

# Shaping a Healthier Future for Oklahoma

For Shape Your Future, promoting healthy lifestyles is priority number one. However, 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 live tobacco free. This toolkit is designed to help you and your organization join the effort. It includes talking points, shareable infographics, prewritten social media posts and helpful ways to get involved.



Oklahoma has the **14th-highest adult obesity** rate in America.



**More than 70% of Oklahoma kids** don't get enough daily physical activity.



Our **childhood obesity rate is the 12th-highest** in the nation.



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



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



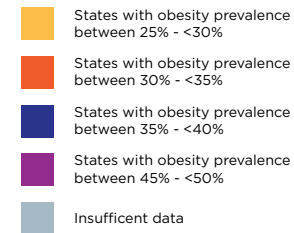
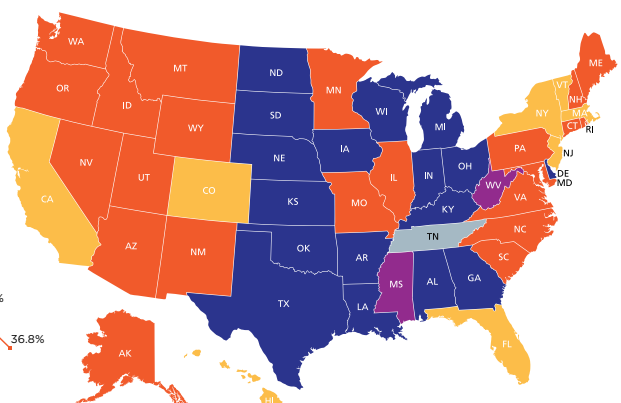
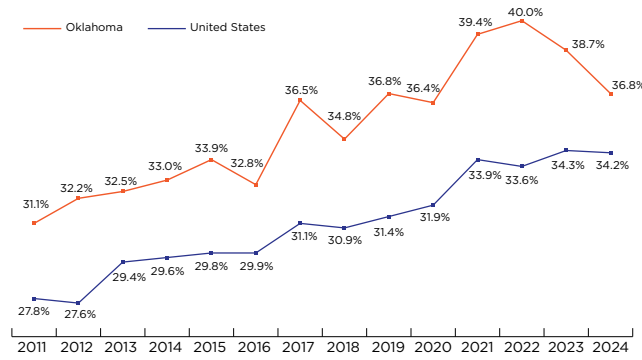
Oklahoma ranks among the **highest for cardiovascular deaths** in the U.S.



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

## How Oklahoma Stacks Up to Other States

In 2024, Oklahoma had the **14th** highest obesity prevalence in the nation



# TSET and Shape Your Future Support Policies That Reduce Obesity

TSET and Shape Your Future are working to reduce preventable deaths, combating the state's obesity epidemic and helping Oklahomans live healthier lives. To support these efforts, we've adopted the following resolutions encouraging new state policies to curb obesity:

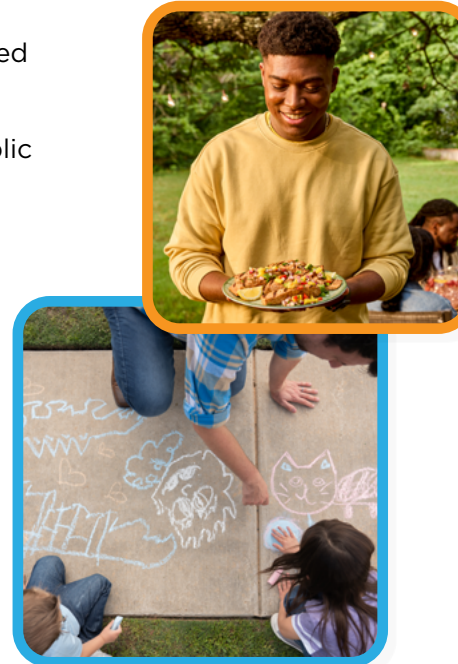
- Repealing the sales tax on healthy foods.
- Supporting payment for clinical obesity prevention and treatment visits.
- Promoting farmers markets and new grocery stores in rural or underserved areas.
- Supporting farm-to-school programs, community gardens and other initiatives that support local agriculture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



## Taking the Fight to Childhood Obesity

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

- Funding health education and physical activity courses for all Oklahoma public school students.
- Increasing access to fresh fruits and vegetables for Oklahoma families.
- Promoting healthy eating and cooking at home.
- 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.
- Investing in infrastructure that makes walking and cycling safe and accessible.



## 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.
- Engage in local efforts.
- Share talking points, infographics and pre-written social media posts.

### You can:

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

# How To Use This Toolkit

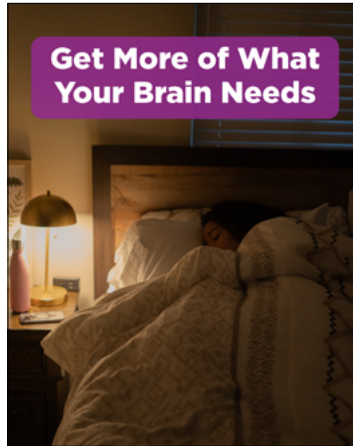
- Review the materials below promoting Shape Your Future. Everything in this toolkit is shareable.
- Each image is linked to a downloadable social media post. Click to download the images. Use these posts to help spread the word through your social media outlets.
- When sharing the materials, feel free to use the messages and imagery from this toolkit as is — or adapt the wording to fit your style.



### Recipes Post:

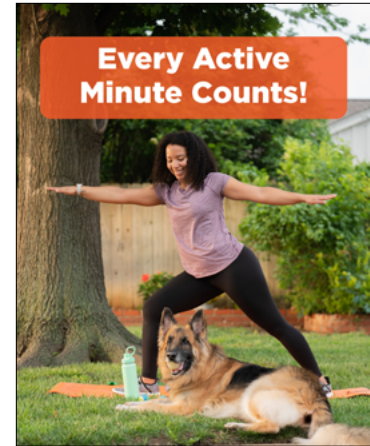
Real flavor, real food, real easy. No matter how busy your schedule is or what your budget looks like, healthy eating can work for you. Find recipes that prove healthy can taste incredible:

<https://bit.ly/4udGUbG>



### Sleep Post:

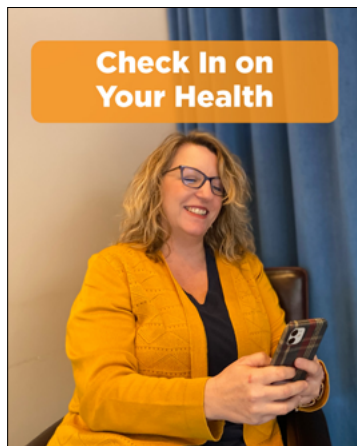
Getting good sleep is like plugging your brain into a power bank. Your body heals, your brain resets and your mood gets a boost. Here's how to make it happen: <https://bit.ly/48X3FYP>



### Movement Post:

An hour at the gym? Not necessary! Try 15-minute walks, two minutes of squats or even a quick dance party. Work movement into your day with these tips:

<https://bit.ly/42vqdmF>



### Health Quiz Post:

Ready to get healthy but not sure where to start? Find out where your health habits stand. Honest answers, useful results. Take the FREE health quiz.

<https://bit.ly/4dn8MD3>



### Nutrition Post:

Adding more veggies to your plate doesn't have to be complicated — start with one at every meal! Here are ten easy ways to make that happen.

<https://bit.ly/4eHUvmH>



### Water Post:

Drinking more water is one of the easiest ways to improve your health. See why it matters, and find out if you're getting enough H2O. <https://bit.ly/4nte58x>

# 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 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 Facebook:**

Soda, juice and sports drinks can be loaded with added sugar. TSET and Shape Your Future are raising awareness about healthier choices. Join us in encouraging Oklahomans to drink more water.



**Copy for Facebook:**

Childhood obesity is a serious health concern in Oklahoma. TSET and Shape Your Future are supporting Oklahoma families in making healthy choices for generations to come.