

# 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:** [Lincoln County](#)

**Initiative Name:** [McBurg Project Diabetes](#)

**Primary Prevention Focus Area(s):** [Physical Activity & Nutrition](#)

**Primary Contact Name, Email, Phone:** [Betty Cochrane, betty2232@gmail.com , 615-969-9132](#)

## Bright Spot Award Questions

Please explain why you think this initiative should be considered for the TDH Bright Spot Awards. The McBurg Community Center (MCC) was awarded the Project Diabetes Grant in 2016. The ultimate goal was to improve the built environment of the MCC grounds to provide safe, sustainable, and broadly appealing amenities that would increase access to physical activity and healthy living. With generous help from area residents and valuable community partnerships, McBurg Community Center has exceeded expectations for this project. In three years, the McBurg Community Center has built a pavilion to hold farmers' markets, installed outdoor exercise equipment, a new playground and a water bottle refill station. In partnership with the Lincoln County Health Department, they also sponsored a walking club and biking events. This project should be a Bright Spot because there are people in the community who have engaged in physical activity and as a result have lost weight and managed blood pressure and diabetes.

(150 words max); (10 points available)

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? McBurg Project Diabetes contributes to systems, policy and environmental change. Before Project Diabetes, the McBurg Community was at a disadvantage when it came to having access to safe places to walk and play. There are no sidewalks or trails in the area, and most of the two lane roads are not lit and do not have shoulders with sufficient room for walking. Economics, geography, transportation, and safety were barriers to active living for people of all ages in McBurg and surrounding communities. McBurg Project Diabetes has made it possible and convenient for people to utilize a lit walking track and stationary outdoor exercise equipment. As a direct result of the systems change that is happening because of Project Diabetes, exercise classes are offered at the center at least twice a week. Because the classes are not part of the grant funding they are offered for a suggested donation of \$3. Participation in classes is not dependent on making a donation. The class participants have formed a healthy support group which they call the "McBurg Tribe". The "Tribe" encourages a healthy lifestyle by encouraging water intake, exercise, nutrition and holding each other accountable. To demonstrate policy and environmental change, McBurg has been designated a smoke-free campus and has removed soda machines to make McBurg a healthier place to live. Educational classes are offered such as Dining with Diabetes in partnership with UT Extension. The new playground is very popular among children of the community and makes it easy for families to visit the community center in the evenings. Children play on the playground or ride bikes while parents walk the track. -(300 words max); (75 points available)

### 1.

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 July 2017, enhance physical and built environment by building a .35 mile paved walking track. This goal was completed ahead of schedule.

### 2. By August 2017, begin enrollment for walking clubs. The Lincoln County health department facilitated two walking clubs as their PPI.

<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>)

3. By July, 2018 complete outside lighting for walking track including overhead security lights and post lights along the perimeter. With all volunteer labor and some donated supplies this was completed ahead of schedule and under budget.
4. By July 2018, install water bottle refill stations to increase water intake; completed.
5. By August 2018, build a pavilion with features, suggested by the UT Extension office, to be used for farmers' markets. This was completed ahead of schedule.
6. By September 2018, begin hosting at least one farmers' market per month during growing seasons. Weekly markets began in June of 2018!
7. By October 2018, work with community partners to begin offering food demonstrations, nutrition classes and produce preservation classes in conjunction with farmers' market. These classes are offered periodically. The priority purpose of this initiative is to make physical activity, specifically walking for health benefits, an integral part of life for McBurg and neighboring communities by increasing opportunities for walking and outdoor activity, providing support and programming through walking clubs and education on benefits of exercise. A second purpose is to create an environment that ensures healthy food and beverage options are a routine and easy choice for users of the McBurg walking track and center visitors.

**What is the annual budget and funding source for this initiative? If no funding is available, how have you implemented or sustained the initiative?** The annual budget for the McBurg Project Diabetes is \$75,000 per year totaling \$225,000 over a three year grant period. The grant will end on June 30, 2019. A second Project Diabetes Grant (category B) has been awarded to MCC. This grant is \$15,000 a year for two years. This grant will expand participation at the farmers' market and will support the health and fitness activities of the McBurg Tribe. The MCC has been sustained for decades by volunteers and the community is committed to insuring the healthy amenities are available to future generations. Rentals provide a source of revenue and since the improvements have been rentals have increased. Fund raisers such as outdoor music concerts also help raise revenue for upkeep and sustainability. (150 words max); (5 points available)

**Have community partners helped with the initiative? What are the roles of these partners?** Yes, several partners have assisted throughout the three year process. The primary partners include the Lincoln County Health Department, UT Extension, and the McBurg United Methodist Church. The board of directors maintains the facilities, schedules events, reaches out to community partners for resources, oversees the budget, attends all Project Diabetes Conferences and much more. The Lincoln County Health Department Staff assists in planning and hosting events related to Primary Prevention Initiatives. These include walking clubs, Marathon in a Month, Field Day, Bike Rides, healthy food cooking demonstrations. The health educator assists in quarterly and yearly reporting. UT Extension has been a key partner in the early stages of the farmers' market as well as providing free Dining with Diabetes classes. The United Methodist Church is next door to MCC. They do not have a playground on church property and their kitchen is very small. So they partner with MCC and use their playground and kitchen and in return members volunteer at MCC events and clean-up days. Community volunteers have been an important asset to the project. All of the lights around the walking track were donated and installed for free by community volunteers. Volunteers have donated their time, use of equipment and expertise. All ground prep for the walking track was donated by a local construction company. The floor was in need of repair to make sure the exercise classes are safe. A local tradesman donated labor and materials to reinforce the 100+ year old floors. All MCC sponsored events are staffed by volunteers and partners such as the Lincoln County Health Department staff and members of the McBurg United Methodist Church. (300 words max); (20 points available)

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? In August of 2016, staff from the Lincoln County Health Department and staff from the South Central Regional Office and the TDH Central Office assisted the MCC Board of Directors conduct an assessment to determine if there was a need and interest in the community for the MCC to add a walking track and other healthy amenities and initiatives. The assessment results were used to produce a long-range plan that included many improvements to the built environment. In 2017 MCC applied for Project Diabetes funding. Health department staff provided technical assistance by helping with SMART objectives and health indicator data. When MCC began implementing the grant funded activities, the Lincoln County Health Department staff partnered as part of their Primary Prevention Initiatives. Staff including the county director, nurses, registered dietician and office assistants helped plan and staff events such as Marathon in a Month, an annual bike ride, field day events, and walking clubs. Staff member's roles included planning, promoting, facilitating and being present at each event hosted at the community center. In addition, staff members have been a liaison by getting other agencies to offer healthy food preparation classes at the community center. For example, the health educator worked with the UT Extension to offer a Dining with Diabetes class available to anyone interested. Clinical staff is encouraged to participate in any and all primary prevention initiatives at the McBurg Community Center. Supervisors willingly work with staff to reschedule their work week if an event occurs after work hours or on the weekend. Health Department staff also provide technical assistance with annual reports and presentations.

(350 words max); (20 points available)

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?

McBurg Project Diabetes initiative is extraordinary because of the support that the project has had from the community. MCC has no paid staff and still has managed to meet and exceed all goals. Most goals were met ahead of the timeline. In addition to being a volunteer operation, the McBurg Community Center is in a very rural area. MCC is located in Lincoln County just one mile east of the Giles County Border. The McBurg Community Center is conveniently located in the center of six surrounding, unincorporated communities: Frankewing, Dellrose, Boonshill, Hot Rock, Bugtussle, and McBurg. These rural communities are ten to twenty miles from the parks, trails, wellness facilities, ball fields, grocery stores, farmers' markets, and the elementary school playground. The community center is centrally located to most area residents and it is in a convenient and familiar area. Before the implementation of Project Diabetes, the only options were limited to remaining sedentary, walking on county roads, or traveling several miles by car to the more populous county seats in Lincoln and Giles County. All of the amenities that have become available through the Project Diabetes grant allow residents to have a place to engage in and have access to physical activity seven days a week, at any time a day and for not charge. The successes have demonstrated that community members wanted to improve the overall health and wellness of their community. This is truly a grassroots effort that has community support.

One McBurg resident who takes daily walks on the track was featured in the Real TN promotion. His Dr. had recommended walking as a way to help manage his diabetes. So, he volunteered time and labor to building the track and used it every day. As a result, he has lost weight and lowered his Ha1c.

.(400 words max); (20 points available)

How are you evaluating the effectiveness of the initiative? Is the initiative on track to achieve stated goals or has it achieved stated goals? To measure and evaluate the effectiveness of this initiative, one of the goals was to implement a walking club, record their mileage each week, and for members to experience a decrease in BMI

and/or weight as well as a decrease in resting heart rates as measured by pre/post heart rate. Another strategy was to observe the daily use of the walking track, which averages about 25 people a day. Success was also determined by increase in vendor participation at the farmers' market by three growers each year. In 2018 there was an average of 10 vendors, and has grown to around 20 vendors for 2019. To measure the success of patron participation, the number of patrons visiting the farmers' market will be recorded. Lastly, in year three (present) a survey of farmers' market patrons will indicate 45% report an increase in fruits and vegetable intake due to east availability. The initiative has achieved mostly all of their goals stated. -(350 words max); (20 points available)

**What limitations or obstacles might be expected if others wished to replicate this initiative? In order for this type of project to be completed, it is imperative to have access to sufficient funding. It is also important to have support from the community, volunteers, community partners, and motivated individuals behind the scenes. In addition, there must be someone to execute the goals and objectives, maintain a budget, complete quarterly reports, and follow through with the goals and objectives for the project. The MCC has been visited by other representatives from community centers and county governments to learn how to replicate.** (300 words max); (50 points available)

**Is this initiative sustainable without the resources of the local health department being involved? Yes, the McBurg Community Center Board of Directors and community members could successfully sustain this project without health department involvement. However, the Lincoln County Health Department is lucky to have MCC as a partner for our PPI efforts because they have quality events that are well attended. There are many resources and educational components that the health department is able to provide. The Lincoln County Health Department has been key factor throughout the process of the project. The health department staff assists in most activities related to nutrition and physical activity at the community center as well as assistance with quarterly and yearly reporting. By working together with other community resources and agencies, the McBurg Community Center Board of Directors and health department staff have had many accomplishments.** (250 words max); (20 points available)