

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: Loudon

Initiative Name: Juvenile Court Alternative Tobacco Program

Primary Prevention Focus Area(s): Youth Tobacco

Primary Contact Name, Email, Phone:

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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 Loudon County Juvenile Court Alternative Tobacco Program should be considered for a TDH Bright Spot Award due to the impact it is having on so many youth in Loudon County. The Tobacco Program offers those students that are cited for a violation of School Policy for having or using Tobacco Products on school grounds, including e-cigarettes /vaping, an alternative to going through the Juvenile Court System. When school SRO Officers gives a student a citation they are required to take the 6 week Tobacco Class. A certificate is given to each student upon completion that must be presented to the Juvenile Justice Director and Judge. The Juvenile Tobacco Classes meets one hour per week for 6 weeks. "Project Connect" an interactive Tobacco Curriculum is used. During the 2018-19 School Year 9 sessions, each session being 6 weeks, saw a total of 139 students receiving intense Tobacco Education.

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)

The Loudon County Juvenile Court Tobacco Program is very important to the Loudon County/Lenoir City Community because it is giving middle and high school student's important facts about tobacco,nicotine,juuls, e-cigarettes,vaping,habits,triggers,etc. The Tobacco Program is giving students the tools to be tobacco free and make healthy choice. The classes explore why they have chosen to use tobacco and what they can do to quit. The classes also provide students with a safe place to talk about "why" they make unhealthy decisions. The classes have uncovered many other underlying issues with students, such as drugs and truancy. The classes have also revealed students in family situations that need to be addressed. Working with Juvenile Justice Director, Coordinated School Health and Guidance Counselors many students have been helped over the last 5 years. The Nursing Supervisor attends the classes and is available to talk with the students about other health issues. Without the Tobacco Program students would have been put into the Juvenile Justice Systems and would not have received the help they needed. This program is contributing to the Loudon County Department of Education and Lenoir City Department of Education School Policy that states; No Tobacco Products are allowed on school property. This program serves the Loudon County Schools and Lenoir City Schools. This is a unique situation in that both schools systems work hand in hand on this program. Coordinated School Health Coordinators assist the LCHD Health Educator as well as the LCHD Nursing Supervisor. Classes are held after school from 4:15 till 5:15, and 5:30 to 6:30, this school year due to the number of students classes were held 2 days. This program also serves as a PPI for the LCHD.

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/PPW/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) The Smart objective of the Loudon County Juvenile Court Tobacco Program is; By May 2019 to reduce the number of students that are using any form of tobacco as well as provide them with information on juuls, e-cigarettes and vaping. This can be measured by the number of students that receive citations from the SRO Officers, the number of students attending the Tobacco Classes and the number of repeats (students that have attended or be cited previously) Loudon County 2016 Tobacco Use Survey results suggest 5.8% of 8th graders reporting as smokers reflecting a 7.0% improvement from 2013-2015, which was 12.8%.

The main purpose of this Tobacco Program is to utilize the opportunity of the students violating school policy by giving them an alternative to Juvenile Court by educating them about the unhealthy choice they have made. The classes this past school year saw the majority of the students receiving citations for JUULING. It was amazing to watch their faces when the Health Educator gives them the facts of how one JUUL POD is equal to 200 cigarettes; it's very obvious the students have no idea what harm they are doing to their bodies.

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)

No annual budget. The funding for the Tobacco Program is minimal, if any. The workbooks the students use are provided by the Project Connect Curriculum. Any material the Health Educator uses is supplies that are available at the Loudon County Health Department.

Have community partners helped with the initiative? What are the roles of these partners? (300 words max); (20 points available) The community partners are a valuable asset to the Tobacco Program and the program would not be a success if were not for them.

The community partners include;

1) SRO (School Resource Officers) in Loudon County and Lenoir City Schools. All SRO Officer are aware and know the importance of making sure students follow the policy of no tobacco products on school property. They are responsible for writing the citations.

2) Juvenile Just Center Director. The Director is responsible for gathering the citations from the SRO Officers and contacting the LCHD Health Educator with information on the students that will be taking the classes. Together they set up the schedule for the Tobacco Class. The Juvenile Justice Director also is responsible for making sure the judge is aware the students appear and show their certificate of completion. The Director also investigates any other issue that might come up in the class.

3) Coordinate School Health (Loudon and Lenoir City). The classes are held centrally located in the county at the Coordinated School Office. The Coordinator attends each class with the LCHD Health Educator and acts as a liaison between the class and the school guidance counselor's in the schools the students attend.

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)

The Loudon County Juvenile Tobacco Program is a LCHD PPI. The planning process actually began in 2014 and has worked very efficiently in the last 5 years. A PPI Youth Tobacco Team was formed among LCHD Staff when we first received the Tobacco Settlement funds. The initial planning involved Coordinated School Health, Juvenile Justice Director, LCHD Health Educator and Loudon County Health Director. It was determined the best time for the classes were afterschool but enough time had to be allowed for the students to travel from the Greenback area to Lenoir City where the classes were to be held. It was decided that classes would start at 4:15pm. This worked well for the LCHD Staff. The LCHD only has 12 full time staff members and with classes to start within 15 minutes of the end of the workday has made scheduling much easier than if it been in the middle of the day.

The LCHD Health Educator has been trained in the "Project Connect" Curriculum. This is an excellent curriculum; it offers each class an interactive lesson with students.

The Health Educator will go over the lessons with the staff member that will be attending, the staff member is responsible for making sure copies and supplies are ready.

The Nurses, Nursing Supervisors and PHOAs rotate classes. This schedule is set when a new Session (1 X per week for 6 weeks) begin. PHOAs assist at the first classes assisting with check in and paper work they have to fill out.

The nursing staff provides health information on several classes as well as providing the students on HPV Vaccine as well as other health department services.

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 Loudon County Juvenile Tobacco Program is especially innovative because it's utilizing an Educational Opportunity to provide education on the harmful effects of tobacco products/ nicotine rather than the student go to Juvenile Court and receive no information. The Tobacco Program can also catch a student in the early years and hopefully stop the habit. This past school year an eleven year old was caught juuling. He had no idea of the harmful effects of this device. Also, parents still have control and can influence the behavior. During this past school year session's parents were very appreciative of the classes and made sure their child attended and was on time. The Juvenile Tobacco Program is also especially innovative because of the commitment of the community partners. The program has been going for 5 years and there are no plans for it to end. The Juvenile Justice Center Director has stated, "This is the best program we have ever had" It's making a difference in the lives of our young people. "Project Connect" is an excellent curriculum; it's a nicotine cessation and reduction program specifically for adolescents. Project Connect was develop through the review of numerous adolescent tobacco cessation programs, research on behavior change theory and positive youth development approaches and by utilizing prevent and intervention models intended to address other risk behaviors. The development of this program was guided by feedback from adolescent cessation group facilitators and cessation program participants. It was designed to motivate participants not only to participate in the program but also to ultimately make more positive choices including changing their nicotine use, attitudes and behaviors. The curriculum also includes a personal workbook for each student. Students keep a journal in regards to their nicotine use; they set goals, discuss challenges and celebrate successes. Each lesson provides some interactive activities with hands on learning.

Students are given information on the health impact of using nicotine delivery devices such as cigarette, smokeless tobacco, juuling, e-cigarettes. They also are given information about the addictive properties of nicotine through visuals, listening to facts and participating in a hands on activity.

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 effectiveness of the Loudon County Juvenile Tobacco Program is being evaluated by:

1)100% of the citations written for violation of school policy, (Tobacco Products/Nicotine devices on school property) In Loudon County and Lenoir City Schools attend and complete the Juvenile Justice Alternative Tobacco Program.

2) A decrease in the number of citations written at each middle and high school in Loudon County and Lenoir City Schools.

3) Most recent YRB and Tobacco Use Survey will show a decrease in youth tobacco use in Loudon County and Lenoir City Schools.

The Juvenile Tobacco Program is on track to achieve the stated goals, in 2016 the Tobacco Use Survey showed a significant decrease in the youth tobacco. Survey results suggest 5.8% of 8th graders reporting as smokers reflecting a 7.0% improvement from 2013-2015, which was 12.8%.

During the 2017-2018 school year 32 students went through the Juvenile Alternative Tobacco Classes. The Juvenile Justice Director felt the program was making a difference in the schools. Then the popularity of the JUUL hit Loudon County. This past school year 2018-2019 most of the 139 students in the Juvenile Tobacco Class were written citations for the use of the JUUL nicotine device. This device is being used in schools at an alarming rate. Students have figured out how to use the device without getting caught.

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

If others wished to replicate this initiative they will definitely need the commitment of all the necessary community partners. If the School Resource Officers (SRO) are not on board and write the citations for tobacco use / nicotine use the program will not be possible. The buy in from the school system is essential. Also, some counties do not have a Juvenile Justice Center. A limitation or obstacle might possibly be the instructor for the class if he/she is not trained in the Project Connect Curriculum

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

The Loudon County Juvenile Tobacco Program would be sustainable without the resources of the Loudon County Health Department. IF the health department was not involved Coordinated School Health would take the lead role. A teacher would be trained in Project Connect; coordinated School Health Director would be the liaison with the Juvenile Justice Center Director and SRO Officers. It would be much harder if LCHD Staff were not assisting, but I'm sure other school personnel would step up. I think the importance and success of this program would ensure its continuation without the health department.