

2017-2018 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, 2018. 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 2018.
- 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: Montgomery County

Initiative Name: "All Health Matters"

Primary Prevention Focus Area(s): Physical Activity, healthy eating

Primary Contact Name, Email, Phone: Jennifer Hamilton, Jennifer.r.hamilton@tn.gov, 931-648-7214

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)

Jennifer saw the need to raise awareness in Montgomery County for eliminating health disparities affecting ethnic and racial minority populations. She wanted to express that by partnering and working together as a community, those disparities can be eliminated. On May 19, 2018, Jennifer partnered with the TDH Office of Minority Health and Disparities Elimination, and several agencies in the Clarksville-Montgomery County area to host the first "All Health Matters" event. Together, these agencies addressed health issues not only affecting ethnic and minority populations, but also brought attention to the community that everyone's health matters regardless of race, gender, or socioeconomic status. During the event, they provided health education and information about healthier living, and also promoted exercise by leading the community on a 2 mile walk around the plaza of the Montgomery County Health Department.

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

I saw this initiative as being an environmental change in our community. The best part of this initiative was starting conversations with people. The event was held at Veteran's Plaza, where there is a 3 ft. sidewalk all the way around. By using the sidewalk, residents had the opportunity to see that exercise is not limited to going to a gym or a park; they could simply go outside of their homes and walk. The Montgomery County Health Department is surrounded by many housing developments and homes, so in addition to giving out flyers to local agencies, Jennifer thought it would be best to walk door to door to invite residents to the All Health Matters event. This was a way to get the community familiar with some of the faces from their local resources Jennifer considered cultural, elderly, men and women issues. Bringing the community together, promoting physical activity, and living healthier lifestyles were the goals she accomplished. She still has enough resources to do this event again.

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) Objectives:

Specific: To have this event annually and have more and more people involved.

Measurable: To have 200 community members walking and 15 agencies at the event.

Attainable: Identify and invite more local community resources to join the initiative/event.

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>)

Relevant: To allow the community to learn about eliminating health disparities among all people and to bond over living a healthier lifestyle.

Time bound: By 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)

Jennifer saw the opportunity to apply for and was awarded a grant through the TDH Office of Minority Health and Disparities Elimination

Have community partners helped with the initiative? What are the roles of these partners? (300 words max); (20 points available) The Clarksville YMCA, Community Action Agency, Matthew Walker Comprehensive Health Center, Medical Direct Care, Montgomery County TSU/UT Extension, and TDH Office of Minority Health and Disparities Elimination, were at the event. The roles of these partners were to make the community aware of what their local resources are. These partners offered education and information about how to live healthier every day, and when to see a doctor. Another role of these partners was to show the community that by partnering together, healthier lifestyles can be achieved for all and health disparities can be eliminated, resulting in all people living a longer and abundant life.

What is the timeline for the initiative? (When does planning occur? When is/was the initiative implemented? When is the initiative evaluated?) (250 words max); (5 points available)

The initiative should be implemented in or near the month of April to highlight Minority Health month. Planning should occur 6-8 months before the initiative. The initiative should be evaluated within 30 days after the initiative has taken place.

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)

According to the U.S. Department of Health and Human Services National Institute on Minority Health and Disparities office, "Many populations in America, whether defined by race, ethnicity, immigrant status, disability, sex, gender, or geography, experience higher rates of certain diseases and more deaths and suffering from them compared with the general population."

Unlike having a health fair that only addresses overall health for all people, this initiative also highlights the fact that many minority populations are experiencing poor health compared to the general population. By highlighting this fact, persons of these populations can become more aware of how important it is for them to take action in how to live a healthier lifestyle so that they can live longer and abundant lives. The partners for this initiative highlighted these facts when promoting the event. This initiative was innovative because it shows that minority health concerns shouldn't just affect the minority populations; it should affect all populations in that all people should work together to ensure that all people experience health equity.

When the partners of this initiative handed out flyers, they had the opportunity to have a conversation with local residents about minority health concerns and about how people in the community could work together to address these health disparities.

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? Does this initiative achieve its stated goals? (350 words max); (20 points available)

To make this initiative effective, the local health department must make local agencies aware of the disparities affecting minority populations and then make plans to work together to raise awareness to the community. Networking and partnerships makes this program effective. The initiative is evaluated by the number of walking participants, number of event participants, and number of partnerships/agencies involved in the planning and implementation. This initiative achieves the goals of bringing the community together, promoting physical activity, and living healthier lifestyles.

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

Limitations and obstacles might be time of the year (season, weather, etc.), location, and encouraging participation of the event to people who live sedentary lifestyles.

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 local health department. However, the local health department is important to this event because residents must know about the free and affordable services available in their community to meet their health needs.