

OHIP Communications/Outreach Process

Flagship Issues:

1. attract significant interest among system members;
2. are of significance to population-level health; and
3. have a high likelihood of attracting excitement and support if taken on as a leading area of focus.

August 2008 Planning Retreat: Current Flagship Issues identified and prioritized.

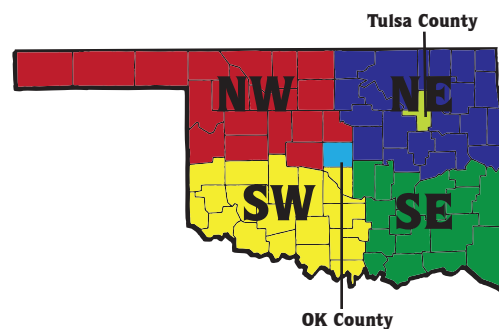
Listening Sessions:

To ensure that our Values (especially the value of “inclusivity”) and Guiding Principles are met, a series of annual “listening sessions” are recommended for the OHIP process.

This year’s listening sessions will be primarily focused on gaining feedback on the best or most promising practices in regard to the OHIP goals in prioritized health areas. These sessions may also be used in eliciting input/recommendations along with buy-in for the OHIP process and broad priority flagship and infrastructure areas (See Strategic Map.) In future years, listening sessions may also be used as a means to determine state health priorities and issues.

Listening Session Locations:

One in each quadrant of the state (NE, NW, SE, SW) and in Oklahoma and Tulsa counties.



Listening Session Format:

Attended by: citizens invited by regional Turning Point & Health Department Collaborations, as well as local governments and chambers of commerce (those with knowledge and those who would benefit).

Conducted by: OHIP Leadership/staff and/or a trained facilitator.

Agenda: 20-30 minutes on OHIP and its planning; single or multiple focus group sessions to elicit feedback; summary of small group discussions; prioritization of issues/recommendations.

Intended Messages: Oklahoma City and Tulsa don’t have a market on recommendations/solutions to improving health outcomes; there are innovative ideas and effective programs statewide; and all attendees can play an advocacy role with in their communities and with their legislators.

Listening Session Results: Ideas/recommendations from the six sessions would be aggregated and presented to OHIP Leadership and Work Groups for review, deliberation and prioritization. Ultimately, this process should result in a consensus-driven list of health improvement ideas, recommendations and priorities that yield an increased level of buy-in for health improvement in our state. Final recommendations through the OHIP Plan would be shared with all statewide learning session attendees, as well as the Legislature, Turning Point, media and other interested parties.