

## 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:** Marshall

**Initiative Name:** Soda Free Summer

**Primary Prevention Focus Area(s):** Obesity

**Primary Contact Name, Email, Phone:** Jennifer Thomas, Jennifer.Thomas@tn.gov, 931-359-1551

## 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) Sugar consumption is high in our Tennessee communities, especially among children. The Soda Free Summer initiative helps children develop healthy habits early in life and also encourages parents and older siblings to consume fewer sugary drinks.

**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?** (300 words max); (75 points available) The youth obesity rate for Marshall County is 41.7%. With the Soda Free Summer initiative, we are striving to lower this rate by encouraging children to consume fewer sugary drinks.

**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) During the months of June and July 2018, participants were asked to refrain from consuming soda. Those who were successful in eliminating or significantly decreasing their soda consumption were invited to a pool party celebration at the Lewisburg Recreation Center.

**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) \$900 (PPI funds)- incentives and pool rental, Tobacco funds- food and drinks for the pool party celebration.

**Have community partners helped with the initiative? What are the roles of these partners?** (300 words max); (20 points available) The 2018 Soda Free Summer initiative community partners were the Marshall County Memorial Library, Barnyard Kids Daycare, Kiddie College Daycare, First United Methodist Daycare and the Lewisburg Recreation Center. These partners allowed Health Department staff to promote the Soda Free Summer initiative at their respective facilities, and they also encouraged their students to participate in this initiative. The Lewisburg Recreation Center has agreed to donate life guard services for the 2019 pool party celebration if the number of participants exceeds 125.

**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**

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<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/PPW/PSE%20Change.pdf>)

**creative scheduling so that clinical staff can lend their expertise?** (350 words max); (20 points available) All Health Department staff was involved in the planning, promotion, follow up and conclusion (celebration) of the Soda Free Summer initiative. The PHOS reserved the pool at the Lewisburg Recreation Center for the celebration and ordered incentives and food. The staff was flexible regarding schedules in order to allow each member to participate in this initiative.

**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) Because of the promotion of this initiative within the community by the Health Department staff, community partnerships and follow up with participants, this initiative has been highly successful in Marshall County. We also attribute the success of this initiative to targeting both pre-school and elementary students.

**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 2018 Soda Free Summer initiative had 75 participants, while the 2019 initiative currently has 107 participants with the anticipation of additional participants. We attribute this increase to the addition of six community partners- 4H camp, Little Tykes Daycare, Marshall County School System (Power Hour Summer Program), HOPEtown (Bright Idea's Summer Program), Mt. Moriah Church (Vacation Bible School) and St. John's Catholic Church (Vacation Bible School) which has allowed us to expand promotion of the initiative. In 2018, 300 children were reached during promotion of the initiative, while 671 children have been reached during the 2019 initiative.

**What limitations or obstacles might be expected if others wished to replicate this initiative?** (300 words max); (50 points available) It is necessary to form community partnerships and promote the Soda Free Summer initiative within these agencies in order to have success. It is also necessary to follow up with participants throughout the initiative. Without partnership, promotion and follow up, lack of participation is to be expected.

**Is this initiative sustainable without the resources of the local health department being involved?** (250 words max); (20 points available) The Lewisburg Recreation Center is a potential community partner to continue the Soda Free Summer initiative; however, at this time, this partner would be unable to reach a large number of participants without the partnership of the Health Department due to the staffing required for planning, promotion and implementation.