

## 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](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 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:** [Lawrence](#)

**Initiative Name:** [Healthy Kids Summit](#)

**Primary Prevention Focus Area(s):** [Physical Inactivity](#)

**Primary Contact Name, Email, Phone:** [Amber Chunn, Amber.Chunn@tn.gov, 931-762-9406](#)

## 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 Healthy Kids Summit is a wonderful annual event for kindergarten through sixth grade students and their families to learn about health resources and health opportunities available to them in Lawrence County. This event unites community partners in a common goal – to improve the health of Lawrence County residents. The event is held each September at David Crockett State Park. Throughout the day, participants enjoy fun fitness activities, educational booths, live demonstrations and door prizes provided by the generosity of Lawrence County businesses and community groups. This event is hosted by the Lawrence County Health Council, the Lawrence County Health Department and David Crockett State Park. This event is a great way to bring together community partners who share the same health goals for their area, and could easily be replicated in other counties.

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

We aim for this project to create environmental change by showing residents the various resources they have available to them every day. Our county, like many others in the state, is home to a beautiful state park with hiking trails, a run club, a fitness trail with outdoor equipment and much more that is completely free for anyone to use. We hope that by hosting the Healthy Kids Summit at our state park and providing activities like obstacle courses, paddle boat races, and archery that it reminds residents that it doesn't take a monthly gym membership to be physically active. By working to get the families in our community outside and active, our goal is not only to improve their physical health, but to also help with mental health and wellbeing and bring families closer together. By hosting this event, we hope to create the environmental change needed in Lawrence County.

**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)

We strive to provide opportunities for children and families to participate in outdoor physical activity, as well as receive education on various topics around child and family health. We hope to increase our number of Healthy Kids Summit participants and community partners from year to year and to also inspire other community groups to host healthy events for residents. Our goal for the 2019 Healthy Kids Summit event is 175 participants, exceeding the 2018 Healthy Kids Summit event of 129 participants. By making residents aware of the health resources available to them in our community and heavily promoting this event through social media and the school system, we feel this goal is attainable.

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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/CPW/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)**

There is no budget required to host an event such as the Healthy Kids Summit; however, tobacco grant funding has provided items in the past (i.e., t-shirts with #TNSTRONG promotion, backpacks, water bottles, etc.) but this is not needed to host the event. Community partners have generously donated to the Lawrence County Health Council in the past to provide door prizes, as well as, provide the activities and education for participants as we do not charge a fee to set up at the event. Because the event is held outside on the grounds in partnership with David Crockett State Park, no decorations or funding for rental fees are needed.

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

Community partnerships are a vital part of the Healthy Kids Summit. Specific roles of past partners have included: live demonstrations (i.e., karate, self-defense, kids yoga, etc.), booths (i.e., education/activities) and speakers on various topics (i.e., bullying, dental health, tobacco education, etc.). Our partners have also provided promotional items for families to take home and donated door prizes. Our community partners have also played a big part in the event by helping us with promotion. Several partners have social media pages where they share the event information along with posting flyers at their places of business and displaying on their electronic signs.

**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)**

Our planning committee consists of health department staff, David Crockett State Park staff, and Lawrence County Health Council members. In the spring, the planning committee generally starts contacting our community partners and announcing at our health council meetings the date for the upcoming Healthy Kids Summit. It's best to go ahead and get the date on everyone's calendars in order to make sure you have enough commitments for the different educational booths and activities. By hosting it around the same time each year, it becomes an event that everyone looks forward to. The planning committee continues to meet and work on the event through the summer and into September, when the Healthy Kids Summit takes place. Committee members divide the list of businesses and organizations to contact, the health educator creates the flyers and documents needed, as well as promotes the event on social media and throughout the school system, and the park rangers handle the event location and signage. The biggest challenge is making sure you have provided enough activities for participants. We generally try to get commitments from as many businesses, church groups, community groups, local sports teams, high school groups, etc. as we possibly can.

**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)

The event stemmed from the health council's "Girl Time" event. Girl Time offered sessions such as etiquette, body image, bullying prevention and activities such as a fashion show and shopping. In Lawrence County, it was noticed that there were no events for boys. In 2015, in addition to Girl Time, we also added the Boys Outdoor Youth Summit. This event took place at David Crockett State Park and offered activities and sessions directed towards boys: archery, bullying, tobacco education, fishing, etc. After our first year of the Boys Outdoor Youth Summit, we learned that many of the girls wanted to participate in the same activities at the outdoor summit – thus becoming the Healthy Kids Summit which was offered to both girls and boys. To our knowledge, no program or event is offered in our region that is similar to this event. We hope to make this event bigger and better each year, drawing in participants from neighboring counties, as well.

**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)

Healthy Kids Summit 2017 had 270 children/families in attendance. Unforeseen circumstances attributed to the drop in numbers for 2018 in which 129 were in attendance. Healthy Kids Summit is promoted through the school system, Facebook, radio station, flyers in the community as well as the local paper. Promotion of event helps with the success of the program through recruitment of families/children as well as potential sponsors/partners. Participation numbers are counted every year. Surveys have been offered but have shown to be difficult in receiving back from participants. We hope to modify our strategy for the 2019 event in regards to surveys. Lawrence County Health Council's partnerships with the community and school systems are what drive this event.

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

Limitations or obstacles one might expect would possibly be finding the right venue/location, obtaining enough educational booths and activities and being mindful that your first year may not be as successful as you would like. We have learned that after having this event annually that the community has to look forward to it and expect it – thus driving up participation numbers.

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

This event is absolutely sustainable without the health department's resources. A committee of community partners come together to plan each year's event to make it bigger and better than the year prior. Our community partners look forward to this event and would continue to execute the event, even without the help of the Lawrence County Health Department.