

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: [East TN Regional Health Office](#)

Initiative Name: [Stop the Bleed](#)

Primary Prevention Focus Area(s): [Community Violence and Safety](#)

Primary Contact Name, Email, Phone: [Wanda Roberts, \[etrhc.health@tn.gov\]\(mailto:etrhc.health@tn.gov\), 865-549-5294](#) or [Corie Gouge, \[corie.gouge@tn.gov\]\(mailto:corie.gouge@tn.gov\), 865-549-5200](#)

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)

The East Tennessee Regional Health Office has piloted a unique project, centering around the national Stop The Bleed campaign, that demonstrates the far-reaching potential that a meaningful Primary Prevention initiative can have, a true bright spot for the intent of this program. This project brought together the collective efforts of Public Health, our Regional Hospital Trauma Center, District II Homeland Security, the regional Healthcare Coalition, and the TN. Department of Education, School Safety Center. To date, successes include: public health training, preparedness and outreach, school training and preparedness, and endorsement with the expectation that a portion of this program will be implemented in each school across our state in the near future. We are proud to submit a project that highlights the dedication of our hard working staff, produces measureable outcomes, strengthens our community involvement, and truly makes a life-saving difference for our own staff and those we serve.

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)

Trauma is the number one cause of death in the U.S. for persons between the ages of 1-46. Life-threatening bleeding can be fatal within five minutes, so it's not surprising that 75-90% of all trauma-related deaths occur before the casualty reaches a medical treatment facility. (www.bleedingcontrol.org). This is particularly disconcerting for rural areas where immediate medical response may not be available. As project planning began, we realized it wasn't enough to train how to respond after an event, we needed to also train on how to prepare. Schools, in particular, are vulnerable as evidenced with the horrific events that have occurred throughout our nation regarding school shootings. Unfortunately I training for active shooters, specific to school staff, has been virtually non-existent. This program combined the two related initiatives (STB and Active Shooter training specific for schools) to address that gap in a multi-faceted approach- planning, preparedness, and response. The Department of Education was brought in during early planning and since has approved the curriculum with plans to roll out state wide. Many schools across our region now plan to offer annual STB training along with CPR training to staff and students.

Formatted: Font color: Auto

2018 County Success Story Awardees:

Community benefits include:

- Over 200 regional Stop The Bleed trainers have been trained, including 20 PH.
- Each county has received (2) STB training kits that can be used for ongoing training.
- Staff at every HD in our region have been trained on STB
- 2 STB kits have been designated for each health department
- Every primary and secondary schools in our region (333) have received (8) STB kits (total of 2664 kits)

Formatted: Font color: Auto

Field Code Changed

Formatted: Indent: Left: 0"

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>)

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 June 30, 2019, each local health department will have fully trained staff on the Stop The Bleed program.

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)

There is no annual budget for this initiative. STB kits were purchased by our local hospital coalition. Homeland Security purchased training kits for each county to ensure continued sustainability. The healthcare coalition will replace any kits needed or training supplies (as needed) as well as fund continued train the trainer courses.

The local training for this initiative will be sustained by the efforts of the STB Trainers.

Formatted: Indent: Left: 0"

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

- Yes, there are over 70 community partners that have helped with this initiative. Local EMS attended the active shooter drills at schools, and helped with training teachers.
- University of Tennessee Medical Center Trauma Services provided 'train the trainer' classes and support for community trainings. This is on-going as classes are still scheduled as needed.
- TN Homeland Security District II retained subject matter experts to collaboratively develop a relevant/ school specific active shooter training program and invested \$73,000 towards county level training and training kits.
- Knoxville/East Tennessee Healthcare Coalition provided \$122,000 in funding to provide (8) STB kits for each school. (2664 kits)
- Tennessee Department of Education School Safety Center provided oversight and guidance for training content.
- Local Emergency Management Agencies were tasked with coordinating training with schools and area emergency response organizations to ensure local support.

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)

Inter disciplinary planning team consisted of PH, Knoxville/East Tennessee Healthcare Coalition, EMA, EMS, Homeland Security, law enforcement, TN. Department of Education, Regional Trauma Center.

Formatted: Font: Not Bold

Local Health Department staff and Regional Office staff (20 total) were trained as facilitators, who in turn, trained local staff. They also reached out to community partners and offered trainings at schools, churches, etc. Staff were enthusiastic about this PPI opportunity and it was evident in the outreach they continue to do, working and expanding the role of public health into the community through this invaluable training opportunity. Staff commented that this was something they felt like they could use outside of work, and something they really enjoyed. Our staff was very creative, and even made their own arms/legs out of pool noodles and pvc pipe so they could simulate packing a wound and applying a tourniquet.

Scheduling was left to the local health department staff, but if nurses were going to be out of clinic to conduct a training they were able to cut their clinic schedule back to accommodate the nurse being out of clinic for a few hours. There was also more than one nurse per health department trained so they could rotate who was out of clinic conducting a training so it wasn't the same person being left in clinic each time.

Formatted: Font: Not Bold, Not Highlight

Formatted: Font: Not Bold

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)

Formatted: Normal, Indent: Left: 0.25", No bullets or numbering

Stop the Bleed is a national awareness campaign and call-to-action. Stop the Bleed is intended to cultivate grassroots efforts that encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. This approach is innovative, because no other county or region in our state is participating in this effort. Our region has adopted this grassroots effort, and local and regional health department staff have embraced this outreach effort. Staff have said, "This is something I really enjoy! I never knew PPI could be this fun." Staff have been able to see the true meaning of community outreach by being able to participate in something they really enjoy.

Formatted: Font: 12 pt

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)

Our original goal has been achieved. All staff in our regional have been trained on Stop the Bleed. Moving forward, trainings (Train the Trainer and local Stop the Bleed) will continue and training kits will be supplemented by the healthcare coalition as needed. This core partnership of Public Health, the Healthcare Coalition, and Homeland Security will continue to partner with our local trauma center to make sure everything is needed for the continuation of trainings, with both staff and supplies.

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

It is difficult to schedule in schools without a long lead in time due to limited in-service days. It is vital to have all your community partners in place to make this program a success to ensure funding, accessibility to targeted populations, and buy-in.

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

Yes, this program has a central training kit that can be utilized for free by any trainers. Training opportunities are offered as needed through the regional trauma center and by the healthcare coalition. There are other people in our region that have been trained as facilitators, and are able to continue training people on Stop the Bleed.