

# 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:** Hamblen County

**Initiative Name:** Rock and Relax

**PPI Topic Area(s):** Infant Mortality

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## 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) Rock and Relax stations provide nursing mothers a place where they can sit down and breastfeed their baby in comfortable and supportive setting. By providing breastfeeding mothers a place where they can feel at ease to feed their baby at a community event, it allows the nursing mother to see how the Hamblen County Health Department WIC Program supports the Breastfeeding process and aids breastfeeding is more preferable to formula feeding. The program has assisted in raising awareness on the importance of breastfeeding as the health department continues to build relationships with community partners and worksite as they work to develop designated places for mothers to breastfeed.

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

(300 words max); (10 points available) Currently, the WIC breastfeeding rates in Hamblen County are 42%. Although they have increased over the last year, the Health Department strives to increase the breastfeeding rate to over 50%, by providing community locations to promote breastfeeding and increase community awareness of the health benefits.

**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) By the end of 2017, WIC BF rates will increase to 45% from the influence placed on BF within the Health Department and at local community events. The major purpose of the Rock and Relax stations are to increase BF support within Hamblen County and to raise awareness of the norm and health benefits of BF.

**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) PPI money is used, as needed.

**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) Not at this time.

**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) PPI Meetings occur once a month at the Hamblen County Health Department. In these meetings, events where the Rock and Relax station could be set up are discussed amongst Health Department employees. After an event where the Rock and Relax station has been set up, the success of the station is discussed in the following months PPI meeting.

**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 idea of Rock & Relax Stations is to provide breastfeeding opportunity to the larger community, not solely within the walls of Health Departments or clinical offices. By striving to make breastfeeding “the norm” and providing opportunities for nursing mothers to BF, it allows mother/child bonding during feeding and strengthens that bond. Moreover, it promotes community awareness about the social and economic benefits of breastfeeding.

Rock & Relax is a different approach simply because many community events do not have a designated place for mothers to nurse. While breastfeeding is encouraged at local events, the Rock & Relax Station provides a quiet place for mother/child bonding and allows nursing mothers to support one another.

The CDC 2014 Breastfeeding Report Card indicates that women in the state of Tennessee are wanting to BF, but need further support throughout their child’s first year of life. The breastfeeding rates for Tennessee start out significantly high with 74.9% of women who have ever breastfed, then drops to 40.7% of ever breastfeeding at six months, and then continues to fall with exclusively breastfeeding mothers at six months to 15.4%.

Although in other parts of the country BF Rock and Relax Stations are provided, to our knowledge this is not being done within our community or surrounding areas. It is our expectation by providing such breastfeeding areas at local community events; breastfeeding mothers will find more support and cooperation within their community to help prolong their breastfeeding efforts.

Rock & Relax Stations achieve the goal by providing mothers a comfortable and quiet atmosphere in which to nurse their baby. In addition, awareness about the importance of breastfeeding is promoted in the larger community, reaching the larger population about the health benefits of this process.

**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)** At each event where the Rock and Relax stations are available, there is a sign-up sheet where the mother’s name and other information is privately collected and maintained according to HIPAA guidelines. The Hamblen County Health Department staff are able to track exactly how many people showed interest in and/or actually used the Rock and Relax station.

**How can this initiative be replicated in other counties? What are some limitations or obstacles that can be expected, with replication of the initiative? The initiative is simple to replicate as information regarding set-up needs and lessons learned can be shared.**

(300 words max) (50 points available)

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

(250 words max) (20 points available) Yes, providing information and guidance to local community partners, others can also replicate and continue the activity without the health department.