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

- Shape your future Certified Healthy Oklahoma
- Oklahoma Turning Point
- HealthChoice
- Preparing for a Lifetime
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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Jennifer Smith, MS
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Oklahoma State Department of Health
Tracey Strader, MSW
Executive Director
Oklahoma Tobacco Settlement Endowment Trust

405-521-3876
traceys@tset.ok.gov

3800 N. Classen Blvd., Suite 200
Oklahoma City, OK  73118