

Shaping a Healthier Future for Oklahoma

For Shape Your Future, promoting healthy lifestyles is priority number one – but when it comes to the state of our health, the numbers tell a troubling story. Oklahoma ranks near the bottom nationally for obesity and overall health.

That’s why we’re changing the equation by educating Oklahomans on ways to eat better, move more, drink water, get proper sleep and be tobacco free. This toolkit is designed to help you and your organization join the fight. It contains talking points, shareable infographics, pre-written social media posts and helpful ways to get involved.



Oklahoma has the **4th-highest adult obesity** rate in America.



Over 70% of Oklahoma kids don’t get enough daily physical activity.



Our **childhood obesity rate is the 8th highest** in the nation.



Obesity-related medical costs **exceed \$1 billion annually** in Oklahoma.



In Oklahoma, **1 in 3 children ages 10-17 are overweight or obese.**



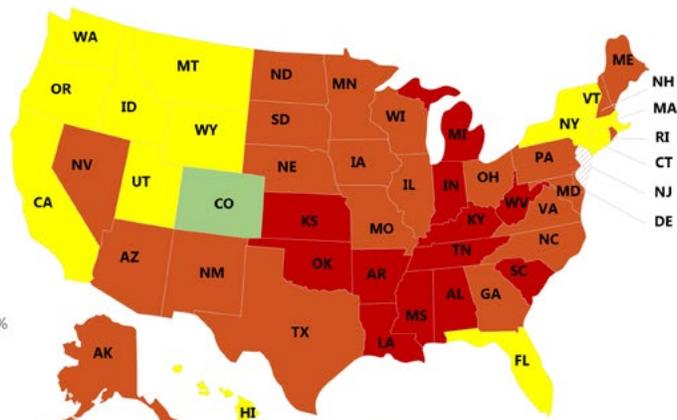
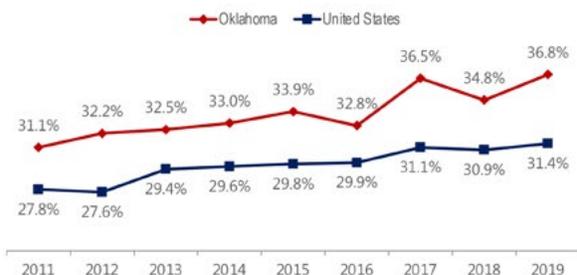
Oklahoma has the **2nd-highest cardiovascular death rate** in the U.S.



Among Americans aged 18-35, **Oklahoma ranks #1 in sugary drink consumption.**

How Oklahoma Stacks Up To Other States

In 2019, Oklahoma had the **4th** highest obesity prevalence in the nation



Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System (BRFSS) - 2019



TSET and Shape Your Future Support Policies That Reduce Obesity

TSET and Shape Your Future are reducing preventable deaths, combating the state’s obesity epidemic and helping Oklahomans live happier, healthier lives. To achieve these objectives, we’ve adopted the following resolutions encouraging new state policies to curb obesity:

- Repealing the sales tax on healthy foods.
- Supporting payment for clinical obesity prevention and treatment visits.
- Promoting farmers markets and new grocery stores in rural or low-income areas.
- Supporting farm-to-school programs, community gardens and other initiatives that support local agriculture and access to healthy food.



Taking The Fight To Childhood Obesity

Lifelong habits are formed in childhood. That’s why TSET and Shape Your Future adopted resolutions to support the following goals:

- Funding health education and physical activity courses for all Oklahoma public school students.
- Increasing the availability of fresh fruits and vegetables for Oklahoma families.
- Promoting healthy eating and cooking by Oklahoma families.
- Promoting physical activity and health education opportunities in Oklahoma schools and communities.
- Creating and enhancing local parks, walking and cycling trails and other local opportunities for active outdoor recreation.
- Encouraging physically-active transportation.
- Funding infrastructure that makes walking and cycling a safe and viable means of transportation.



Speak Up. Get Involved. Your Advocacy Matters.

Standing together, we can change the trajectory of Oklahoma's health. Want to get involved?

Your organization can:

- Advocate for healthy policies.
- Take part locally.
- Reach out to a TSET Healthy Living Grantee to learn more. <http://bit.ly/34VTJh5>
- Share talking points, infographics and pre-written social media posts.

You can:

- Create healthy routines at home.
- Get involved in your kid's school.
- Model healthy behaviors for your kids.
- Serve fruits and veggies with each meal.
- Make physical activity a priority for your family.

Share these tips with your audiences on social media.

Help everyone live happier, healthier lives

Download the images for the social media posts through the zip file attached to this toolkit and use the copy to spread awareness around Shape Your Future's healthy resources for Oklahomans.



Water Post:

Sugar can sneak up in unexpected places — like sodas, sports drinks and juice boxes. Shape Your Future can help you identify just how much sugar you're sipping every day with their Sugar Calculator. Try it here: <https://bit.ly/3oOPjky>



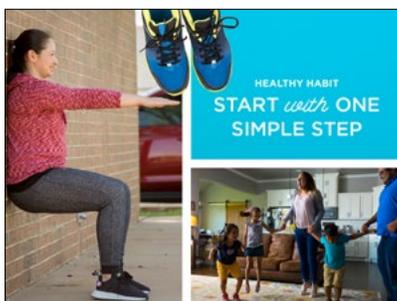
Health Quiz Post:

When you don't know where you stand... it's hard to know where to start. Take this quick health quiz from Shape Your Future. Answer a few questions and get customized suggestions to improve your health: <https://bit.ly/2JmPVNW>



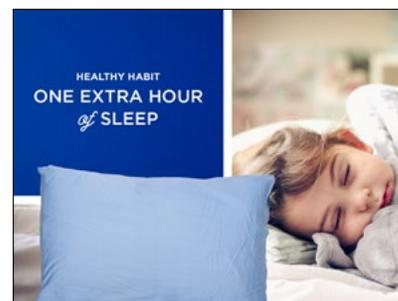
Nutrition Post:

Healthier eating starts one small step at a time. Discover how simple eating habits can get you on the road to healthier living. For smart food choices and healthy recipes, visit: <https://bit.ly/35YLsZs>



Physical Activity Post:

Your healthy goals are closer than you think. Start with one simple step, mix it up and make it fun. Small choices can make powerful changes. Get started at <https://bit.ly/385JqJU>



Sleep Post:

Want a healthier lifestyle? You don't have to change everything overnight. Start with one healthy habit, like getting an extra hour of sleep each night, and build from there. Get more healthy ideas from Shape Your Future. <https://bit.ly/35UEJ2F>

Shareable stats, graphics and related social media posts:



Copy for Facebook: Obesity is a major health risk for Oklahoma adults. That's why we support organizations like TSET and Shape Your Future that focus on education and prevention. Will you join us?

Copy for Twitter: Oklahoma's health lags behind other states, but we can turn the tide! We support @ShapeFutureOK and @OklahomaTSET that promote health education and prevention. #ShapeYourFutureOK #HealthyOklahoma



Copy for Facebook: Kids need 60 minutes of physical activity each day. TSET and Shape Your Future are educating everyone about the importance of physical activity for Oklahoma's youth. We're with them. What about you?

Copy for Twitter: Every Oklahoma child deserves the chance to lead an active, healthy life. Through education and prevention, TSET and Shape Your Future are fighting for the health our youth. Let's show them our support!



Copy for Facebook: Soda, sports drinks and juice boxes are packed with unhealthy sugar. TSET and Shape Your Future are educating Oklahomans about the risks. We support their mission to encourage Oklahomans to drink more water. How about you?

Copy for Twitter: Weight gain, liver disease and type 2 diabetes are just some of the risks associated with sugary beverages. TSET and Shape Your Future are helping Oklahomans choose water instead. We support their mission. Will you join us?



Copy for Facebook: Obesity is associated with chronic disease and poor mental health. Oklahoma's kids deserve better — which is why we support the efforts of TSET and Shape Your Future. Through education and prevention, they're promoting healthy lifestyles for our kids. Are you in?

Copy for Twitter: We want a healthy future for our youth. That's why we support @ShapeFutureOK and @OklahomaTSET's mission to make healthy choices easier for all of us. #ShapeYourFutureOK #HealthyOklahoma
