

2017-2018 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, 2018. 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 2018.
- 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: Putnam

Initiative Name: UCRO Safe Sleep Initiative

Primary Prevention Focus Area(s): Infant Mortality

Primary Contact Name, Email, Phone: Jean Coffee, Jean.Coffee@tn.gov; (931) 646-4224

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 UCRO Safe Sleep Initiative supports the Tennessee Department of Health's Mission and Vision by being a trusted leader on the subject matter while promoting safe sleep throughout the Upper Cumberland Region. The group has trained diverse group collections by age range and professional versus lay individuals. The trainees' ages ranging from high school (potential babysitters, siblings and/or teen parents) through mature adulthood (grandparents and great-grandparents). Professionals (DCS and TTU School of Nursing) and lay individuals (babysitters, parents, relative care givers and other family members) have been trained as well.

Is this initiative contributing to a policy, systems, and/or environmental change¹ in the community? (300 words max); (75 points available)

The UCRO Safe Sleep Initiative contributes to policy change on a personal voluntary level as individuals, families, daycare facilities and church nurseries adopt voluntary safe sleep practices. To date over 850 individuals have been trained on the ABC's of Safe Sleep including local daycare employees, health council members, college students, relative caregivers, and local Department of Children's Services Staff. In addition to providing training, the team shared floor talkers (decals for the floor imprinted with the ABC's of Safe Sleep information) with local Wal-Mart Stores, grocery stores, Department of Children's Services, and police departments. A total of 40 floor talkers are being used across the Upper Cumberland Region. Increasing awareness to this initiative, the team is presenting the information to local high school students through classes such as Family Consumer Science. They have provided over 9 sessions reaching approximately 250 high school students at three high schools. The team will provide training at other high schools and have been invited back to two of the high schools previously attended. In addition to the high schools, the team is planning to provide church bulletin inserts to area churches. Infant mortalities in the Upper Cumberland Region have decreased by 22.2% in 2016. Although the team does not have several years of data to currently reveal the success of the project, they do know that increased awareness is the first step to changing social norms within a community. The team continues moving forward seeking new training opportunities.

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)

Strategies for 2017-2018

Strategy 1: By September 2018, host at least 6 safe sleep information classes for high school students within the Upper Cumberland Region.

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/CPW/PSE%20Change.pdf>)

Strategy 2: By September 2018, increase the number of faith-based organizations within the Upper Cumberland Region participating in a Safe Sleep Media Campaign by at least 10.

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)

Additional funding was not available for the program. The program is sustained through current resources such as staff time and the Tennessee Department of Health's ABC's of Safe Sleep resource materials.

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

Local daycares and church nurseries could be considered partners as they adopt voluntary safe sleep practices. Tennessee Department of Children's Services staff also shares information with families they encounter.

What is the timeline for the initiative? (When does planning occur? When is/was the initiative implemented? When is the initiative evaluated?) (250 words max); (5 points available)

The project is on-going. Each year, the team submits a plan focusing on different groups targeted for training. The UCRO Safe Sleep Initiative team meets as needed to plan for upcoming educational trainings and brainstorming sessions to determine additional groups in need of training.

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 group has trained diverse group collections by age range and professional versus lay individuals. The trainees' ages ranging from high school (potential babysitters, siblings and/or teen parents) through mature adulthood (grandparents and great-grandparents). Professionals (DCS and TTU School of Nursing) and lay individuals (babysitters, parents, relative care givers and other family members) have been trained as well. The topic was chosen in respect to Healthy People 2020; Maternal, Infant, and Child Health (MICH) – 1: Reduce the rate of fetal and infant deaths.

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? Does this initiative achieve its stated goals? (350 words max); (20 points available)

The measures listed include: number of county schools districts, number of faith based organizations participating in the Safe Sleep Media Campaign, number of declarations returned by faith based organizations, number of classes delivered, number of participants and number of pre-approved press releases submitted to local media. Additionally, the team reviews the infant mortality deaths each year for the Upper Cumberland Region. A 22.2% infant mortality decrease was achieved in 2016 for the Upper Cumberland Region. The team plans to complete a Plan, Do, Check, Act (PDCA) on the initiative to seek opportunities for improvement moving forward. Five of the six educational classes have been completed to date for this year's plan. The team will be launching the Safe Sleep Campaign in July 2018. The team is on track to achieving the goals of the initiative.

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

When undertaking this initiative, it is highly recommended to have a sufficient amount of trainers. The team has had slower progress than anticipated due to having few trainers.

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

The entirety of the program is dependent on staff time and the Tennessee Department of Health's ABC's of Safe Sleep resource materials.