

# 2022-2023 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 14, 2023. One nomination form must be completed per initiative nominated. Email completed nominations to Matt Coleman ([Matthew.Coleman@TN.gov](mailto: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 2023.
- 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

**Initiative Name:** Elder Abuse Awareness Campaign: Campbell County Health Council

**Primary Prevention Focus Area(s):** Elder Abuse and Hunger

**Primary Contact Name, Email, Phone:**

Kelly Ballard, [kelly.ballard@tn.gov](mailto:kelly.ballard@tn.gov), 423-562-8351

## Bright Spot Award Questions

**Why is this initiative important to your community?** (150 words max; 10 points available)

We feel that as the Campbell County Health Council in a rural community it is our duty to educate the community and for them to understand the complex nature on elder abuse. People need to know the signs to look for in elder abuse and how to report. Our elderly need to know the types of abuse and about the different types of scams and to know what they need to do if they find themselves a victim. Approximately 1 in 10 older adults will experience some sort of elder abuse, neglect, or exploitation. It is estimated that only one in 24 cases are reported. So, we know it's going to take all of us working together to build a community in which people of all ages are safe and supported!

**Is this initiative contributing to a policy, systems, and/or environmental change<sup>1</sup> in the community?** (300 words max; 75 points available)

No, this initiative isn't contributing to policy, system and/or environmental change at this time.

**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 2023; 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)

**Goal: By 2025, increase awareness of elder abuse and to provide resources to senior citizens in Campbell County.**

Objectives:

- Conduct at least 3 community awareness campaigns focusing on preventing elder abuse that includes physical, emotional, sexual and financial exploitation.
- Provide community resource guide for elder population.
- Coordinate with expert speakers to present elder abuse presentations throughout the county.

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<sup>1</sup> 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/PPW/PSE%20Change.pdf>)

**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)**

Initiation of this project began in May 2022 and currently there is no official funding allocated to this initiative. However, community members have worked to raise money by providing purple awareness ribbons at county businesses and have raised \$1500.00 as of June 2023. Campbell County Health Council may provide funding on projects moving forward on an as needed bases.

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

Conversations initially began with the Campbell County Community Health Assessment in 2022. With Campbell County being a very rural area transportation, access to health care and individual income has been an on-going issue that directly effects the health outcomes to all citizens but especially to those that in the age category of 55+. Health Council Members, community partners and the private sector are supportive and engaged in this project. East Tennessee Human Resource Agency (ETHRA) coordinator, Becky Pierce and Campbell County Health Department health educator, Kelly Ballard, is working and collaborating with many agencies both locally and across the state to increase awareness of Elder Abuse.

**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)**

- Health educator, Kelly Ballard, met with Sally Pitt from the Office of Patient Care Advocacy to establish initial contact and learn about elder abuse. Sally provided materials and resources to use for this topic.
- Health council met on May 9<sup>th</sup> and decided to do events for the World Elder Abuse Day/Month in June that included ribbons for donation to raise awareness through community partners and elder abuse signs throughout the county
- Health educator coordinated guest speakers to come and present to the health council on world elder abuse day
- Health educator and Becky Pierce coordinated with mayor Jack Lynch to do a proclamation for World Elder Abuse Day

**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 especially innovative and different from other programs because Campbell County is currently the only county in the East Region with Elder Abuse as a priority on their Community Health Improvement Plan. This work is informed by relevant research studies. According to the Tennessee Commission on Aging and Disability, there is an urgent need to address financial exploitation and other types of elder abuse as it has become a “multifaceted problem” that is affecting an increasingly large portion of Tennessee’s elder and vulnerable adult population. Elder abuse in Tennessee has only been exacerbated during the COVID-19 pandemic due to isolation from family and friends, putting our elder and vulnerable adult population at an even higher risk. This is a problem that needs to start being addressed in more counties within our region if we want to see it get better.

**Is this initiative considering or addressing an inequity in your community? What is that inequity and how are you addressing it?** (350 words max; 20 points available)

N/A

**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 number of elder abuse cases in the county.

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

Limitations or obstacles might be funding, time and the topic could be “taboo” for some communities to consider.

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

This initiative is sustainable without the resources of the local health department being involved; however, the health department's health educator provides much needed boots on the ground work in promoting, planning and implementing community activities and events.