

2018-2019 Bright Spot Award Nomination Form

The Bright Spot Awards are an effort to recognize examples of meaningful Primary Prevention initiatives taking place across our state. Here are the steps to nominate your initiative:

- 1.) All nominations must be submitted by July 1, 2019. One nomination form must be completed per initiative nominated. Email completed nominations to Matt Coleman (Matthew.Coleman@TN.gov)
- 2.) All nominations received are redacted so that the review committee will not know the exact location and persons involved with the initiative. The review committee is made up of individuals from each region of the state. They will review, score, and discuss each submission. An average of the final scores given by the review committee will be used to determine the award level earned.
- 3.) Award levels include Platinum, Gold, Silver, Bronze, and Honorable Mention.
- 4.) Awardees will be announced in the fall of 2019.
- 5.) Each nomination will be presented with a comprehensive feedback report from the committee, which will include strengths of the initiative and opportunities for improvement.

Application:

County: [Campbell County](#)

Initiative Name: [Hydration Campaign: Bring Tap Back](#)

Primary Prevention Focus Area(s): [Healthy Weight](#)

Primary Contact Name, Email, Phone:

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Bright Spot Award Questions

Please explain why you think this initiative should be considered for the TDH Bright Spot Awards.

(150 words max); (10 points available)

We wanted to participate in the Hydration Campaign: Bring Tap Back to provide water bottle refills stations that will be positioned in all eleven (11) schools to encouraging students, teachers and faculty to drink water instead of sugar-sweetened beverages which greatly contribute to obesity. We want to do this by increasing access to safe, healthy and free public drinking and launching targeted educational campaigns. We will be providing educational sessions and water bottles to all students (approximately 5316 for 2019-2020 school year) in the Campbell County School System.

By pairing these water stations with nutritional education, children can make the easy default to consuming more water which is more healthy and cheaper than most beverage alternatives. We have approached the Tennessee Clean Water Network (TNCWN) who has agreed to work with us and provide both refill stations and furnish infographics and posters touting the many benefits of water.

Why is this initiative important to your community? Is this initiative contributing to a policy, systems, and/or environmental change¹ in the community? (300 words max); (75 points available)

Like most communities around the United States, Campbell County, TN faces a growing public health problem due to obesity. According to the Kids Count Data Center of the Anne E. Casey Foundation, 45.0% of children enrolled in public schools are considered overweight or obese (2017). Like most health issues, a key is stopping behavior that contributes to obesity and reinforcing positive behavior to allow a child to reach a healthy adulthood.

Water bottle stations, positioned in school drinking fountains, have been found to combat obesity by offering an environment conducive to drinking water instead of sugary beverages which greatly contribute to obesity.

The Healthy, Hunger-Free Kids Act of 2010^{External} requires schools participating in the National School Lunch Program (NSLP) ^{External} to make free water available to students during meal times where they are served. The standards also require schools in the School Breakfast Program (SBP) ^{External} to make drinking water available when breakfast is served in the cafeteria. In addition to the requirements, schools should use a variety of strategies to:

- Ensure that water fountains are clean and properly maintained
- Provide access to water fountains, dispensers, and hydration stations throughout the school

¹ Policy, systems and environmental change is a way of modifying the environment to make healthy choices practical and available to all community members. By changing laws and shaping physical landscapes, a big impact can be made with little time and resources. By changing policies, systems and/or environments, communities can help tackle health issues like obesity, diabetes, cancer and other chronic diseases (<http://www.cookcountypublichealth.org/files/CPW/PSE%20Change.pdf>)

•Allow students to have water bottles in class or to go to the water fountain if they need to drink water

US Environmental Protection Agency (EPA) External standards and regulations assure that tap water is clean and safe. In rare cases when tap water may not be safe to drink, schools should provide drinking water to students in other ways, including installing filtration systems or purchasing drinking water.

What are the SMART objective goals and major purpose(s) of this initiative? (SMART objectives are Specific, Measurable, Attainable, Relevant, and Time Bound. Example: By May 2019; all soft drink machines in Lauderdale County Schools will be turned off during the school day, per school board policy.) (300 words max); (10 points available)

By August on 2019 water bottle refill stations will be installed in all eleven (11) schools in the Campbell County School System, this has been approved by the school board.

Teachers and staff will be provided with training on the importance of water consumption during the teacher in-service in August 2019. Teachers will establish a class room routine of filling the bottles twice a day and insure that the CDC guidelines are followed by providing access to drinking water during meals and snacks. Coordinated School Health will survey students to check on their water and soft drink consumption patterns.

All teachers and staff will be encouraged to attend training on the importance of water consumption. All students will have educational session on the importance of drinking water and will be provided a water bottle to use during the school day. Coordinated School Health Staff will send out a survey to every elementary and middle school student on how much water they consume in the fall and then in the spring semester. Additionally, these stations are equipped with built-in digital counters displaying the number of water bottles filled and saved from land fields.

All students will have educational session on the importance of drinking water and will be provided a water bottle to use during the school day by end of August 2019.

What is the annual budget and funding source for this initiative? If no funding is available, how have you implemented or sustained the initiative? (150 words max); (5 points available)

The funding source for the Hydration Campaign: Bring Tap Back has been provided by several community partnerships. With the total amount of \$16, 435.00 already spent for the water bottle refill stations. Campbell County Health Council and Campbell Gets Fit! will provide all students will water bottles at the first of the school year amount to TBD.

The Campbell County School Nutrition Department will provide funding for the replacement filters as needed.

Have community partners helped with the initiative? What are the roles of these partners? (300 words max); (20 points available)

We have several partners that are helping with this initiative by providing funds for the water bottle refill station or the retro fits for existing water stations and water bottles they include:

Campbell County School Nutrition Department: ordering the water bottle refills stations and acting as liaison with the TN Clean Water Network and community groups/agencies. They also purchased one (1) water bottle refill station at Jacksboro Middle School.

Campbell County School System: support and providing maintenance and initial installation of water bottle refill stations in all the schools.

Campbell County Coordinated School Health Program: will provide support and training to teachers, staff and students on the importance of hydration.

Campbell County Health Council along with Campbell Gets Fit! : purchased three (3) water bottle refill station for Caryville Elementary, Jellico Elementary and Valley View Elementary Schools. Both of these organizations will provide social media coverage on this campaign.

Campbell County Health Department: purchased three (3) water bottle refill stations for Jacksboro Elementary School, LaFollette Elementary School and White Oak Elementary Schools. Will also assist, with training and support to teachers, staff and students.

Day Springs Health Center: purchased one (1) water bottle refill station for one (1) school.

Community Health of East TN: purchased (1) water bottle refill station for Wynn Elementary School.

LaFollette Housing Authority: purchased one (1) bottle refill station for LaFollette Middle School.

TN Clean Water Network: will provide colorful posters about the benefits of drinking water and avoiding sodas. They will also provide a plaque of acknowledgement on each water refill station to the agency/company that contributed.

Describe your staff's involvement, including the interdisciplinary team approach taken with this initiative? Begin with the planning process; explain staff roles in planning and implementing the initiative. Discuss how you foster creative scheduling so that clinical staff can lend their expertise? (350 words max); (20 points available)

Campbell County Health Department staff became involved in this Hydration Campaign: Bring Tap Back initiative by attending monthly meeting with the Campbell Gets Fit! and the Campbell County Health Council. In these meetings the School Nutrition Director and Coordinated School Health had expressed an interest in this campaign in the winter and spring of 2019. The Health Department's PPI Team become interested and wanted to help. The Health Department staff will help in the training and promotion of this initiative in the schools and at community events when applicable. The staff will also promote the importance of water consumption in the WIC Department to children as well as adults.

In what way is this initiative especially innovative? How is this initiative different from other similar programs? Is there a specific idea tested with this approach? Is this work informed by relevant literature or research studies? (400 words max); (20 points available)

This initiative is evidence based and is able to impact a large number of students. It is an environmental intervention, which is considered the gold standard in implementing and establishing change. This initiative helps make the choice to drink water and stay hydrated an easy option. It has been tested and replicated in a large number of schools and is an intervention advocated by the CDC and its Healthy Schools initiative. Further advantages include:

1. Eliminates health disparities. Everyone drinks water and it is free of charge.

2. Eliminates plastic and other waste into the environment. The EPA estimates that only 9% of plastic bottles gets recycled. Estimates show that it takes 2000 times more energy to produce a disposable bottle of water than to drink tap water.

3. Drinking more water tends to lower the amount of sugary beverages that are consumed. Advantages to drinking less sugary drinks include lower calorie intake, loss of calcium due to phosphorous in soft drinks which is an antagonist to calcium and bone growth, and reduction of dental caries due to sugar consumption and the benefits of fluoride in tap water

4. An EPA certified filter to remove any contaminates. The EPA estimates that there are 98,000 school systems not regulated under the Safe Water Drinking Act

5. Students remain hydrated and it has been shown that adequate hydration improves learning capacity and attention level.s

6. Can change the culture of a classroom when teachers are able to be a role model for drinking water

7. Drinking at least 8 glasses of water per day is recommended by most health experts

8. These stations can be more sanitary than regular water fountains which are more easily contaminated.

How are you evaluating the effectiveness of the initiative? Is the initiative on track to achieve stated goals or has it achieved stated goals? (350 words max); (20 points available)

The amount of usage can be established from the counter on the water dispenser. This number would be monitored by the school and, if it drops, an intervention would be in place to remind teachers that students must have at least 2 opportunities to refill their bottles during the day. Reminders of the importance of hydration will be integrated into the curriculum and reiterated at intervals. Coordinated School Health will conduct a poll of water consumption at least twice during the school year. Yearly in-services for teachers and classroom education on hydration for students will be a yearly occurrence.

What limitations or obstacles might be expected if others wished to replicate this initiative? (300 words max); (50 points available)

Funds to purchase the water bottle refill stations and water bottles for all students.

School Systems availability to provide staff to install the stations and to have them installed for the beginning of the 2019-2020 school year.

Some of the schools could not be retro fitted but had to have new installments for water stations which cost more than we originally anticipated.

Is this initiative sustainable without the resources of the local health department being involved? (250 words max); (20 points available)

Yes, this initiative is sustainable without the involvement of the health department. After the initial purchase of the water bottle refills stations and the training for teachers, staff and students this project will be a school system project to maintain with water filter replacements and maintenance upkeep.