

## Bright Spot Award Nomination Form

In an effort to help define what meaningful PPI is, and to better recognize the tremendous initiatives taking place across our state, we are creating a new Bright Spots Awards program. This will be a great way to create a little “friendly competition” among the local health departments while helping to define what is meaningful PPI. Here are the steps to the process of nominating your initiative:

1.) All PPI Bright Spot Award Nominations must be submitted by July 1, 2017. One nomination form must be completed per initiative nominated. Email completed nomination to Matt Coleman.

2.) Nominations will be reviewed by a committee, comprised of individuals from local and regional health departments, as well as Central Office. Each submission will be redacted, so individual identity will not be known to the committee. They will subjectively review each submission, discuss, and award the point totals to the nominations. An average of the section reviews will be used to determine the award level earned.

3.) Awardees will be announced in the fall, 2017.

4.) Each nomination will be presented with feedback from the committee.

Award Levels:	185-200 pts: Platinum Level Award
	159-184 pts: Gold Level Award
	138-158 pts: Silver Level Award
	117-137 pts: Bronze Level Award
	116 pts or less: Honorable Mention Award

**County:** Johnson

**Initiative Name:** **Helmet Use Safety and Awareness**

**PPI Topic Area(s):** Injury Prevention

**Primary Contact Name, Email, Phone:** Angie Stout, [Angela.R.Stout@tn.gov](mailto:Angela.R.Stout@tn.gov) , 423-727-9731

## Bright Spot Awards Questions

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

(150 words max);(10 points available)

The Helmet Use Safety and Awareness program should be considered for the TDH Bright Spot Awards because it is an accessible program that has been developed for kids and it promotes physical activity while imparting safety messages to kids and parents.

This initiative has done a great job explaining to kids the reasons for bicycle safety and normalizing the use of such gear. The initiative seeks to, and has potential for, providing tangible products and incentives to kid and families that will encourage kids to be more physically active. Further, the initiative seeks to expand and bring expertise of health department clinicians outside of the organization's walls to help influence physical and activity along with safety for our youth.

### **What is the public health problem being addressed and why is it important?**

(300 words max); (10 points available)

"Bicycling remains one of the most popular recreational sports among children in America and is the leading cause of recreational sports injuries treated in emergency departments." (*American Academy of Pediatrics, Vol 108, No 4, October 2001: Committee on Injury and Poison Prevention, 'Bicycle Helmets'*)

According to Walk Score® (<https://www.walkscore.com/bike-score-methodology.shtml>) Mountain City in Johnson County has a Bike Score of 50 ("Bikeable") out of 100, making it a place necessary for the promotion of helmet safety and awareness. The Bike Score measures whether an area is good for biking based on bike lanes and trails, hills, road connectivity, and destinations. Further, Johnson County contains a robust multi-use trail system at Doe Mountain Recreation Area including ATV/OHV (All Terrain Vehicle/Off Highway Vehicle) and mountain biking trails.

### **What are the SMART objective goals and major purposes of this initiative? (SMART objectives are Specific, Measurable, Attainable, Relevant, and Time Bound. Ex: By May 2016, all soft drink machines in Henderson County Schools will be turned off during the school day, per school board policy.)**

(300 words max) (10 points available)

The SMART objective goals and major purpose of this initiative include partnering with community organizations and businesses to engage at least 150 youth in helmet safety and awareness activities. Efforts will be evaluated based on number of lessons completed, number of sites, number of participants, number of materials distributed, and participant feedback via key informant interviews.

This program will strive to improve bicycle helmet safety and awareness among youth by:

- Working with coordinated school health to conduct assessment and collect data pertaining to bicycle, scooter, skateboard, ATV/OHV use and helmet use in targeted grades (if approved).
- Identifying other potential community partners to support and/or sponsor helmet safety activities

related to bicycles and ATV/OHV. Potential partners already identified include Doe Mountain Recreation Area, EMA, Community Center, schools, Ballad Health/Niswonger Children's Hospital, bicycle shops in neighboring counties/states, etc.

- Emphasizing helmet safety message in health department home visiting services and clinic visits as feasible based on existing protocol and programming.
- Arranging a child helmet safety training session for health department staff.
- Developing and implementing a marketing plan for helmet safety messaging.
- Partnering with other community groups to host a bike and/or ATV/OHV safety event.

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

The school-based assessment, training session, safety event and message marketing associated with the Helmet Use Safety and Awareness program do not require any funding but will represent collaborative time and effort contributed by partners. A small amount of local health department funds targeted toward PPI (approximately \$700 annually for Johnson County) could be used toward tangible products and incentives, such as helmets and bicycles (as a drawing/door prize) along with matching funds or like donations from other partners.

**Have community partners been brought to the table to help with the initiative? What are these partners bringing to the table for the initiative?** (300 words max) (20 points available)

Coordinated school health would be involved with conducting an assessment of bicycle, scooter, skateboard, ATV/OHV use and helmet use in targeted grades (if approved).

Doe Mountain Recreation Area would provide safety activities related to ATV/OHV use.

Johnson City Medical Center (Ballad Health) Injury Prevention Coordinator, Heatherly Sifford, will assist with conducting child helmet safety training for health department staff.

Niswonger Children's Hospital Emergency Department Medical Director conducted a lunch-and-learn and consultation session with health department staff.

Local health department staff have integrated helmet safety messaging into their clinic visits and home visiting services and have assisted with development and marketing of helmet safety messaging.

Girls On The Go after-school program has partnered with local health department staff to conduct a bike safety educational event for participants.

The above partners have also spread the word to other partners about the program.

**What is the timing of the initiative? When does planning occur? When is/was the initiative implemented? When is the initiative evaluated?** (250 words max) (5 points available)

The initial planning of the Helmet Use Safety and Awareness program and identification of local partners can be conducted at any time of the year. In Johnson County, planning took place in May 2018 for the July 1, 2018

through June 20, 2019 period. Planning and partnering took place roughly between June and October 2018 (and ongoing), messaging through health department services was initiated in the fall of 2018, staff training sessions were conducted in July and September of 2018, a youth session was conducted in fall 2018, an additional marketing and event planning will continue through June 2019 and beyond.

**In what way is this initiative especially innovative? How is this initiative different from programs with a similar intent? Is there a specific idea tested with this approach? Does this work reference relevant literature or relevant studies? (400 words max) (50 points available) Does the initiative achieve its stated goals?**

The Helmet Use Safety and Awareness program is innovative in the fact that it combines safety awareness with secondary promotion of Physical Activity, a Big-4 health issue in the region and county. The program is also innovative in expanding and bringing expertise of health department clinicians outside of the organization's walls and into the community to help influence physical and activity along with safety for our youth. Further, the Helmet Use Safety and Awareness program incorporates aspects of Built Environment into clinical and community primary prevention efforts. The Helmet Use Safety and Awareness program is highly replicable.

**Are the measures clearly listed describing what makes the program effective? Is data provided or referenced that supports the conclusion? What makes this program effective? How is the program evaluated? (350 words max) (20 points available)**

Measures and process evaluation and outcome results thusfar (ongoing program) include:

- # helmet safety trainings offered to staff – 2
- # participants – 6
- # of occurrences of helmet safety messaging in health department clinic visits documented in charts (July 1, 2018 – April 1, 2019) - 51
- # lessons/educational sessions completed to community - 1
- # sites - 1
- # participants - 11
- # materials distributed - 11
- Participant feedback via key informant interviews –
  - 10/11 girls said they ride a bicycle
  - 5/10 (50%) wear a helmet
  - Reasons given for not wearing a helmet include: too tight, don't have one, parents don't make me, makes me sweat, I'm careful and won't wreck, I don't go fast, and I don't see the need.
  - Follow with group will determine if % of those who wear a helmet has increased

**How can this initiative be replicated in other counties? What are some limitations or obstacles that can be expected, with replication of the initiative?**

(300 words max) (50 points available)

The Helmet Use Safety and Awareness program is highly replicable in other counties using existing and readily available helmet safety and awareness training resources. Incentives such as helmets and/or bicycles as drawing/door prize incentives could be supported through locally available funds and partner support.

Limitations or obstacles that have affected Johnson County's Helmet Use Safety and Awareness program and that could be experienced by those replicating was a critical shortage of staff that unexpectedly developed during the program implementation. Leading up to and during the timeframe for conducting educational sessions and planning for events in the fall of 2018, this small county health department's clinician staff of 3 RNs (one of whom is the Nurse Supervisor), 1 home visitor, and 1 nutrition educator (4.6 FTEs) was reduced by 3 FTEs, leaving all public health essential programming to 1 RN and 1 Nurse Supervisor. As a result, the Helmet Use Safety and Awareness program was significantly affected (and continues to be) including the assessment piece, marketing, and delivering messaging, educational sessions, or events.

**Is this initiative sustainable without the resources of the local health department being involved?**

(250 words max) (20 points available)

Yes, certainly. However, one unique aspect of the Helmet Use Safety and Awareness program is that it expands and brings expertise of health department clinicians outside of the organization's walls and into the community to help influence physical and activity along with safety for our youth.