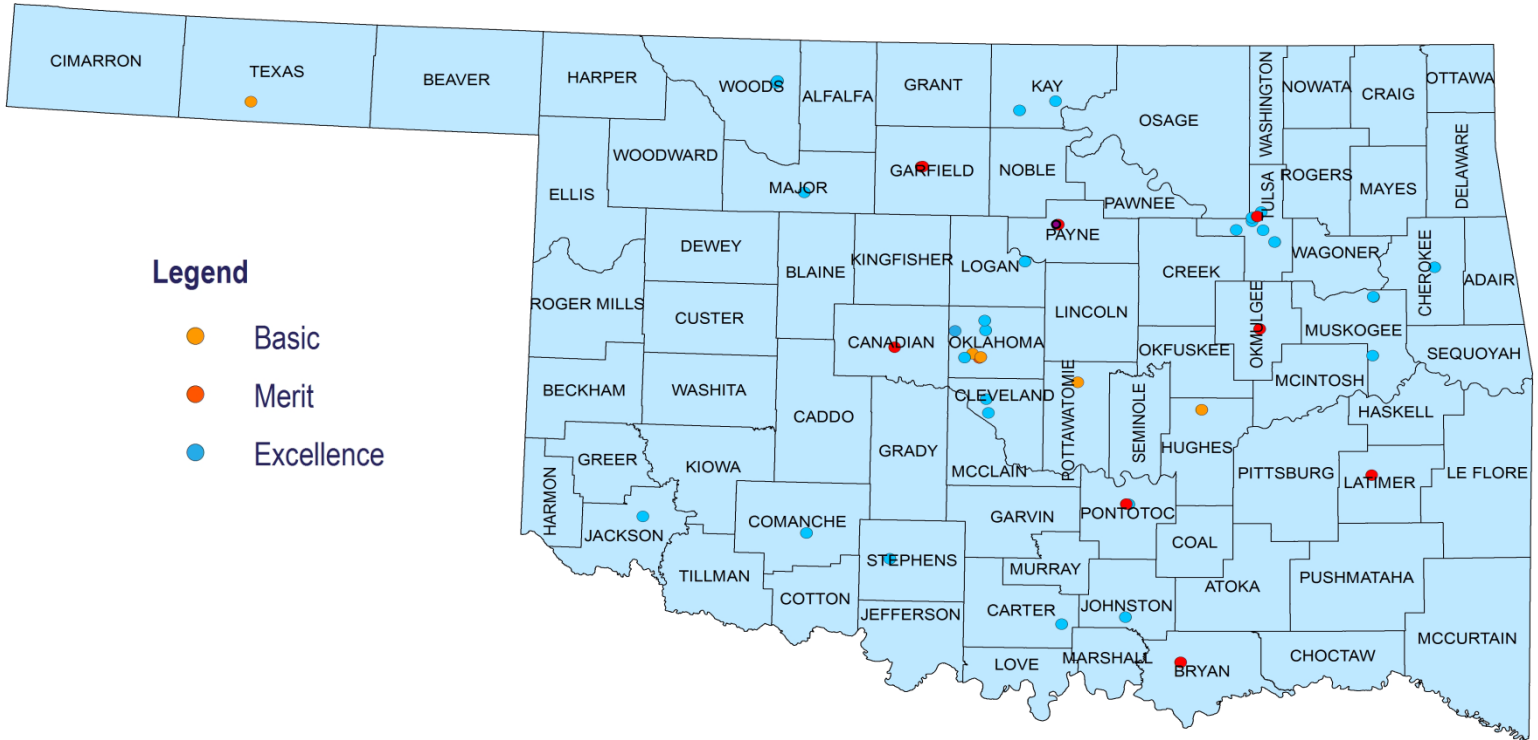
Applicants select activities and policies that are currently offered by their campus. Among the certified, some criteria highlights include:

- **100%** provide tobacco cessation assistance to faculty, staff, and students, including promotion of the Helpline: 1-800-QUIT-NOW
- **95.0%** on campus vending offers healthy alternatives, including alternatives to sugar-sweetened beverages
- **92.5%** provide a fitness facility for all faculty, staff, and students at free or reduced cost OR free or reduced membership to a local fitness facility
- **92.5%** have designated walking trails either indoor, outdoor, or both

Compared to 2015, the percentage achieving excellence level CHO campus certifications increased 85% in 2016, from 31.1% to 57.4%



Certified Healthy Campuses 2016

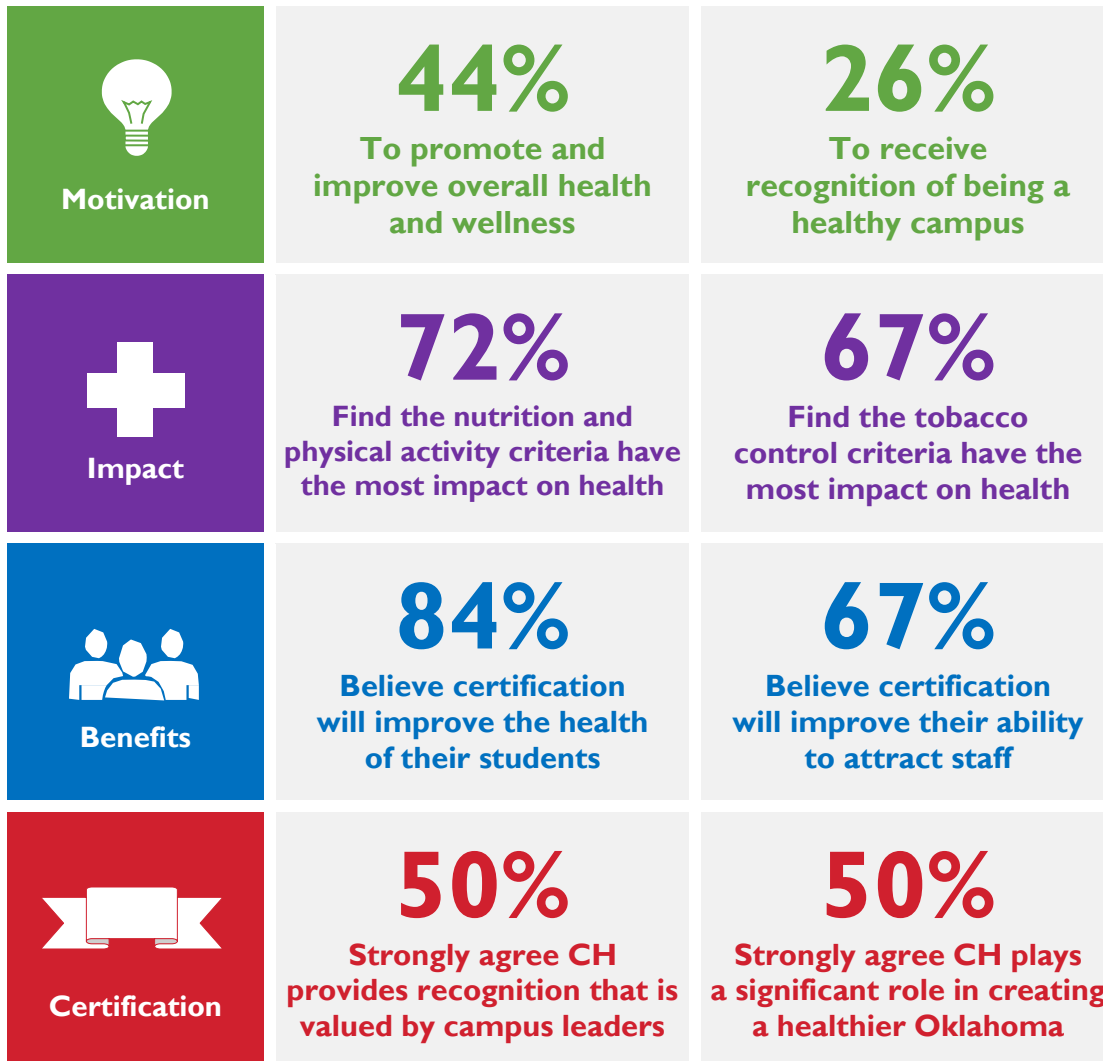


40 certifications

97,244 people reached

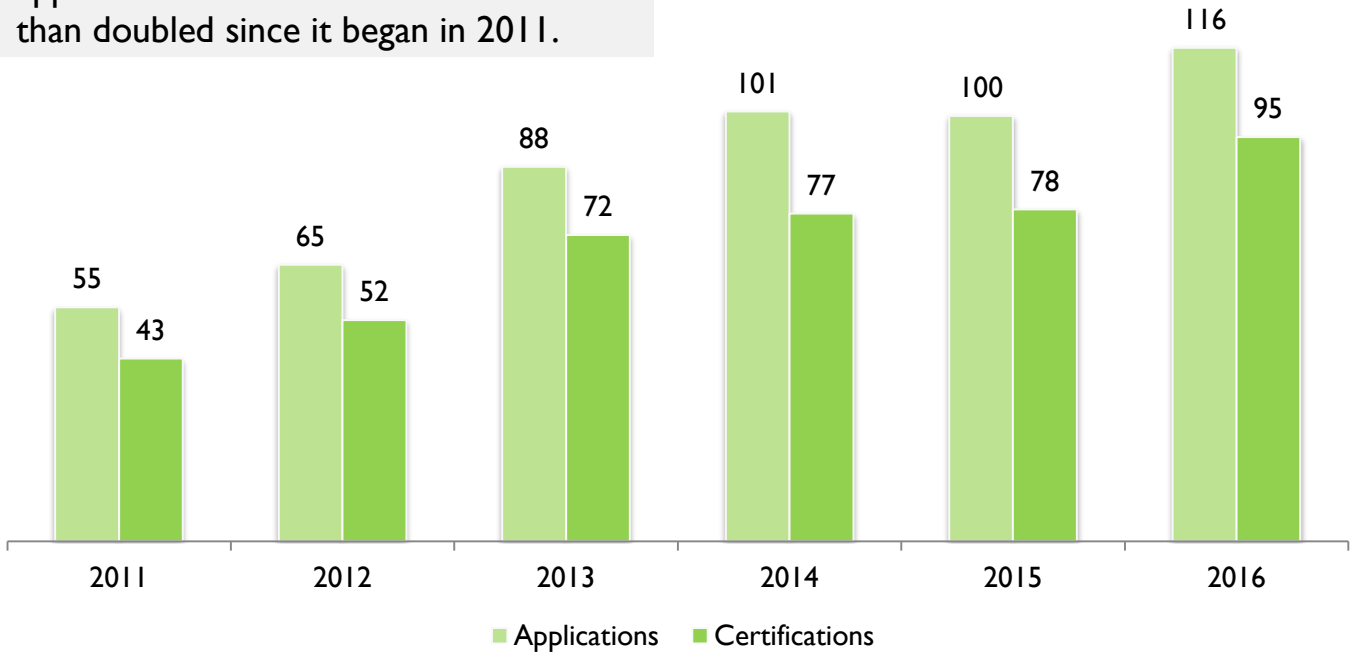
2016 CHO Applicant Feedback Survey

- A total of 47 campuses in Oklahoma applied to become a CHO Campus in 2016.
- For the third year in a row, the Center for the Advancement of Wellness administered a web-based survey of all CHO Campus applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Campus, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2016.
- The survey was completed by 23 campuses out of the 47 that applied (response rate of 48.9%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



Overall Summary

The number of CHO Community applications and certifications has more than doubled since it began in 2011.

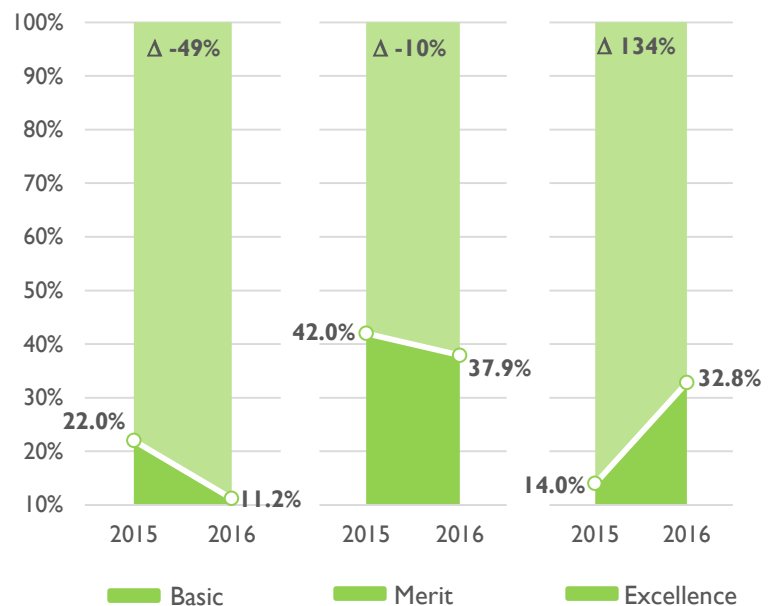


Certification Highlights

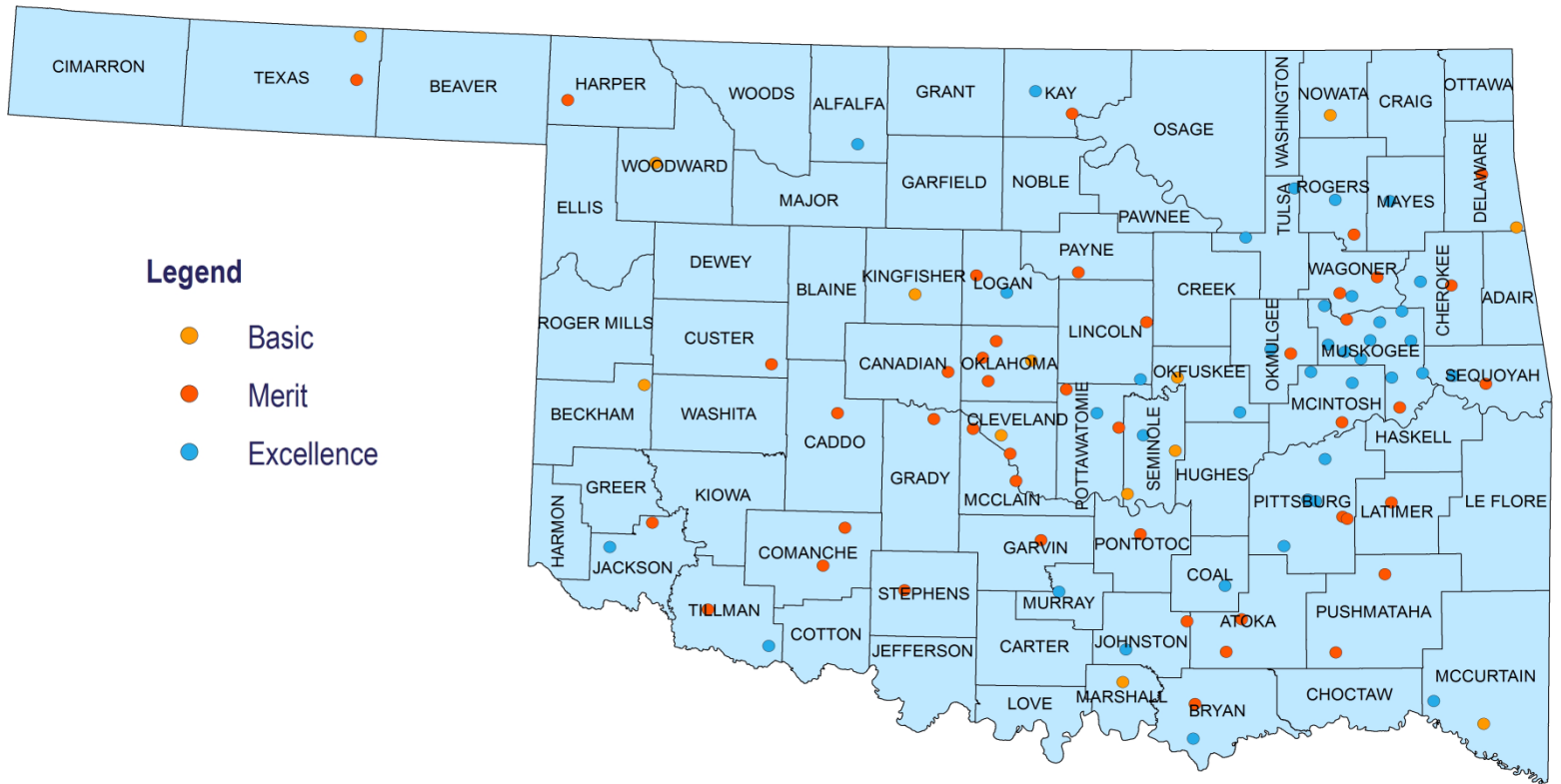
Applicants select activities and policies that are currently offered by their communities. Among the certified, some criteria highlights include:

- **95.8%** of primary and secondary educational institutions within the community have adopted policies ensuring “24/7” tobacco, vapor products, alcohol and drug free properties that cover students, staff, and visitors
- **95.0%** have established community garden(s) located in parks, schools, work sites or childcare settings are available to the community
- **86.3%** of local community gyms (community center, church, school, etc.) are available for before/after school physical activity through a shared use agreement

Compared to 2015, the percentage achieving excellence level CHO community certifications increased 134% in 2016, from 14.0% to 32.8%.



Certified Healthy Communities 2016



13
Basic

44
Merit

38
Excellence

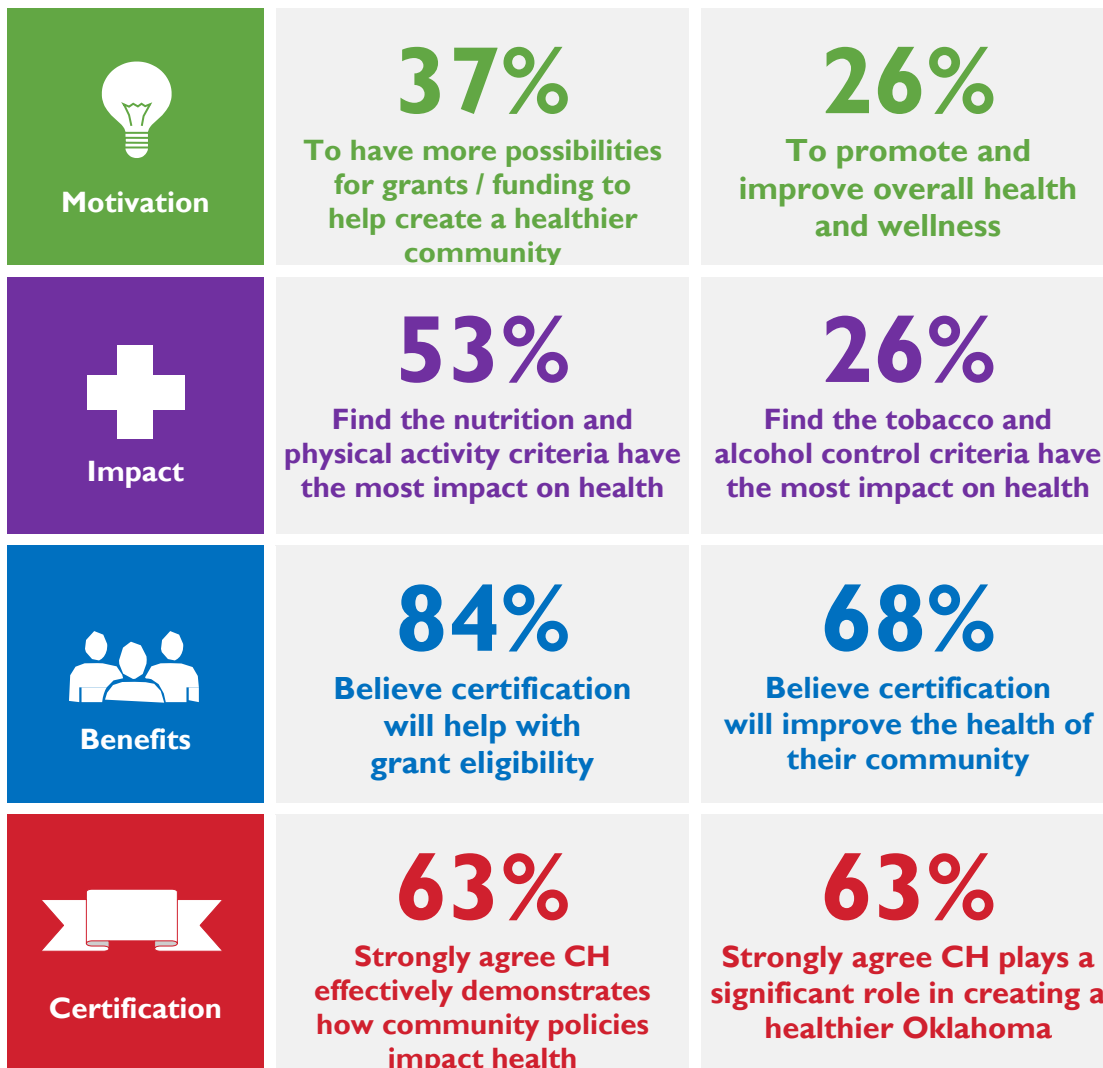


95 certifications

1,409,211 people reached

2016 CHO Applicant Feedback Survey

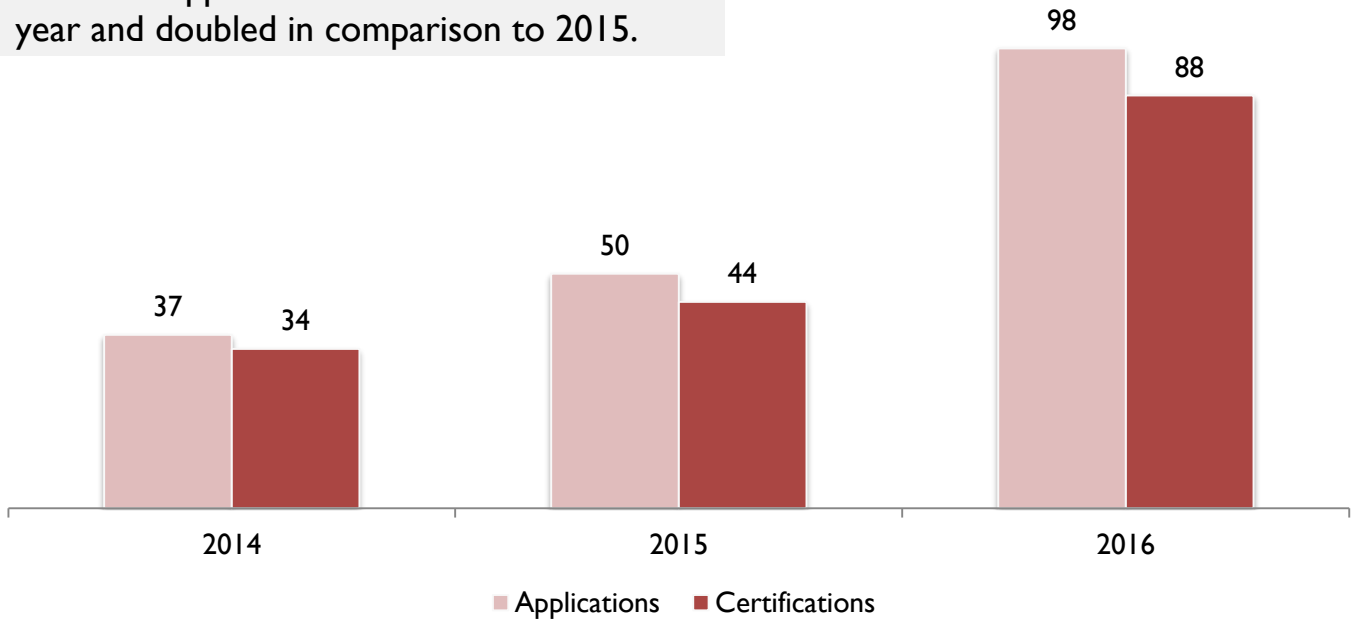
- A total of 116 communities in Oklahoma applied to become a CHO Community in 2016.
- For the third year in a row, the Center for the Advancement of Wellness administered a web-based survey of all CHO Community applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Community, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2016.
- The survey was completed by 19 communities out of the 116 that applied (response rate of 16.3%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



Congregation

Overall Summary

The CHO Congregation program has increased applications and certifications each year and doubled in comparison to 2015.

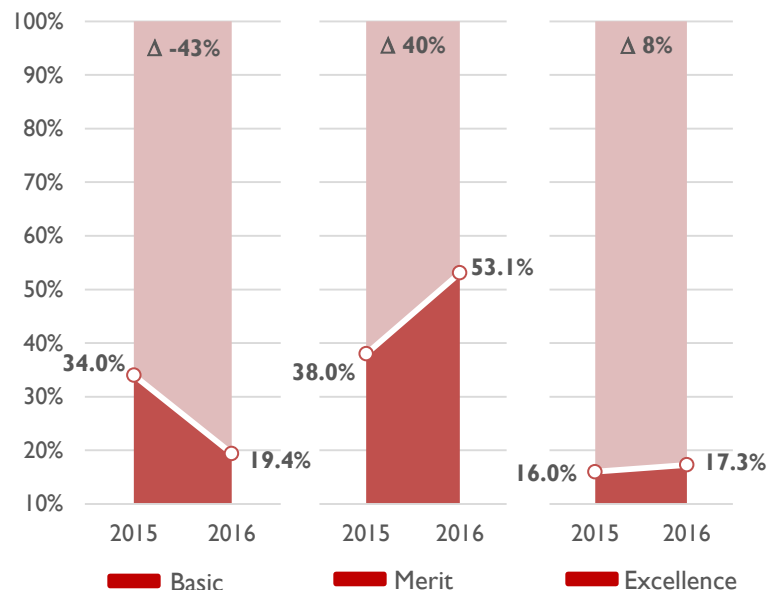


Certification Highlights

Applicants select activities and policies that are currently offered by their congregations. Among the certified, some criteria highlights include:

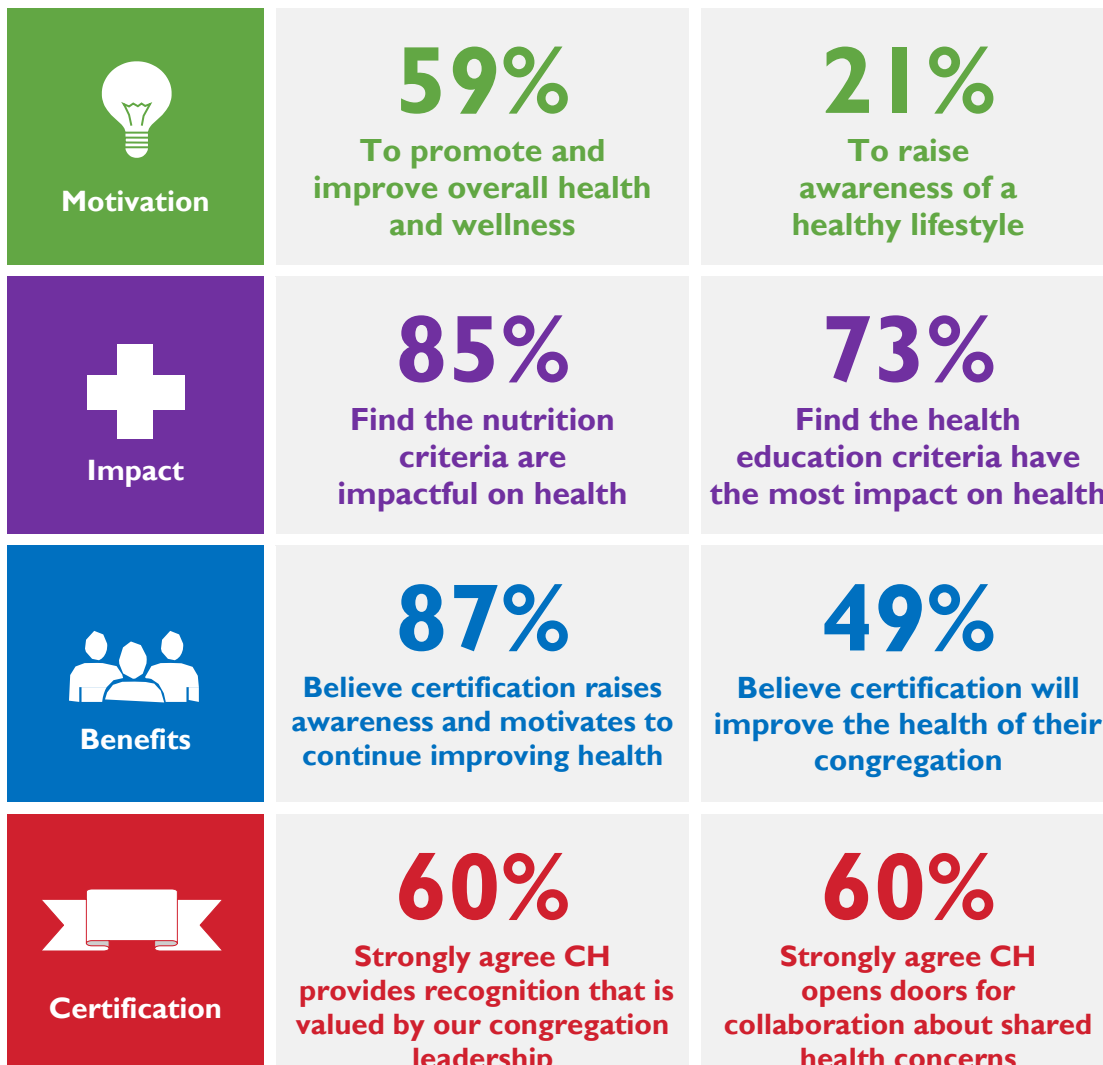
- **95.5%** offer healthy options during each fellowship meal
- **94.3%** offer healthy snacks at meetings and fellowship gatherings (beverages – 100% fruit juice, low fat milk, water; snacks low in – calories, fat, sugar & sodium)
- **94.3%** have opportunities for physical activity – indoors or outdoors (walking, aerobics classes, exercise videos, stretching, etc.)
- **88.6%** do active promotion of the Oklahoma Tobacco Helpline
- **68.2%** provide blood pressure screenings

Compared to 2015, the percentage achieving merit level CHO congregation certifications increased 40% in 2016, from 38.0% to 53.1%.



2016 CHO Applicant Feedback Survey

- A total of 98 congregations in Oklahoma applied to become a CHO Congregation in 2016.
- For the third year in a row, the Center for the Advancement of Wellness administered a web-based survey of all CHO Congregation applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Congregation, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2016.
- The survey was completed by 34 congregations out of the 98 that applied (response rate of 34.7%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.





Early Childhood

Overall Summary

The number of CHO Early Childhood applications and certifications has slightly decreased compared to 2014.

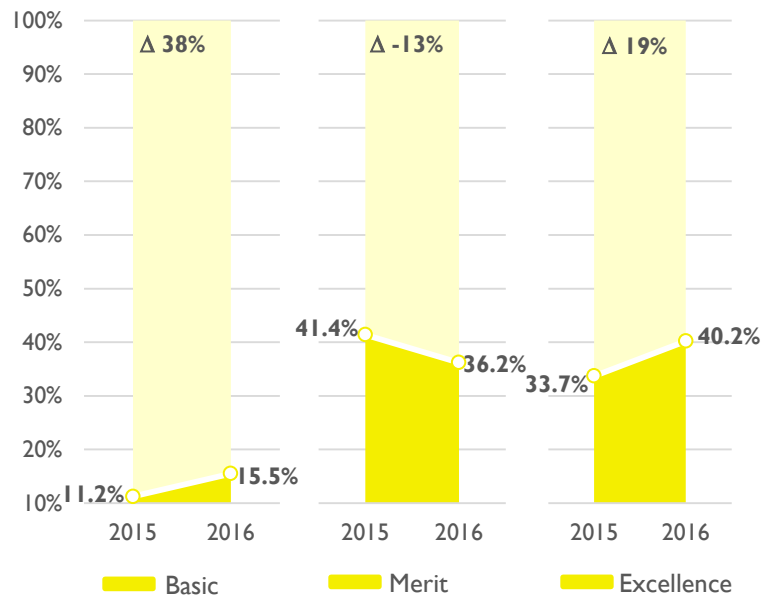


Certification Highlights

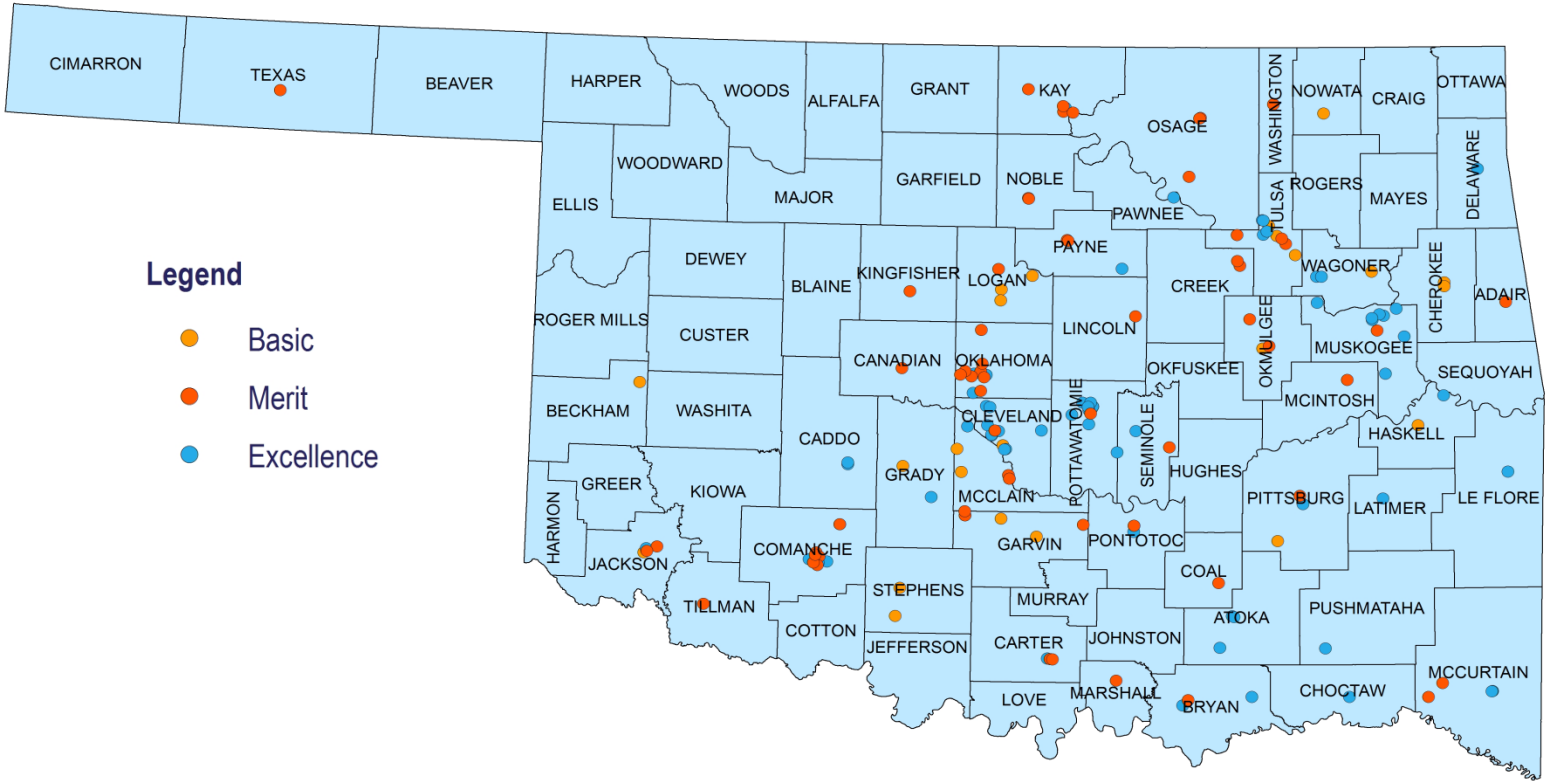
Applicants select activities and policies that are currently offered by their programs. Among the certified, some criteria highlights include:

- **96.3%** exceed the current USDA Child and Adult Care Food Program beverage, meal, and snack patterns by following recommended best practices; ensuring a healthy variety of beverages and foods are available for meals and snacks that meet the nutritional needs of the children in the age group served
- **96.3%** provide physical activity via a schedule that allows for some form of movement at least every hour.
- **95.6%** promote relevant hotlines and corresponding resources to staff AND families: Oklahoma Tobacco Helpline, Reach-Out Hotline, National Domestic Violence Hotline, etc.

Compared to 2015, the percentage achieving excellence level CHO early childhood program certifications increased 19% in 2016, from 33.7% to 40.2%.



Certified Healthy Early Childhood 2016



27
Basic

63
Merit

70
Excellence

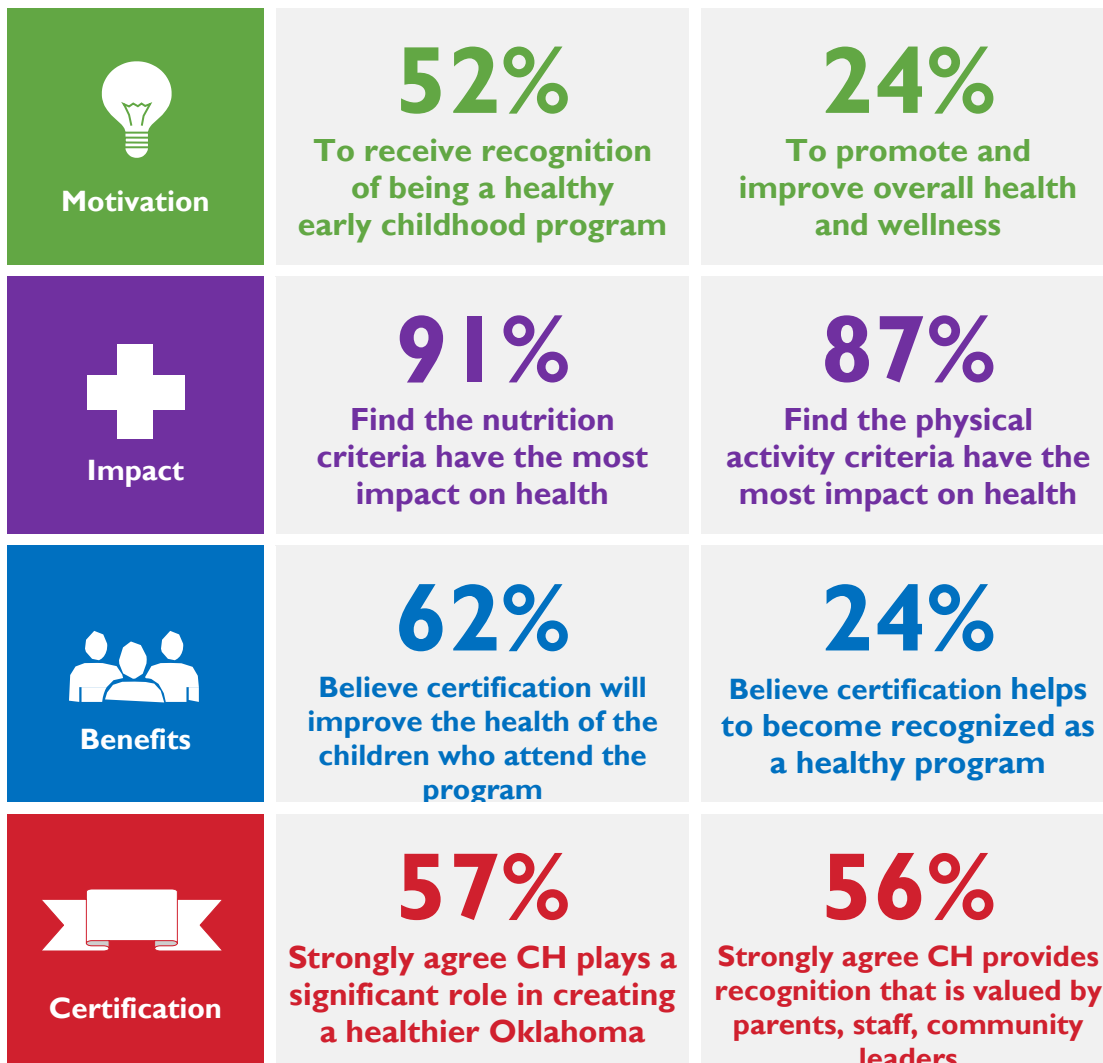


160 certifications

12,303 people reached

2016 CHO Applicant Feedback Survey

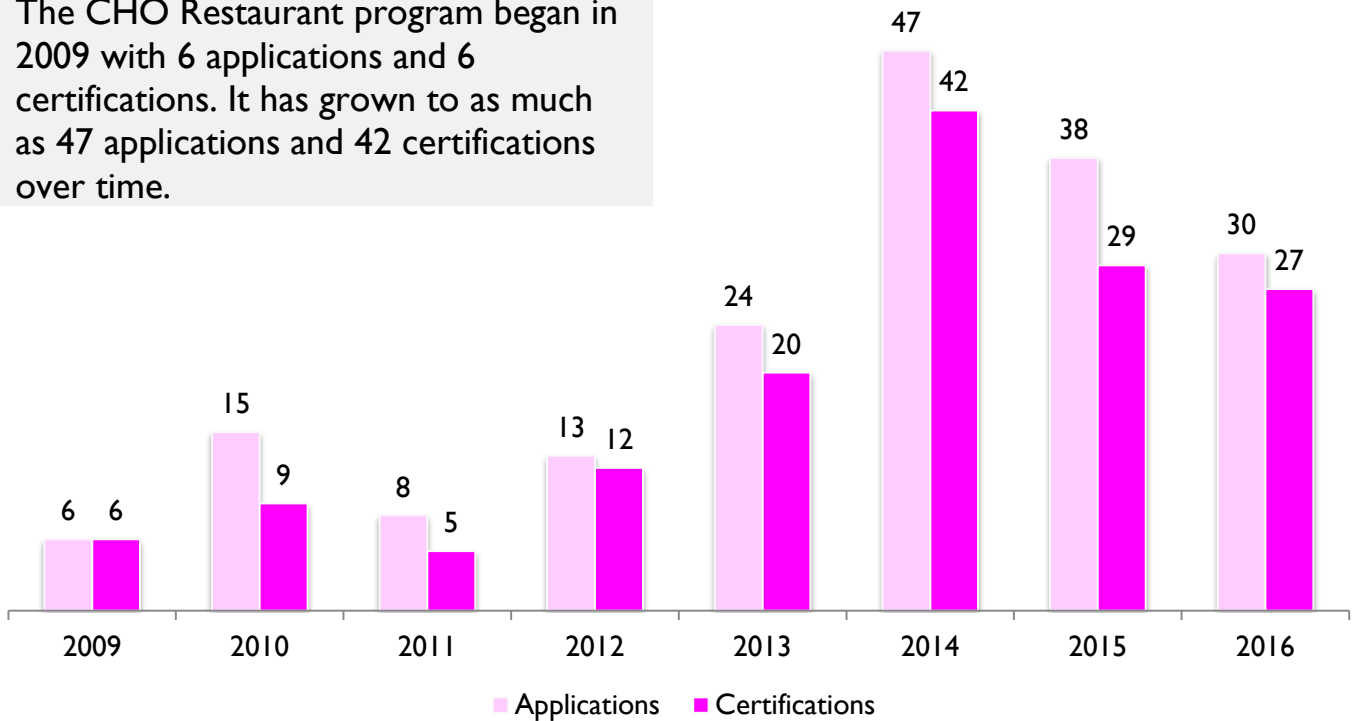
- A total of 174 early childhood programs in Oklahoma applied to become a CHO Early Childhood Program in 2016.
- For the third year in a row, the Center for the Advancement of Wellness administered a web-based survey of all CHO Early Childhood Program applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Childhood Program, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2016.
- The survey was completed by 58 early childhood programs out of the 174 that applied (response rate of 33.3%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



Restaurant

Overall Summary

The CHO Restaurant program began in 2009 with 6 applications and 6 certifications. It has grown to as much as 47 applications and 42 certifications over time.

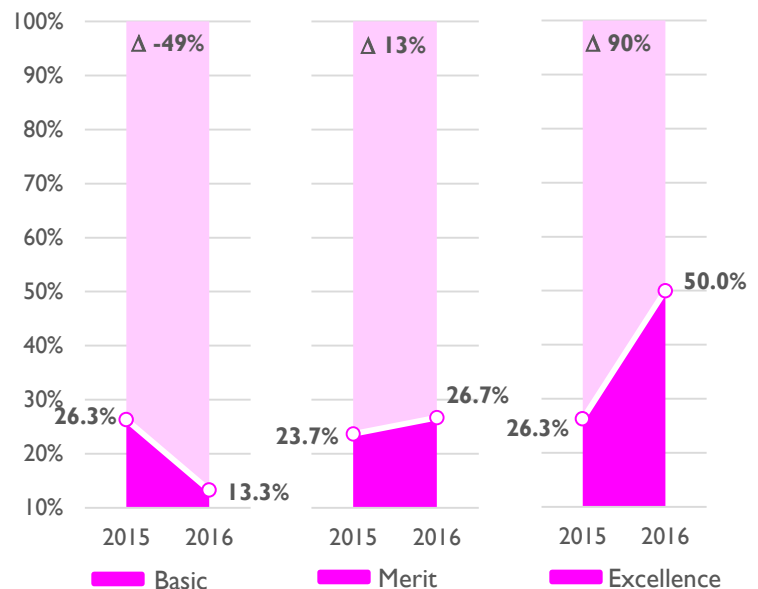


Certification Highlights

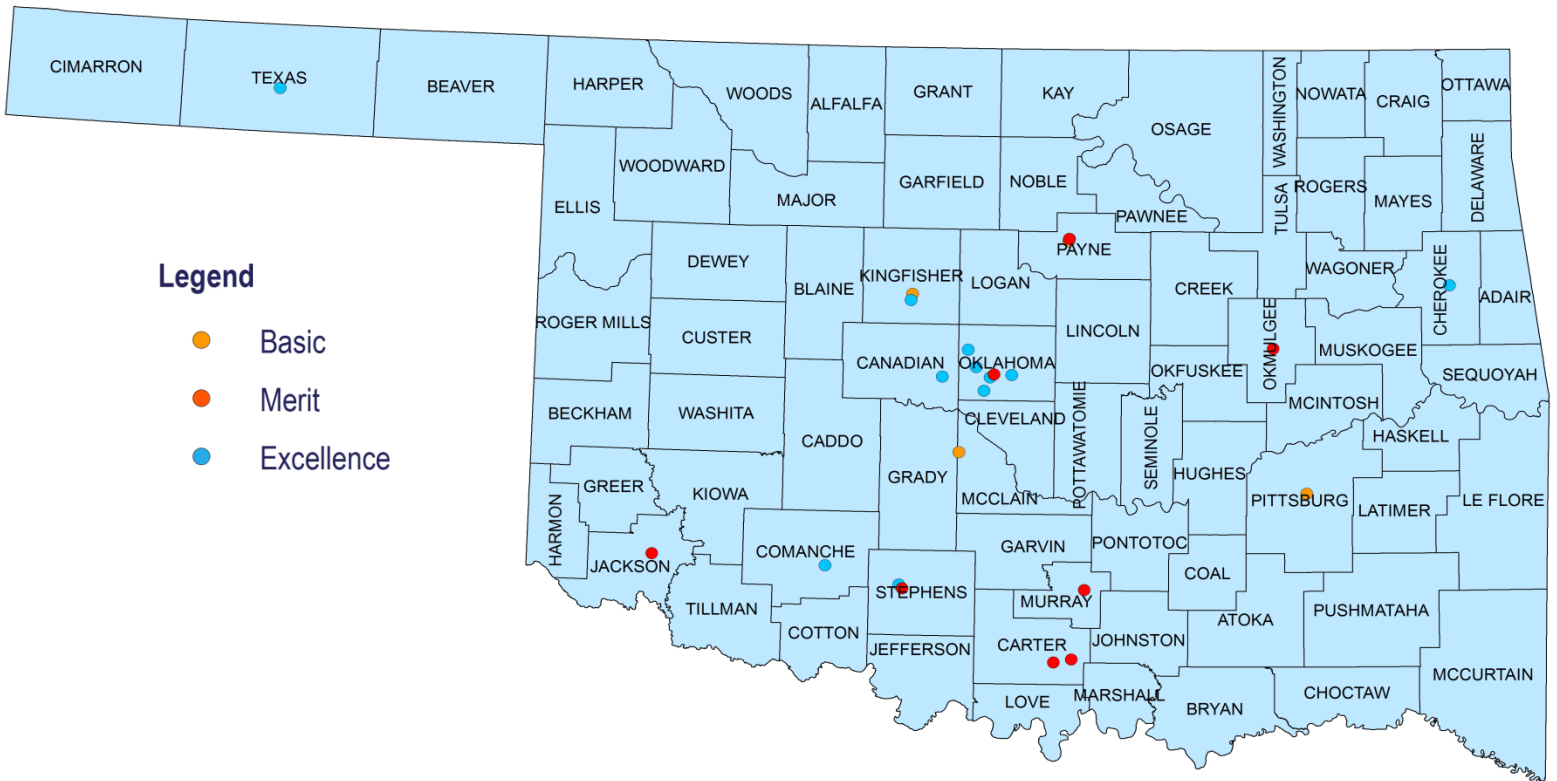
Applicants select activities and policies that are currently offered by their restaurants. Among the certified, some criteria highlights include:

- **92.6%** of venues are tobacco-free (including vapor products).
- **88.9%** offer their regular menu offers optional standard meals that have a maximum of 750 calories.
- **81.5%** offer side options that contain no more than 230 mg of sodium.
- **74.1%** make nutrition information available to consumers/patrons via print, internet, or in-store marketing, including menus.

Compared to 2015, the percentage achieving excellence level CHO Restaurant certifications increased 90% in 2016, from 26.3% to 50%.



Certified Healthy Restaurants 2016



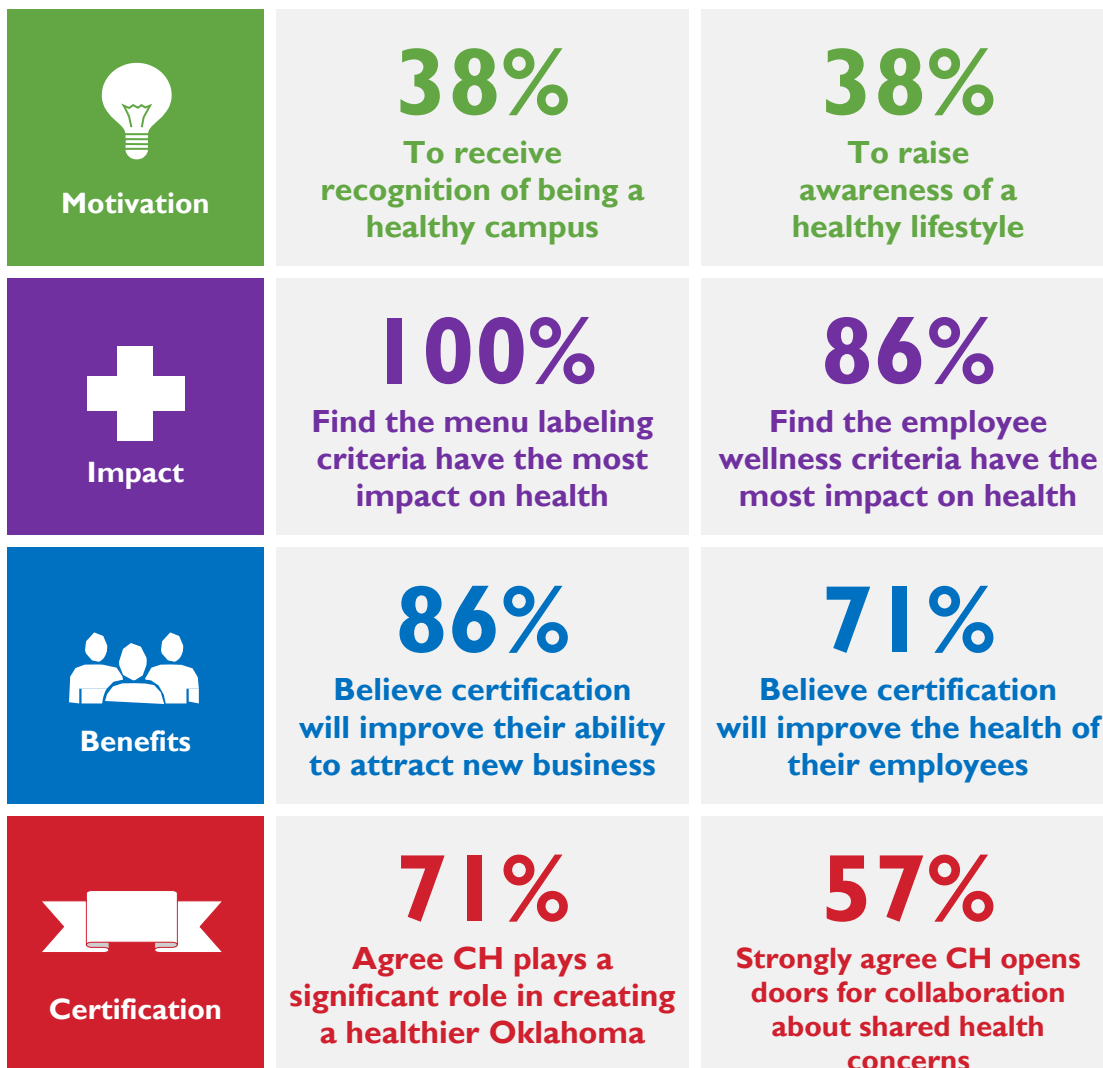
27 certifications

432,188 people reached

*Note: the reach was obtained by utilizing the employee size of medical institutions and/or the population within a 5 mile radius of the CHO Restaurant. If multiple CHO restaurants are located in the same city, the population was only accounted for once.

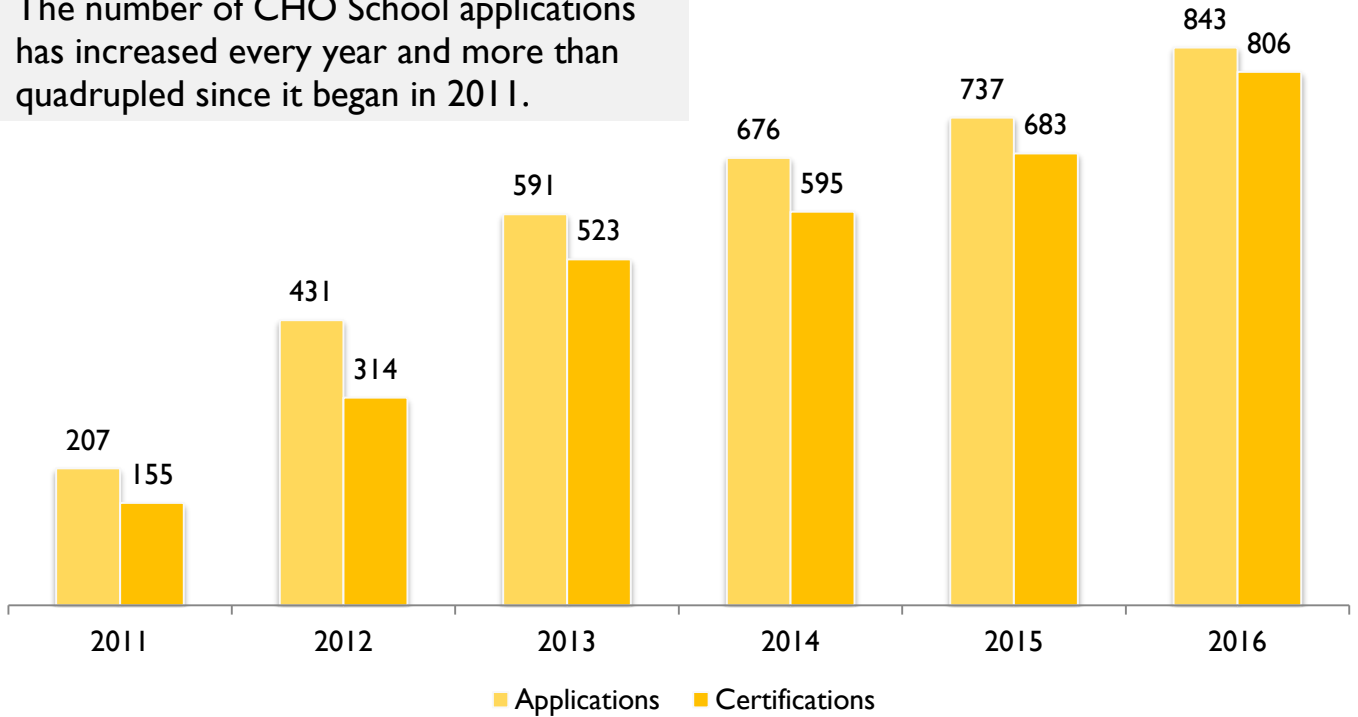
2016 CHO Applicant Feedback Survey

- A total of 30 restaurants in Oklahoma applied to become a CHO Restaurant in 2016.
- For the third year in a row, the Center for the Advancement of Wellness administered a web-based survey of all CHO Restaurant applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO Restaurant, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 21 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2016.
- The survey was completed by 8 restaurants out of the 30 that applied (response rate of 26.7%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



Overall Summary

The number of CHO School applications has increased every year and more than quadrupled since it began in 2011.

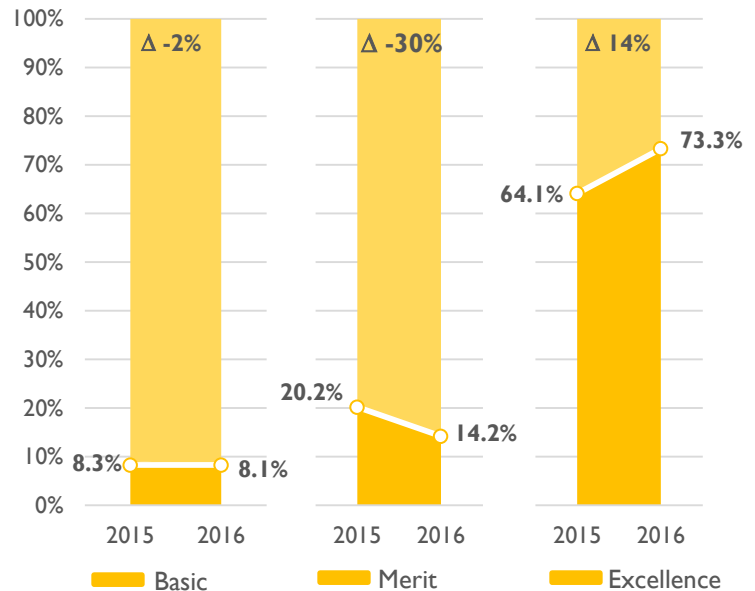


Certification Highlights

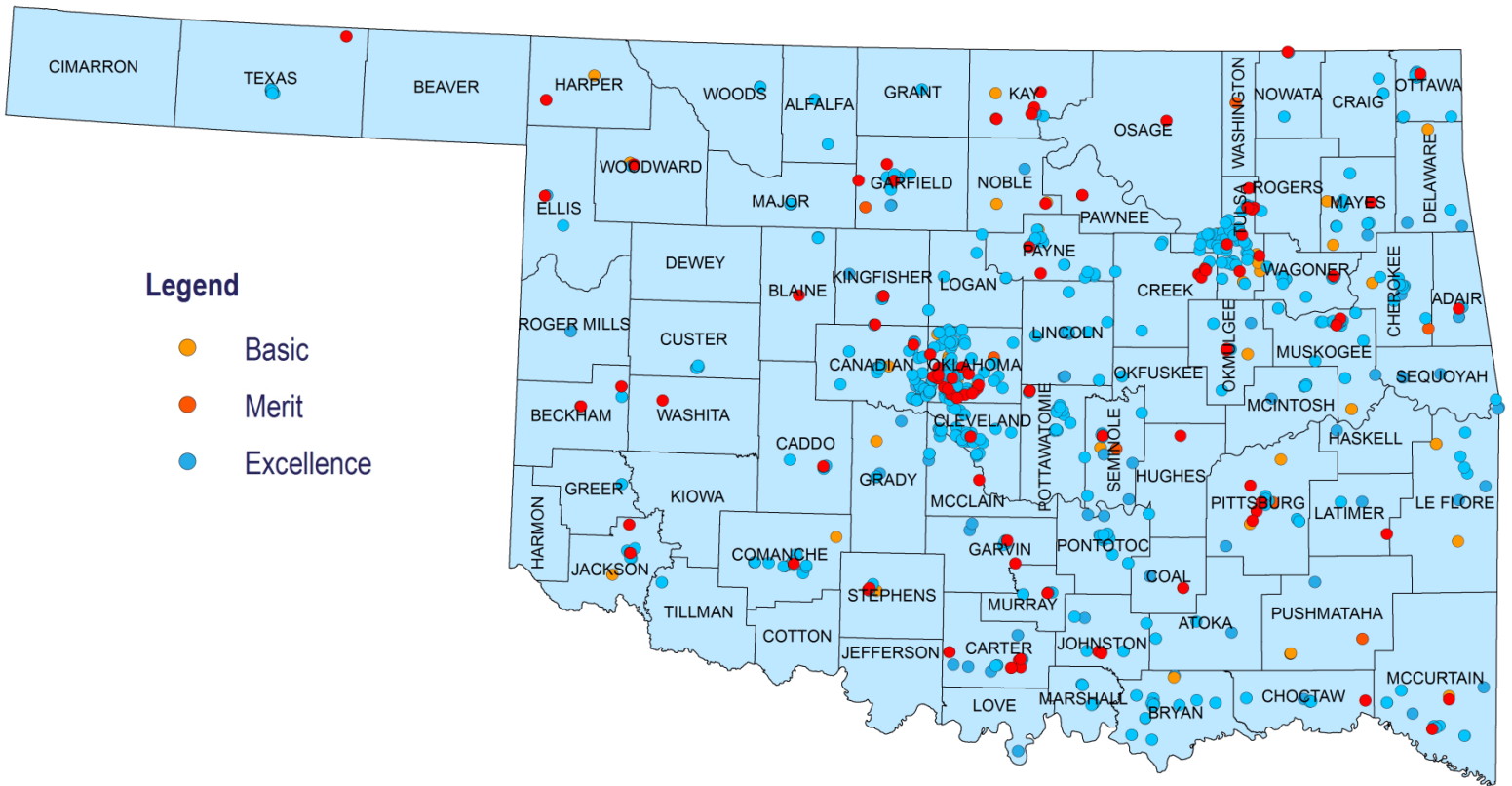
Applicants select activities and policies that are currently offered by their schools. Among the certified, some criteria highlights include:

- **97.6%** provide 10 minutes for students to eat breakfast and 20 minutes for students to eat lunch, from the time the students are seated
- **81.5%** display healthy menu items attractively, conveniently and well promoted using Smarter Lunchroom techniques
- **92.3%** provide weekly physical activity during the school day
- **93.2%** have written alcohol, tobacco, and drug free campus policies (including e-cigarettes and vapor products)

Compared to 2015, the percentage achieving excellence level CHO school certifications increased 14% in 2016, from 64.1% to 73.3%.



Certified Healthy Schools 2016



68
Basic

120
Merit

618
Excellence

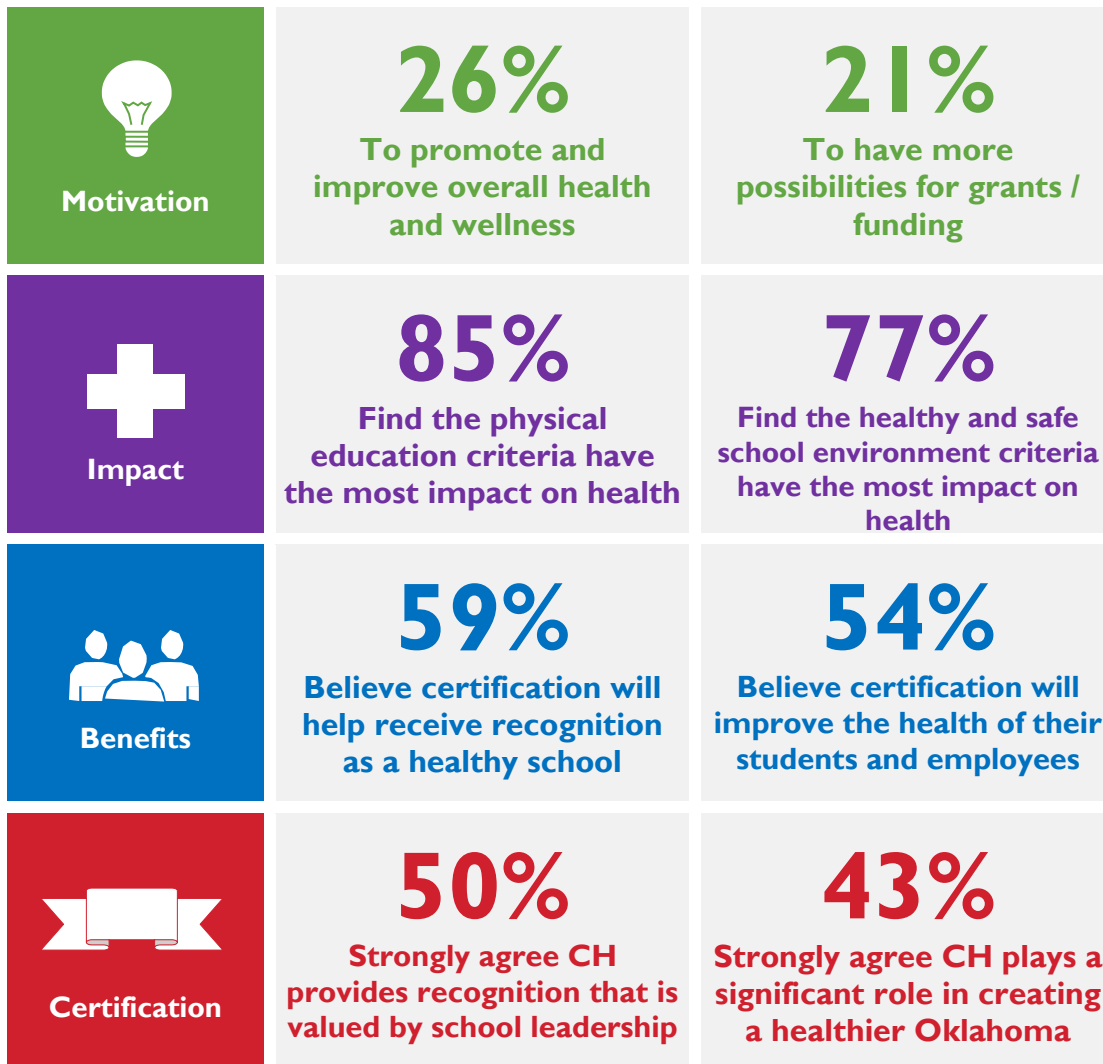


806 certifications

324,232 people reached

2016 CHO Applicant Feedback Survey

- A total of 843 schools in Oklahoma applied to become a CHO School in 2016.
- For the third year in a row, the Center for the Advancement of Wellness administered a web-based survey of all CHO School applicants. The intent of the survey was to gather feedback about the application process, criteria required to become a CHO School, and information about opinions and beliefs regarding the role of health on clients and staff.
- This survey had a total of 23 questions. Two questions were open-ended, and the others were in a multiple-choice format. The survey was administered during the month of December, 2016.
- The survey was completed by 496 schools out of the 843 that applied (response rate of 58.8%).
- The survey respondents were assured that the information collected in the survey would be aggregated, and all information would be kept in strict confidentiality.
- Major findings are displayed in the table below.



Looking Ahead

As Oklahoma works towards decreasing obesity and tobacco use and associated chronic diseases, it will be imperative to increase environmental supports for improved nutrition and physical activity as well as increase smokefree environments where people live, learn, work, play and pray. To demonstrate evidence that this is occurring, the Oklahoma Health Improvement Plan (OHIP) has set objectives to increase current applicants' certification status to the Excellence level. For that purpose, the Center is implementing an outcome driven Technical Assistance (TA) protocol by utilizing the CHO application data in order to coordinate the efforts between TA providers within the Center and the local TA providers across the state.

This strategic TA, consultation, and training will be geared towards closing the gaps and addressing areas of improvement identified through analysis of CHO application data. The overall goal of this strategic TA will be to assist entities that were not certified at the Excellence level in 2016 to grow to the Excellence level in 2017.

A particular focus of this strategic TA will be the entities with the potential to impact a large segment of a population or a disparate population subgroup that suffers from a disproportionate burden of behavioral risk factors and chronic diseases.

CHO Evaluation

In order to justify the continuing growth of the CHO program and build a business case for such growth, it is critical to demonstrate the value of the program and its impact on the health of Oklahomans. Given the reality that there are not currently enough resources to evaluate the entire CHO program, the Center is preparing to conduct a comprehensive outcome evaluation of the CHO Business program due to its significant statewide reach. As part of this effort, the Center will be engaging stakeholders to start the selection of target businesses that will be the focus of this evaluation project. In order to get a representative sample of CHO Businesses, factors of key importance such as the size of the business, certification level, readiness of the business, location (urban and rural), among others will be considered.

Furthermore, opportunities are currently being researched to facilitate the collection of credible baseline data and follow-up data (for measuring progress from baseline) to support this evaluation project. Some potential data measures of focus would include:

- Employee participation in the wellness programs
- Employee satisfaction
- Changes in health behavior/practices
- Biometric measures
- Employee productivity
- Employer healthcare costs

Information gained and lessons learned from this evaluation project will be instrumental in making meaningful CHO programmatic advancements in future.

Center for the Advancement of Wellness

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