



OKLAHOMA DO NAMED TO NATIONAL ADVISORY PANEL

Dr. Dale Bratzler, chief quality officer and population health officer at OU Health, has been named to serve as a member of the Medicare Evidence Development and Coverage Advisory Committee.



MEDCAC advises the Centers for Medicare and Medicaid Services on issues related to Medicare law. In addition to his OU Health titles, Bratzler is a practicing physician and professor at the Hudson College of Public Health and University of Oklahoma College of Medicine at the OU Health Sciences Center.

At local and national levels, he has been recognized for expertise on matters of public health, disease transmission and clinical care. His role has become increasingly critical through the pandemic. In June 2020, OU President Joseph Harroz Jr. asked Bratzler to take on the role of OU's chief COVID officer to help coordinate the university's response to the pandemic.



LEARNING ABOUT THE MARSHALLESE

Last month's NWDOS program was very informative, even to those who have lived in Enid for some time. Special thanks to Dr. Sheldon Riklon and Terry Mote for providing the program.

Dr. Riklon's power point is available electronically to anyone who might be interested. Let Anita Luetkemeyer know if you'd like to see the presentation.

MARY POPPINS TICKETS FOR YOU AND YOUR FAMILY

Join us Thursday Dec 9th at 7 p.m. at Gaslight Theater for a FREE, private showing of Mary Poppins. Performance starts at 7:30 p.m. Dessert and drinks for all ages provided. Bring your whole family! RSVP to anita.luetkemeyer@gmail.com

NWDOS

DATES FOR 2022

PUT THE FOLLOWING DATES ON YOUR CALENDAR FOR NWDOS PROGRAMS.

- JAN 18** DR. SHERISA WARREN AND DR. BLAKE PARSONS
- FEB 22** ANNUAL MEETING
NW OKLAHOMA OSTEOPATHIC FOUNDATION
- MAR 22** PROPER PRESCRIBING COURSE IN ENID
- MAY 17** MENTAL HEALTH SERVICES IN OUR COMMUNITY
- JUN 21** INTRODUCTION OF COMMUNITY GRANT AND SCHOLARSHIP RECIPIENTS
- JUL 19** SUMMER SOCIAL
- SEP 20** PROGRAM PENDING
- NOV 15** PROGRAM PENDING
- DEC 13** HOLIDAY SOCIAL

NEWS FROM THE AOA

Have you checked out the new "My AOA" mobile app? It's your one-stop-shop for tracking and reporting CME, connecting with osteopathic colleagues and staying up-to-date on news from the profession. Free from the Apple or Google app stores.

The AOA's new Doctors of Osteopathic Medicine campaign features real DOs from various backgrounds and specialties doing what they do best - providing whole-person, compassionate care. #DOProud. Learn more at osteopathic.org/campaign <https://bit.ly/31cyMjl>

Have questions about Omicron (or B.1.1.529)? The AOA's MedPage Today reporter Kristina addresses this issue. Head over to the AOA website to learn more. @medpagetoday <https://bit.ly/3d6QhE9>

TSET Releases New Vape Prevention Messaging for Teens

More than 1 out of every 4 Oklahoma youth report using some form of tobacco or vape. The Oklahoma Tobacco Settlement Endowment Trust (TSET) has launched two new ads aimed at reducing and preventing tobacco and vape use among Oklahoma youth. The program began in October with a series of television commercials.

The new ads are part of the TSET Healthy Youth Initiative, a multifaceted statewide public education campaign for Oklahomans ages 13-18. The initiative also provides support to parents helping their children live tobacco free lives.

In addition to targeting educational messages directly to teens through social media, these new commercials will run on television and cable networks featuring family programs to help spark conversations between parents and teenagers about the dangers of tobacco and vape use. These discussions about the risks and consequences of tobacco and vape use could reduce the likelihood that youth will experiment with tobacco products.

The TSET Healthy Youth Initiative is part of the agency's commitment to prioritize the health of young Oklahomans to build a brighter, healthier future for the state.

The initiative launched in 2020 and after a year of the tobacco prevention campaign a recent online teen survey showed:

- Overall campaign awareness is high at 70%.
- The campaigns were found to be highly relevant among teen participants, 83% among

urban teens and 75% among rural teens. Additionally, over half of the urban teens (53%) and rural teens (61%) reported liking the brands.

- Teens were most motivated by messages focused on the specific negative effects of vaping on the immune system, lungs, and brain, such as the body's ability to fight off infections, developing chronic conditions and the effects on attention/ learning.

- Vapes continue to be the most commonly used tobacco product. Vapor use declined slightly from 23% in 2020 to 18% in 2021 among those surveyed. However, while vape use decreased, the number of teens reporting their likelihood to initiate vaping (susceptibility to vaping) increased significantly from 50% to 62%.

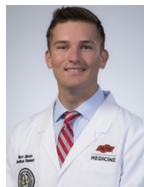
- The most common reason for using vapes was because of stress and anxiety.

- The majority of users (75%) wanted to reduce their vape use. 69% stated they intended to quit completely, but only 27% said they intended to do so within the next month.

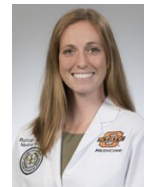
In addition to the new messaging, TSET has created free sources for parents, educators and health care providers, including flyers and bookmark brochures.

These items, which are specifically focused on healthier eating options as well as tobacco cessation, can be ordered for no charge at TSEHealthyYouth.com/order.

OSU MED STUDENTS ROTATING IN ENID



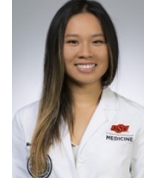
Student: Matthew Gibson
Site: St. Mary's Physician Associates
Preceptor: Dr. Rebecca Lewis



Student: Roman Edwards
Site: Integris Bass Baptist Health Center
Preceptor: Dr. Jacinda Leadford



Student: Tiffany Rieger
Site: St. Mary's Regional Medical Center
Preceptor: Dr. Kalli Reimer



Student: Lynn Bui
Site: Integris Family Medicine Clinic, Enid
Preceptor: Dr. Jon Mills



Student: Jackson Wood
Site: St. Mary's Regional Medical Center
Preceptor: Dr. Kalli Reimer



COLLEGE OF OSTEOPATHIC MEDICINE