

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: Davidson

Initiative Name: Collaborative Social Support for Breastfeeding in Nashville

A Mayoral Public Investment Plan: A Mother's Place

PPI Topic Area(s): Obesity/Healthy Weight

Primary Contact Name, Email, Phone: Heather Snell, heather.snell@nashville.gov, 615-340-5330; Tracy Buck, tracy.buck@nashville.gov, 615-340-5321

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):

The World Health Organization (WHO) has shifted its focus from personal choice to societal barriers in regards to breastfeeding. We have submitted and received funding from the Mayor's Public Investment Plan (PIP) grant, Tennessee Titans, Nashville Sound and private/community partners for the purchase of two Mamava mobile lactation pods. These pods will be shared between Nissan Stadium, First Tennessee Park, and large city-wide events. Our initiative uses a collective impact approach to provide a supportive, sustainable environment for breastfeeding women in Nashville. We have partnered with Metro agencies as well as community organizations to ensure the efficacy and sustainability of this project. By partnering with city-wide organizations, we will be able to not only increase support for breastfeeding women, but increase acceptance of breastfeeding as the norm around Nashville.

What is the public health problem being addressed and why is it important? (300 words max); (10 points available):

Maintaining breastfeeding as the norm is an important preventative health measure. Health impacts are significant for moms, babies, and those contributing to the local economy. For mothers and babies, breastfeeding provides a protective effect against: respiratory illnesses, ear infections, gastrointestinal diseases, allergies including asthma, eczema and atopic dermatitis, sudden infant death syndrome (SIDS), obesity, breast and ovarian cancers. The United States would save \$13 billion per year because medical care costs are lower for fully breast-fed infants than for never-breastfed infants. Centers for Disease Control (CDC), American Academy of Pediatrics and WHO, recommend exclusive breastfeeding for the first 6 months of life, with continued breastfeeding with complementary foods for up to two years and beyond. In Tennessee, 71% of women have initiated breastfeeding, with the national average at 81% in 2016. This ranks at 44th among states and territories. Tennessee's breastfeeding rate at 6 months drops to roughly 43%, and this is largely due to barriers around social support. These rates continue to drop at 12 months for exclusive breastfeeding. Nashville's breastfeeding rates rank higher than the states, but 3 month and 6 month drop-offs remain present. Most mothers want to breastfeed; however they face many barriers, specifically lack of support from providers, family and society. While Tennessee law gives women the right to breastfeed anywhere, many women (especially those expressing milk) are looking for nursing space in a calm, private environment. Lack of dedicated space often results in lactating women choosing not to attend events with family or, eventually, weaning their children earlier than they prefer. By improving the breastfeeding environment, our city can lead in moving the needle on these statistics, and, simultaneously bridge the gap on social inequities around breastfeeding.

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):

The main purpose of this initiative is to support the public health principle and supportive environment for breastfeeding women in Nashville.

By February 17, 2017, submit notice of intent for the mayor's public investment plan (PIP).

By March 10th 2017, submit written proposal for the Mamava project.

By March 17th 2017, submit panel presentation for PIP.

By March 31st, 2017, complete panel presentation for Mayor Barry.

By May 30th 2017, receive approval status from the mayor's office.

By July 30th, 2017 place the order for the Mamava pods

By August 15, 2017, the Mamava pods will be delivered

By September 1, 2017, we will conduct the Mamava pods' ribbon cutting ceremony at the Nashville Sounds' final home game.

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):

<i>Budget Item</i>	<i>Amount</i>	<i>Contributor</i>
<i>2 ADA Compliant Mamava Pods</i>	<i>18,525 * 2= \$37,050</i>	<i>Tennessee Titans - \$12,350</i> <i>Nashville Sounds- \$12,350</i> <i>Metro Nashville (PIP)- \$12,350</i>
<i>Shipping costs</i>	<i>\$3,500</i>	<i>Baby & Co.</i>
<i>Exterior Wrapping and Design</i>	<i>\$2,000</i>	<i>Southern Blood Services- \$1,500</i> <i>Nashville Breastfeeding- \$500</i> <i>Coalition</i>
	<i>Total cost=\$42,550</i>	

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):

This is a cross collaborative effort between Metro Sports Authority, Metro Public Health Department (Health in All Policies Committee), Tennessee Titans, Nashville Sounds, Metro Parks, Metro Public Works, Mamava, community partners and the Mayor's Office of Special Events. Metro Sports Authority is the convener of the project in partnership with the Metro Public Health Department. Both organizations were involved in the planning, proposal preparation and presentation for this project. The Tennessee Titans and Nashville Sounds made financial contributions for the pods. Metro Public Works and Metro Parks have agreed to assist

in the deployment of the pods to either stadium or Metro-wide events. Baby & Co. is covering all of the shipping charges, and Southern Blood Services with the Nashville Breastfeeding Coalition are covering the cost of the design wrapping of the pods. The requestor will sign a form acknowledging that they are responsible for the Mamava while it is in their possession and that they will be responsible for the cost of any and all necessary repairs should the pod be damaged while in their possession. We have received letters of support from Baby & Co., A Better Balance, Country Music Association, Monroe Carell Jr. Children's Hospital at Vanderbilt, Southern Blood Services, Tennessee Department of Health and Nashville Breastfeeding Coalition.

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):

Mayor Barry invited Metro Departments to propose innovative new approaches to addressing community priorities in the form of Public Investment Plans (PIPs) in February 2017. The idea for the pods came from a combination of a conversation at the Health in All Policies Coordinators meeting in January 2017 and the previous experience of a lack of private breastfeeding space at First Tennessee Park.

Planning took place for the proposal from February 10-March 10. The proposals were due March 10, 2017 and the panel presentations were conducted March 27, 2017. The community investment amounts were confirmed by May 1, 2017. We received the PIP grant money in June and began the ordering of the Mamava pods. We will officially open the Mamava pods with a ribbon cutting ceremony at the end of August 2017 at the last Sounds home game. Evaluation of the usage and feedback will occur on a quarterly basis from release of the pods.

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)

This initiative utilizes an upstream, collective impact approach to address obesity in Nashville, by providing increased awareness and social support for breastfeeding. This initiative supports WHO's recommendations around focusing more on the societal barriers to breastfeeding, rather than individual choice. The Mamava pods are a self-sustaining initiative in that once purchased, they don't require dedicated staff or ongoing funding to maintain. By improving the environment to support better conditions for breastfeeding, our city can lead in moving the needle on breastfeeding statistics, and, simultaneously help us bridge the gap on social inequities around breastfeeding. In the 2015 Metro Nashville Health Equity Report, breastfeeding education, access, and retention are noted as being the beginning of prevention in our health care system; however it is also an area where racial disparities persist. In the Health Equity recommendations supplemental report, our community defined objectives that would help tackle some of the discrepancies: Objective 1.1 in the Equity Priority Area of Culture Change states "beginning in 2015 and ongoing, develop and implement ways to increase accessibility of community-based services through enhanced coordination and cross training among providers, improved customer orientation to services, and Safety Net navigation support." Women who do

not have access to a private space to pump upon returning to work, especially those in lower wage positions, are usually forced to use formula instead. An article, [A Breastfeeding Solution For Moms On The Go](#) explains by providing social support in the form of a mobile lactation room, Mamava pods have been a solution for businesses who lack a dedicated space for lactation need. An [Aim2Flourish](#) innovation article states “The Mamava pods have been used in airports, state and federal buildings, businesses, sports stadiums, etc. They are not only for nursing mothers but for employers who need to provide a private space for their staff to express milk and maintain productivity.” Sports stadiums reported supportive reactions from their constituents: “It’s far exceeded even what we could have ever dreamed of with the impact on our fan base,”- Kevin Warren, COO of the Minnesota Vikings. “In addition to being picked up in the San Francisco market, our Mamava pods story was picked up in 11 other markets nationwide. Overall, this story received more than 424,362 impressions nationwide and more than \$19,387 in local market publicity value (per:30s).” – Roger Hacker, Director of Corporate Communications, San Francisco 49ers.

Does the initiative achieve its stated goals? 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)

The Mamava pods will provide not only more awareness around breastfeeding, but also a clean, private space for mothers to pump or nurse, which is the main goal of this initiative. The visibility of the pods will serve a tool to help normalize the public health best practice of breastfeeding. Every passerby that sees a pod can start to make the connection that moms are an important cog in our economy and that the public good of childbirth is not to be overlooked. Nissan Stadium and First Tennessee Park together see over 1 million patrons every year.

We are able to track pod usage through an innovative smartphone app and by personnel that will be stationed nearby during events. The event request forms will also be a means of tracking usage and demand. The pods will also have a QR code/link posted inside the pods where mothers can complete a survey and provide feedback on the pods as well. We will also monitor qualitative feedback on social media sites to ensure maximum enjoyment.

How can this initiative be replicated in other counties? What are some limitations or obstacles that can be expected, with replication of the initiative? (300 words max) (50 points available):

Other counties can easily replicate this initiative by securing funding either through outside sources or through an organizations' budget reallocation to purchase the pods. There are several sports teams around the country who have the Mamava pods available to their patrons: Minnesota Vikings, Boston Red Sox, Sacramento Kings, Denver Nuggets, Milwaukee Brewers, San Francisco 49ers and the New York Mets. Metro Nashville is the first in the south to provide these lactation pods in their sports stadium and the first to use it in a mobile capacity for events.

Funding is the biggest limitation for this project. If you have buy-in from the teams, then they can possibly work it into their budget. In Tennessee, employers of over 50 employees must

provide their employees a clean, private space that is not a bathroom for women to pump or nurse. If the stadiums are not in compliance, this could be a way to get it into their budget. The law can also help get buy in from the teams upper management. These pods can not only be utilized by patrons, but staff as well.

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

Since breastfeeding is a public health issue and concern, then local public health departments should take the lead in initiating this as a local conversation. The Metro Public Health department provided expertise and assistance in the proposal development, but not in the funding or sustainability. This is a clear cut initiative where the pods are a sustainable entity apart from regular upkeep. The funding from the Mayor's office and commitment the Metro Sports Authority in conjunction with the stadiums is the largest piece to this initiative. Other facilities can replicate this initiative by adjusting their budget to support the cost of the pod.