CALL TO ORDER & WELCOME: Tammie Kilpatrick, called the meeting to order at 2:03 pm.

ADVISORY COMMITTEE APPOINTEES PRESENT: Tammie Kilpatrick, Chair, FKG Consulting; Ryan Kilpatrick, FKG Consulting; Myron Coleman, OCCHD; Buffy Heater, OSDH; Chanteau Orr, THD; Laura Holmes, OCCHD, meeting recorder. Committee members absent: Dr. Gary Raskob, OU College of Public Health; Scott Adkins, Scott Adkins Consulting; Julie Ezell, OSDH.

GUESTS PRESENT: Tony Sells, Oklahoma State Department of Health (OSDH), Jackie Shawnee, OCCHD, Mendy Spohn, Regional Administrative Director Carter County HD, Phil Maytubby, OCCHD, Representative Dale Derby, Senator A.J. Griffin, Brandie Combs, Administrator Comanche County HD, Keith Reed Cleveland County Administrator.

REVIEW AND DISCUSSION OF RECOMMENDATIONS FROM COMMUNICATIONS WORKING GROUP-BUFFY HEATER: Added to the original list:

Misconceptions/Misperceptions:
- There are no differences between OSDH/OCCHD/TCCHD
- Public Health is only for the sick and poor
- Public health is not for the whole community
- Public health stands isolated and does not partner with education, business and social services

How to Define Public Health:
- Protect, Prevent, Promote, Partner – a 4th “P” must be added to this categorization
- Partnerships and the role of public health to be a convener among education, business, and social service entities is a foundational responsibility.
- Health equals Wealth (the group feels the statement has negative connotations and is too politicized, and may cause divisive sentiments)
- Replace the above statement with “Good Health is Good Business” – public health has important ties to the business community
- The health where people interact and connect – people find happiness in social settings e.g. around a table at a restaurant; at a public gathering such as a sporting event, pool, etc.
- Public health ensures the safety of people.
- Protections beyond the scope of personal liberties
- Public Health surpasses individual interests.
- Health of the Public
- World without Public Health – the consequences if there were no public health services
- "The State Department of Wellness"
- Public health systems should be built and work based on the needs of our citizens. Different geographic areas or populations have different needs.

Infographic input: Limited text, tell a story, situational about communities, local restaurants due to efforts of public health.
- Protect: Add questions under all 4 P’s
  o Highlight successes in public health
- Promote: Look at revising text for Wellness program
o Quantify examples
o Look at “Certified” term, too technical
o Look at better examples of this: Open Streets, walking trails, parks, businesses, community events, etc.
  
- Partner: Buy-ins, encourage wellness in the business sector, included is our partnerships with primary physicians, i.e. vaccines etc.
  
- Overview:
  o Should start the conversation about the 4 P’s
  o At a non-public health level
  o Use the language “schools of medicine” instead of OU/OSU
  o Where it’s coming from: add all three HD logos
  o Add preventative services to expect under clinical

DISCUSSION AND DEVELOPMENT OF PLAN FOR DISTRIBUTION OF COMMUNICATION PIECE:
All county health department administrators
OHIP executive committee and full team members
OK Primary Care Association
Tribal Nations and IHS (through representatives on TPH advisory committee and inter-tribal health board)
OK HHS Cabinet membership
CEOs of major corporations in Oklahoma City and Tulsa
Turning Point
Wellness Now
Pathways to Health
Chambers of Commerce
Certified Healthy Program Applicants
Oklahoma State Medical Association
Oklahoma Hospital Association
Oklahoma Osteopathic Association
Oklahoma Public Health Association
ACOG
Law Enforcement/Fire Department
Emergency Management

NEXT MEETING DATE: February 2nd at 2:00 p.m.
Meeting was adjourned at 3:00 pm.

Respectfully submitted:

[Signature]
Tammie Kilpatrick, Chairperson

[Signature]
Laura Holmes, Recording Secretary