

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: West Region

Initiative Name:

West Tennessee Regional Opioid Summit (Athletes: Keeping Them in the Game)

Primary Prevention Focus Area(s):

Substance Misuse

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 Tennessee Department of Health – West Region created and conducted an innovative primary prevention initiative which will help facilitate meaningful policy changes throughout the West Tennessee Region. The West Tennessee Regional Opioid Summit: Athletes: Keeping Them in the Game, is the first known of its kind in Tennessee. Committee members utilized a collective impact approach over the course of ten months to determine how best to prevent the issue of opioid use among athletes and encourage action.

Currently, only one county in West Tennessee requires random mandatory drug testing for all students participating in athletics according to their school district's drug testing policy. This initiative targeted high school athletic coaches, athletic directors, school administrators and nurses, and Coordinated School Health officials and aimed to bring awareness to this issue and promote policy change at the school district level to reduce substance use and misuse among athletes and students alike.

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)

According to a new report released by the National Security Council, Americans are more likely to die from an opioid overdose than from a car accident. In 2017, there were 1,268 opioid overdose deaths and more opioid prescriptions written than there were people in Tennessee.

In the United States, 17.3% of high school athletes suffered injuries requiring a doctor's attention. With over 110,000 registered high school athletes in Tennessee, student athletes make up approximately 33% of the high school population. Due to the increased risk of injury that comes with varsity level athletic sports and the added emotional stresses of high-level competition, athletes are at greater risk to engage in the recreational use of opioids.

The West TN Regional Opioid Summit highlighted the mandatory drug testing policy for high school student athletes used by Camden Central High in Benton County, Tennessee and the process the school district went through to adopt said policy. By recommending policies and implementations designed to prevent opioid misuse in the student athlete population, the West TN Regional Opioid Summit aimed to protect student athletes from the burdens of disease and various negative consequences associated with opioid misuse and addiction.

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)

Short Term Goals:

- By October 31, 2018 determine best way to reach target audience regarding preventing opioid use and misuse among high school athletes.
- By December 31, 2018; set date for Regional Opioid Summit.
- By February 28, 2019; secure topics and speakers for Regional Opioid Summit.
- By May 15, 2019; register at least 50 coaches, administrators, school nurses, and coordinated school health officials from West Tennessee.
- By June 5, 2019; host West TN Regional Opioid Summit at Jackson-Madison County General Hospital.

Long Term Goals:

- By December 31, 2019; reconvene project committee to review evaluation data and plan next steps to continue to facilitate meaningful policy changes in schools throughout the West Tennessee Region.
- By December 31, 2022, increase by 1 the number of school districts in West Tennessee who adopt random mandatory drug testing policies for athletes.
- By December 31, 2025; reduce the number of high school students who report misusing prescription pain medication on the Youth Risk Behavior Survey.

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 was no annual budget for this initiative. With support from the Regional Director, funds were allocated from the regional training budget to purchase lunch for all summit participants. Boxed lunches and drinks were purchased for attendees from the Jackson-Madison County General Hospital. No other costs were incurred. The total cost of the summit was \$425.80.

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

The West Tennessee Regional Opioid Summit received significant and vital support from several key community partners and leaders:

- **Quill Brabham**, Director of Madison County Health Department
 - Role: assisted in planning and organizing the summit, invited media to the event.
- **Dr. Lisa Piercy**, Commissioner of the Tennessee Department of Health
 - Role: opened the summit and delivered the purpose statement.
- **Monty Burks**, Tennessee Department of Mental Health & Substance Abuse Services, Director of Special Projects
 - Role: delivered his personal testimony and shared how the opioid crisis uniquely affects athletes.
- **Melesa Lassiter**, Northwest TN Regional Opioid Prevention Specialist
 - Role: member of the planning committee; recruited Adam Guinn to share his personal testimony, and summit presenter on signs and symptoms of opioid abuse.
- **Adam Guinn**, Business owner and former collegiate baseball player
 - Role: recorded personal testimony to play at summit.
- **Jimmy Smith**, Obion County General Sessions Judge
 - Role: spoke at summit on the topic of generational illicit drug abuse.
- **Shawn McDowell**, Camden Central High School Principal
 - Role: helped shape the summit agenda topics and spoke to attendees on the process of school district policy change and the outcomes Benton County has seen since implementing their mandatory drug testing policy.
- **Jackson-Madison County General Hospital**
 - Role: provided conference room for the summit and catered lunch.
- **WBBJ and WNBK**
 - Role: provided media coverage for the summit.

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)

From the initial planning stages it was essential to those involved to create an interdisciplinary committee. The committee grew from seven staff members to eleven in the first few months of planning as more skills and perspectives were required to meet stated goals. The committee fostered creative scheduling by hosting monthly meetings in different parts of the region to accommodate community members. Further, face-to-face meetings were intended to provide progress updates and designate duties while the bulk of the work was completed through regular communication via phone calls and emails. In addition to community partners, the committee included the following staff members:

- **Marilyn Barnes**, West TN Regional Director
 - Role: led the initiative and booked the event with the Jackson-Madison County General Hospital and assisted in the acquisition of key speakers.
- **Christie Morris**, West TN Assistant Regional Director
 - Assisted in planning and securing food for the summit.
- **Myrtle Russell**, Director of Community Services
 - Role: led the formation of the committee and oversaw the preparation and implementation of the initiative.
- **Catherine Sedergren**, Regional Assessment & Planning Coordinator
 - Role: led monthly meetings, prepared information on the risks and effects of opioid misuse in West Tennessee, created the summit evaluation tool, and provided closing remarks at the summit.
- **Megan Sills**, Assistant Health Promotions Director
 - Role: reviewed and assessed school drug testing policies across West Tennessee and used findings to develop a region-wide map depicting current policy status, developed and managed the Event Brite registration system, and assisted with day-of coordination of the summit.
- **Matt McDaniel**, County Director
 - Role: researched CEU and in-service requirements and served as moderator for the summit
- **Tracy Byrd**, County Director
 - Role: assisted with planning the summit and compiled the speaker bios for participant packets.
- **Crystal Floyd**, Public Health Educator
 - Role: invited community leaders to the committee to provide invaluable insight into the target audience and promoted the event to community leaders and local coaches.
- **Shenika Bond**, Public Health Educator
 - Role: assisted with planning the summit and day-of coordination as well as designed the save-the-date flyers and participant certificates.

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 West Tennessee Regional Opioid Summit: Athletes: Keeping Them in the Game, is the first known of its kind in Tennessee. This initiative is different from other programs addressing opioid abuse in that committee members utilized a collective impact approach to move beyond providing basic education and awareness to actively outlining the process of policy change for the primary prevention of opioid abuse among athletes.

This work was informed by the following: successful efforts of the Arizona Department of Health, which coordinated multiple programs and enacted policy changes at the state level; by Tennessee's Youth Risk Behavior Survey results pertaining to prescription pain medication use among high school students; and by the current school district drug-testing policies in West Tennessee. Committee members Catherine Sedergren and Megan Sills evaluated each school district's drug-testing policy in order to develop a comprehensive map of West Tennessee depicting the current state of drug-testing policies across the region. The summit included speakers ranging from local community and government leaders to the state Commissioner of Health, Lisa Piercy, M.D. The summit presented information collected from national and state sources such as the Centers for Disease Control and Prevention, The Tennessee Department of Health, The Tennessee Department of Education, and the United States Census Bureau.

Further, this initiative intentionally involved local community leaders in both the planning and implementation phases so that participants would leave the summit armed with the knowledge and tools necessary to encourage policy change designed to prevent opioid misuse among high school athletes and students at large, thereby utilizing an upstream approach to prevent substance misuse before it starts.

These methods of promotion, outreach, and sharing are just some of the many innovations used by the West Tennessee Region to combat the dangers of opioid use in Tennessee among student athletes to actively prevent opioid addiction and misuse. After creating measurable changes in the knowledge and perception of community leaders, the committee plans to build on these innovations and to continue to facilitate policy change.

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)

This initiative has achieved its short term goals and is on track to achieve its long term goals as well. The planning committee of the West Tennessee Regional Opioid Summit planned and is currently undergoing an extensive evaluation process of the initiative's effectiveness and measurable productivity. At the conclusion of the summit, attendees completed surveys to assess levels of change in knowledge, attitude, and behavioral intentions, and identify specific ways the West Tennessee Region can help address the issue of opioid use within schools on the local level.

Based on the survey responses of the 102 community leaders in attendance, 92% of the participants found the summit to be timely and informative and 90.2% of the attendees stated they intended to incorporate the knowledge and skills learned from the summit into their profession. Our assessment of the participants' attitudes toward strengthening school drug testing policies found that 91% supported the initiative's desired policy changes. However, only 31% of the participants stated their school was ready to address this issue and was prepared to strengthen its drug testing policy.

This data displays the success of the initiative to create a change in knowledge, attitude, and behavioral intentions among participants, while also displaying the need to bring the discussions and information shared at the regional level back to the communities. Public health educators in the West Region are using this data to work alongside their athletic coaches and school districts to support them in strengthening their drug testing policies.

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

The major obstacles to implementing a primary prevention initiative designed to influence policy change include: adequate time for initiative planning, identifying key stakeholders, and attaining buy-in from the target audience.

Adequate time is required to find and determine the most beneficial and impactful combination of resources and scheduling for any primary prevention initiative, especially an initiative that intends to promote policy change. The West Tennessee Regional Opioid Summit was planned over the course of ten months. During this time the initiative underwent various changes in purpose, focus, scheduling, and resourcing in order to find the best possible combination of the total options the committee had for influencing policy change to reduce substance misuse.

Attaining buy-in from community leaders who can generate the desired impacts of the initiative is instrumental in achieving the prevention of any health outcome. For this initiative, this required first securing buy-in from a member of the target audience and leveraging their unique knowledge and experiences to determine the best way to encourage participation in the initiative.

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

This initiative was designed to be sustainable without the resources of the local health department being involved. While the resources and aid of the West TN Regional office were essential to the completion of this inaugural initiative, the representation from all 19 rural counties and Madison County at the summit and the overwhelming number of participants who agreed that strengthening school drug testing policies could reduce the rate of opioid misuse among student athletes is evidence that this initiative has county-level support from community stakeholders across the region. Furthermore, the summit portion of this initiative was completed at minimal cost, making it sustainable and replicable throughout the region and across the state. As mentioned previously, it is the explicit intention of the project committee that the initiative be sustained at the local level through community partnerships and collective impact to work upstream of the opioid crisis.