

Strategic Partnerships in Tobacco Cessation

TRACEY STRADER, MSW, EXECUTIVE DIRECTOR





Why strategic partnerships?

- Put our issue on their agenda
- Leverage additional resources
- Speed up the pace of progress
- Achieve the outcomes we need
- Build relationships for the future



Who speaks the language?



Oklahoma Hospital Association



Oklahoma Health Care Authority
(Medicaid)



Oklahoma Insurance Department





Community grantees extend our reach



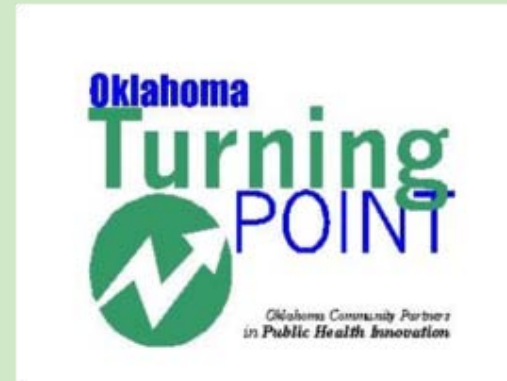
Communities of Excellence grantees

African American, Native American, and Latino MPOWER programs

Tribal Partners



Partners within our extended network





Helpline logo on member cards

For emergencies, call 911 or your local rescue unit.



This card does not guarantee coverage. To verify benefits, view claims or find a provider; members, visit the Web sites or call.

SoonerCare™: www.okhca.org 1-800-987-7767

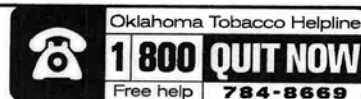
TDD Line (Hearing Impaired) : 1-800-757-5979

Insure Oklahoma™: www.InsureOklahoma.org 1-888-365-3742

TDD Line (Hearing Impaired) : (405) 416-6848

Providers EVS: (405) 840-0650 or 1-800-767-3949

Other inquiries: (405) 522-6205 or 1-800-522-0114





Partners in unexpected places

- **Three Star Child Care Association**
- **Oklahoma Afterschool Network**
- **Physician Manpower Training Commission**



Connecting the dots

- Identify target population
- Identify organization with credibility
- Propose the scope of work to benefit both interests
- Orient to tobacco control
- Provide technical assistance and training
- Make them part of the team
- Every interaction is an opportunity to partner



Acknowledgements

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