



Tennessee Public Health Association Newsletter

www.TNpublichealth.org



President's Message

Paul Erwin, MD, DrPH
President, 2016-17

To TPHA colleagues across the state – greetings!! It is a great privilege and honor to be serving as your president this year. We are coming off a terrific 2016 TPHA Annual Meeting in September, and Ami Mitchell (Immediate Past President) and Cathy Taylor (Program Committee Chair) deserve a standing ovation for a dynamic, informative, and fun gathering.

Two things I've learned quickly, though – first, the success of TPHA is because of the commitment of members all across the state to give of their time and talent. In addition to the Program Committee, there are 17 other committees involved in putting together the annual meeting. So let's stand and applaud those chairs as well! Surely there's a committee for YOU for the 2017 annual meeting! I encourage you to go to the new TPHA website <http://tnpublichealth.org/>, click on Leadership, and you will see Committee Chairs - identify a committee of interest, and then contact the chair.

The second thing I've learned – or rather, learned again – is that with all of us having full-time jobs otherwise, it takes the steady hand of someone whose job it is to manage TPHA. For the past umpteen years that person has been Doris Spain, and we can say so much about what her leadership has meant to TPHA and to the state. But being reminded that, "To everything (turn, turn, turn), There is a season (turn, turn, turn)..." let us also acknowledge and celebrate Doris' time to turn to a different place in her life and career. Ami Mitchell is

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The Tennessee Public Health Association
extends a very special

THANK YOU

To the
Tennessee Department of Health
and

To the following organizations for supporting the 2016 conference and other public health activities throughout the year

TPHA Gold Agency Membership

LIFEPATH

Tennessee Public Health Training Center

UnitedHealthcare

TPHA Bronze Agency Membership

Belmont University

College of Health Sciences and Nursing

BlueCross BlueShield of Tennessee

Pfizer Vaccines

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chairing the search committee for a new Executive Director, and I encourage you to consider who you might recommend to apply for the position. Thankfully, Doris has agreed to serve until a new Executive Director is hired.

Some of you know me as a “pracademic”. A what?? A “pracademic” is the term that has been used for someone who spends a considerable amount of time working in a public health department before joining an academic program (or vice versa!). In my teaching and research, I draw heavily on the 12 years I spent as the Regional Director for the East Tennessee Regional Health Office. In this year of serving as your president, I hope to continue building stronger connections between those of you who work in public health practice at the local, regional, or state level, and those who work in academic settings. Commissioner Dreyzehner has been very supportive of the concept of the “Academic Health Department” – formal relationships between public health practice and academia. For both to be most effective, one must inform the other: I need to teach based on what my students need to know in order to be effective health department employees, and public health practitioners can be most effective by implementing evidence-based practices. I’ll return to this theme in the next newsletter with the teaser (quoting Dr. Lawrence Green): “if we want more evidence-based practice, we need more practice-based evidence”. Fare forward! Paul C. Erwin, MD, DrPH

COMMITTEE REPORTS

SILENT AUCTION COMMITTEE

Submitted by: Tatum Johnson, Co-Chair

Thank you so much to everyone who donated, helped with the auction, bid on items, and purchased items at the silent auction this year. Special thanks to my committee: Michelle Donahoe, Teresa Carson, Melissa Davis, Jennifer Murray, Barbara Whitt, Lisa Bumbalough, Katie Woodard, Danna Taylor, Tammy Mansfield, Rhonda Becknell, and so many others that helped out with set up and coverage of the rooms. Thank you to everyone who donated - we wouldn’t have a silent auction without you! Extra special thanks to the East Region for the Yeti Cooler auction. This event raised over \$1600 alone! I can’t wait to see what Melissa comes up with next year! The total money raised was \$5858, all of which goes to fund the TPHA scholarships.

POSTER SESSION WINNER

Submitted by: Paul Petersen, Chair



This year, the top five posters were presented at a workshop on Thursday morning. The rapid fire workshop highlighted the exciting Public Health activities ongoing in Tennessee. The Poster Session winner for 2016 is Marie Bottomley-Hartel, shown to the immediate right of the screen.

MEMBERSHIP COMMITTEE REPORT

Submitted by: Paula Masters, Chair



**Now that YOU have experienced TPHA,
how about inviting others as well?**

You could receive.....

- A free year's membership for every five new members recruited
- A \$50 cash prize to the member who recruits the most new members
- A drawing from all new members and their sponsor at the annual meeting (\$50 each)

**Recruit
Today!**

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2016 AWARDS COMMITTEE

Submitted by: Lang Smith, MD, Chair

R.H. Hutcheson, Sr., M.D., Award



The R. H. Hutcheson, Sr., M.D., award is a career award presented to a person in the field of public health who has made outstanding contributions to public health over a period of years. The winner is **Dr Tim Jones**, the State Epidemiologist. Dr Jones oversees a large staff of over 200 professionals, and oversees a budget of approximately 200 million dollars. He is active in almost every area of clinical and public health medicine: academics, journal editing, journal reviewing, and as both a domestic and an international CDC consultant.

TPHA congratulates Dr. Jones on this well-deserved award!

Alex B. Shipley, M.D. Award



The Alex B. Shipley, M.D. award is to be presented to an employee of a regional or local health department who has made outstanding contributions in the field of public health over a period of several years. The winner of the 2016 award is **Dr. Shavetta Conner**, the Medical Director for the West Region of the Tennessee Department of Health. Dr. Conner was nominated for both her public health activities which were obviously work related, and also for her community service that she performed on her own time.

It is an honor to have Dr. Conner as the recipient of the 2016 Alex B. Shipley Award.

Public Health Workgroup of the Year Award



The Public Health Workgroup of the Year Award is presented to a group, unit, or department that has made an outstanding contribution to public health. The winner of the 2016 award is the **Mid-Cumberland Regional Office Warner Team**. This is a large group of 36 employees from the Mid-Cumberland Regional Office who consulted with a local school and began a reading support project for 29 children needing assistance. In the process of doing this, the group found out details of the family lives of their students, which in many cases was shocking to the team members. The group has not only focused on improving the student's reading skills, but also to improve other aspects of their lives.

It is our pleasure to award the Public Health Group Award to the Mid Cumberland Regional Office Warner Team.

Public Health Worker of the Year Award



The Public Health Worker of the Year Award is presented to a person in the field of public health who, during the last three years, has provided outstanding service to public health. This year's winner is **Jennifer Valentine**, Director of Quality Improvement for the Knox County Health Department. Jennifer was one of the key individuals involved with Knox County's successful effort to obtain accreditation for their health department. In the process of doing this, she attracted attention and requests for assistance from other parties around the state. As her name became better known in the field, she was asked to be a site reviewer for the Public Health Accreditation Board.

It is a great pleasure to present this year's public health worker of the year award to Jennifer Valentine.

Partners and Leadership (PAL) Individual Award



The Partners and Leadership (PAL) Individual Award is presented to a non-public health professional individual who has made a significant contribution on behalf of public health. This winner of this year's award is **Karen Pershing**, the Director of the Metro Drug Coalition of Knox County. Karen was presented as a focused leader, noted for her own hard work and the ability to lead and inspire others for a good purpose.

Congratulations, Karen, and thank you for your support of public health and TPHA!

Partners and Leadership (PAL) Group Award



Similar to the individual award, the Partners and Leadership (PAL) Group Award is presented to a non-public health professional group or organization who has made a significant contribution on behalf of public health. The winner for 2016 is certainly one of the largest if not the most unique group to receive this award. The winner was the **Cast and Crew of the Fabulous Fifties Show** from Fayetteville, TN. This large community group [over 80 members] puts on an annual show with the profits going to support an eight county cancer support network. It is estimated that the group contributes about \$80,000 per year for cancer support services to these counties. The nomination contained several letters of support from individuals who had received support from this group.

DISTINGUISHED SERVICE AWARD RENAMED

Submitted by: Ami Mitchell, Immediate Past President

At the July, 2016 TPHA Board of Directors' meeting, Doris Spain announced her plans to retire as Executive Director within the year. Needless to say this came as a shock to the board and was received with mixed feelings. On one hand we are always happy to see a friend and colleague reach a point in life to enjoy a happy and healthy retirement. On the other hand the realization that the face of TPHA is going to change was a little unsettling.

Soon after making the announcement, Doris left the meeting and the board was left to resume pending business. Of course there was discussion of how to recognize Doris's service and honor her at the annual meeting in September.

In honor of her years of service and significant contributions to TPHA, the Board unanimously and without discussion voted to rename the Distinguished Service Award "The Doris Spain Award for Distinguished Service." The surprise presentation was made at the Awards luncheon.

Shown at left are Ami Mitchell and Dr. John Dreyzehner presenting the inaugural plaque to Doris who thanked the Board and members of the Association for the opportunity to serve as the Executive Director for the past 16 years.



The first winner of the Doris Spain Award for Distinguished Service is **Paula Masters**. Paula has been an active member of TPHA for 12 years, serving as President for the 2013-14 year. She has also served as Chair of the Public Policy Committee, Fun and Fitness Committee, and Scholarship Committee and has been a member of numerous other committees. The Public Health Training Center, of which she serves as director, has provided numerous educational opportunities for countless members of the public health workforce.

Paula was also the leader in the development of the TPHA Strategic Plan which was approved in 2015.

Congratulations to Paula on a well-

deserved award!

SCHOLARSHIP AWARDS



Shown left:
 TPHA President Ami Mitchell and Scholarship Committee Chair Carrie Thomas present Scholarship Certificates and checks to Jonna Sims, Cynthia Chafin and Pam Browning. Ashley Davies was also a scholarship recipient.

The first Evelyn Vaillencourt Scholarship Award was presented to Kaysi Paul, a student at Middle Tennessee State University. Shown from the left Alan Vaillencourt, Dr. John Dreyzehner, Kaysi Paul, TPHA President Ami Mitchell and Carrie Thomas, Chair of the Scholarship Committee.



NURSING SECTION AWARD WINNERS

2016 Nursing Section Scholarship Recipients (shown right):

Linda Owens Memorial Scholarship: 1000.00 to Pam Browning, South Central Regional Health Office
 1500.00 Nursing Section Scholarship was distributed to two individuals in the following amounts:
 1000.00 Jonna Sims, TDHealth, West TN Region
 500.00 Michelle Donahoe, Chattanooga-Hamilton CHD



2016 Nursing Section Award Recipients (shown left):

The Award for Direct Nursing Service went to Susan Thurman RN, BSN from Robertson County Health Department

The Award for Indirect Nursing Service went to Jenny Dudzinski, Assistant State Nursing Director of Staff Development

The Award for Nursing Supervision/Management went to Mica Rudd RN, BSN, MPH

REPORT OF THE RESOLUTIONS COMMITTEE

Submitted by: Glenn Czarnecki, Chair

The following resolution was adopted by the TPHA membership at the annual business meeting on September 14.

RESOLUTION REGARDING INCREASING THE SALE AGE OF TOBACCO PRODUCTS TO 21
(The resolution may be viewed in its entirety on the TPHA website: www.tnpublichealth.org)

MEMORIAL RESOLUTIONS:

Carolyn Achata, retired Registered Nurse 4, Southeast Region, died November 15, 2015

Hugh Barnes, retired Regional Director of the Southeast Region and previously Director of Memphis – Shelby County Health Department, died on March 30, 2016

Homer Hopkins, Assistant Commissioner of Tennessee Department of Health for over 30 years, died June 30, 2016

Charles Murray, Tenn. Department of Health, East Tennessee Region for 40 years, and former president of Tennessee Public Health Association, died October 3, 2015

Evelyn Vaillencourt, Epidemiologist at Upper Cumberland Regional Health Center, died February 15, 2016

RETIREMENT RESOLUTIONS:

Tim Carson, County Director, Washington County Health Department, retired September 1, 2016, 39 years

Patti Gervin, Health Program Manager, Chattnooga-Hamilton County Health Department, retired December 31, 2015, 21 years

Mary Ann Harrison, RN with Knox County Health Department, retired May 13, 2016, 17 years

Billie Higdon, Health Case Manager, Chattnooga-Hamilton County Health Department, retired February 29, 2016, 42 years

Yvonne Madlock, Director for Shelby County Health Department, retired July 31, 2015, 22 years

Pamela Newton, Nutritionist 3, Southeast Region, retired August 31, 2016, 41 years

PUBLIC HEALTH SERVICE AWARDS

20 YEAR SERVICE AWARDS

Jeannie L. Bentley
Vanessia A. Hammonds
John L. Humphrey
Pamela G. Isom
Natalie J. Lencioni
Tina McElravey
Phyllis L. Mingledorff
Beverly Townes

30 YEAR SERVICE AWARDS

Deborah D. Broadway
Debbie A. Palmer
Shirley G. Pruitt
Evelyn B. Roberts

LIFE MEMBERSHIP

Debbie Johnson and Becky Barnes attained life membership



Shown left to right: Beverly Townes, 20 year award; Paula Masters, Chair, Membership Committee; and Debbie Broadway, 30 year award

FUN AND FITNESS COMMITTEE

Submitted by Angie Faulkner, Committee Chair



Angie Faulkner, Chair of the Fun and Fitness Committee, presents the "coveted" Spirit Stick to Janet Ridley, Regional Director, East Tennessee Region.



Ami Mitchell, accompanied by Jessica Hill, SER, serenades Doris Spain with a song written especially for her by Ami. The song was "You Were Always on my Mind" but the lyrics were drastically different and reflected her feelings about the many phone calls, texts and emails she received from Doris over the past year! The audience, especially Doris, enjoyed the rendition! Later, Robert Goff also sang a song for Doris and the skit was emceed by Paula Masters.

FOCUS ON PUBLIC HEALTH ISSUES

KNOX COUNTY PROSTATE CANCER SCREENINGS

Mike Leventhal
Executive Director
Tennessee Men's Health Network

The month of September marked Prostate Cancer Awareness Month and on September 29 Tennessee Men's Health Network, Knox County Mayor Tim Burchett, and CAC's Office on Aging hosted a free prostate cancer screening for men living in the greater Knox County area.

Prostate cancer is one of the most common and deadliest forms of cancer among men. The American Cancer Society estimates that this year 180,890 men will be diagnosed with prostate cancer and around 26,000 will die from the disease. However, if detected in an early stage, prostate cancer can be 100% treatable.

"Everyone knows someone who has been touched by prostate cancer", says Knox County Mayor Tim Burchett. "With September recognized as Prostate Cancer Awareness Month I felt this is the perfect time to co-host with Tennessee Men's Health Network this free prostate cancer screening for those that may not have resources or access to a healthcare provider. It is important for men and women to get cancer screenings because early detection can save your life."

Several low-income and underserved Knox County male residents took part in the free screening and were grateful for the service provided by Tennessee Men's Health Network and facilitated by CAC's Office on Aging.

"Because prostate cancer can affect any man it is crucial for men to know that we are at risk. Prostate cancer is a disease that has no symptoms but those that are at the highest risks for the disease (men with a family history, African American men, and veterans) must be getting regular screenings beginning at age 40", explains Mike Leventhal, Executive Director of Tennessee Men's Health Network. "An ounce of prevention is worth a pound of cure."

Tennessee Men's Health Network, Mayor Tim Burchett, and the CAC Office on Aging are planning to host this same event in April 2017 in conjunction with Minority Health Month and National Public Health Week. If you or your agency would be interested in collaborating with us please feel free to reach out to Mike Leventhal at mikeL@menshealthnetwork.net or 865.406.0129.



(Photo: Knox County Mayor Tim Burchett presents a proclamation recognizing Prostate Cancer Awareness Month to Angela Grant from CAC's Office on Aging and Mike Leventhal of Tennessee Men's Health Network).

TPHA Leadership 2016-17



Incoming President Dr. Paul Erwin presents the President's plaque to Ami Mitchell, Immediate Past President, with thanks from the Association for her leadership during the 2015-2016 year.

Michelle Pardue, Chair of the Nominations and Elections Committee announced the following election results for the 2016-2017 year:

President-Elect - Susan Porter
Vice President/East TN - Carrie Thomas
Vice President/Middle TN - Adam Jarvis
Vice President/West TN - Melony Sesti
Board Reps/East TN - Sandra Wilson
Jennifer Valentine

A complete listing of the Board of Directors, Committee Chairs and Section Chairs is available on the website at www.tnpublichealth.org



Shown left to right: Melony Sesti, VP, West TN; Susan Porter, President-Elect; Doris Spain, Executive Director; Dr. Paul Erwin, TPHA President; Carrie Thomas, VP, East TN; and Adam Jarvis, VP, Middle TN

REGIONAL REPORTS

KNOX COUNTY REGION

Knox County searches for next 'Strong Babies'

Submitted by: Katherine Larsen, Program Manager, Knox County Health Department



The Knox County Health Department's Strong Baby campaign uses images of stronger-than-average babies to rally the community to promote behaviors that will lead to healthier infants, families and lower infant mortality rates. Based on a highly successful campaign first created by Serve Marketing and conducted by the City of Milwaukee Health Department, this educational campaign focuses on the importance of early and adequate prenatal care, breastfeeding, good nutrition, avoiding tobacco, preconception care, immunizations and the importance of having full-term pregnancies. The light-hearted images of babies performing unusual feats of strength, paired with

messaging around healthy pregnancy and infancy, serve to engage the community and start the conversation about having strong babies who grow up to have healthy habits throughout life.

Since May, the campaign has included 22 billboards, posters and print materials for clinics and partner agencies, and digital and social media ads that direct viewers to the campaign website www.StrongBabyKnox.org. In the five months since the campaign launch, website activity has peaked at more than 3,800 users per month with over 2.2 million digital ad impressions.

To continue this effort, on October 1, 2016, the Knox County Health Department hosted a live casting call to find the future stars of the Strong Baby campaign. Knoxville area families were invited to bring their 7–18-month old babies to the casting call. Eighty-two babies and their families attended the event, had their photo taken for judging, and received information about the various educational components of the campaign.

The Knox County Health Department will announce the six winning babies in November, and the new campaign featuring East Tennessee babies will launch in early Spring 2017.



EAST TENNESSEE REGION

#Tobaccofreehc, Be Smart, Don't Start

Submitted by: Sherrie Montgomery, County Director, Hamblen County Health Department

"#Tobaccofreehc, Be Smart, Don't Start" is the message to Hamblen County youth in a community driven anti-tobacco campaign. Hamblen County Health Department, along with Morristown Hamblen Hospital/Covenant, Hamblen County Board of Education and the Citizen Tribune Newspaper are collaborating on a nine month campaign aimed at youth tobacco awareness and prevention. The campaign, which will highlight several tobacco awareness observances, utilizes the strength of the T4 (TN Teens Talk Tobacco) group to encourage youth to stay away from tobacco products.

The first event was the Kick Off Classic (football jamboree), held in August which premiered the #tobaccofreehc video of Hamblen middle and high school students. At the jamboree, T4 members, along with the committee membership, manned a tobacco free booth and distributed free t-shirts to youth who signed the "Smoke Free Pledge banner." Campaign and group activities can be followed at #tobaccofreehc.

SOUTH CENTRAL REGION

Submitted by: Brook Davis

On Saturday, September 24th, 140 Lawrence County students and their parents enjoyed quality family time at the first annual Healthy Kids Summit held at David Crockett State Park. The event was sponsored by the Lawrence County Health Council, David Crockett State Park, and the Lawrence County Health Department. The



event was open to students in grades K-6th and their families. Participants enjoyed sessions on Drug Free Kids, taught by Stacey Young with Southern TN Regional Health Systems, Health & Wellness, taught by Dr. Scott Benefield, and Tobacco Prevention,

taught by T4 members, Sarah and Christy Sells. Dr. Kimberly Riggs-Ruiz's dental office was also on hand after the tobacco prevention session to hand out information on the oral cancer screenings they offer at their dental practice. After lunch, participants enjoyed activities such as a karate demonstration, "touch a truck," obstacle course, archery; Boy Scouts, muzzleloader and pelt display, parachute run, corn hole, washer boards, hula hoop contests, and paddle boat races, as well as, games sponsored by Fast Pace and Southern TN Regional Health System. Door prizes were given away to all of the students who attended thanks to the generosity of several Lawrence County businesses. The planning committee hopes to make this event even bigger and better next year!



Lawrence Co. Health Dept. Nursing Assistant and T4 group leader, Christy Sells, and T4 student member, Sarah Sells, presented on tobacco education and the harmful effects of tobacco use.



On September 24th, the McBurg Community Center in Lincoln County celebrated the grand opening of the new walking track that is part of the Project Diabetes Grant. As part of the first phase of the grant, the track provides a safe place for the McBurg community members to exercise instead of the busy roads that were used previously. Over the course of the next three years, the plans are to include a space for a farmer's market, playground equipment, walking clubs, basketball court, and a kitchen remodel for nutrition based classes. The Grand Opening, also, included the kick-off for McBurg's Marathon in a Month that will last through the month of October. This project is a partnership between the McBurg Community Center Board, Lincoln County Health Department, and Giles County Health Department. Team members include South Central Regional Director **Ami Mitchell**, South Central Regional Community

Programs Director **Sharon Nelson**, Lincoln County Director **Debbie Broadway**, Lincoln County Public Health Educator **Samantha Jennings**, Giles County Director **Janet McAlister**, and Giles County Public Health Educator **Savannah Jenkins**. Other Department of Health staff that assisted with the Grand Opening is Lincoln County Nursing Supervisor **Stephanie Brown, RN**; Lincoln County Office Assistant **Courtney Rader**; Assistant Commissioner for Community Health Services **Leslie Humphreys**; Assistant Commissioner for Family Health and Wellness **Morgan McDonald, MD**; Director of Primary Prevention **Leslie Meehan** and Project Diabetes Project Officer **Michael Gregory**.

Doris G. Spain, Editor
Phone: (615) 646-3805
Email: dgspain@tnpublichealth.org

NORTHEAST TENNESSEE

Submitted by: Ashley Davies
Health Promotion Coordinator

Regional Health Office News: Nursing Strike Team and Worksite Wellness

In October, five nurses from the Northeast Regional Nursing Strike Team were sent to assist with Hurricane Matthew's devastation in cities and towns in North Carolina. Kendra Hammonds, Teresa Roache, Melissa Taylor, Faye Willis, and Elizabeth Dove were sent to support North Carolina residents during a time of great need. The primary mission of the Nursing Strike Team is to provide public health nursing care to victims of a natural or man-made disaster who are in a shelter. The goal is to have an experienced team that understands shelter operations which can be deployed within their home region, another part of the state, or out of state.

The nurses stayed in shelters with the evacuees and worked 12 hour shifts to aid with medical issues and other needed tasks. We are grateful for their dedication to the department of health. Dealing with issues from Zika Virus to flooding, it is extremely important to be prepared for emergencies. When dealing with any type of emergency, remember to prepare, plan, and stay informed.

A local industry in the Northeast Region, Borla Exhaust, contacted Health Promotion Coordinator Ashley Davies to facilitate American Lung Association Freedom From Smoking classes at their workplace. After the eight session, seven week program, five out of the 13 participants had remained tobacco free for more than three weeks. Worksite wellness programs are growing across our nation and align directly with public health efforts. According to the Centers for Disease Control and Prevention, worksite wellness: helps employees take responsibility for lifestyle choices, educates workforce about hazards and opportunities for wellness, enhances employee productivity, reduces absences, idleness and health care costs, and shifts health care paradigm from treatment to prevention.

SOUTHEAST REGION

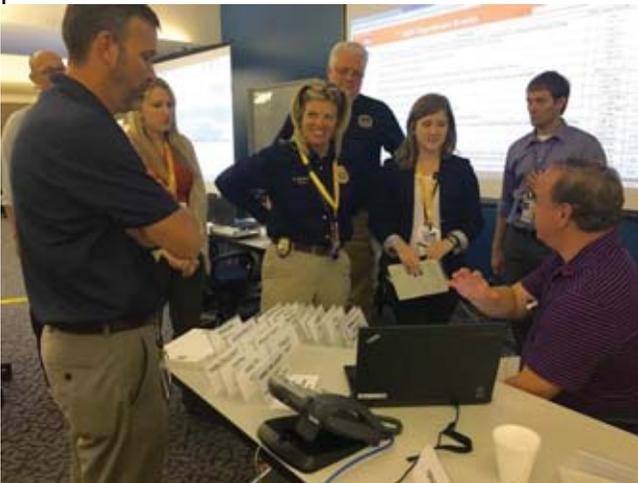
Participates in Nuclear Exercise

Submitted by: Amanda Goodhard, Assessment and Planning Coordinator

In August, staff from the Southeast Regional Office participated in an exercise for TVA's Sequoyah Nuclear Plant. Staff members were at various locations responding to an "event" at the nuclear plant; these exercises happen every other year and are graded by FEMA in order for the plant to be licensed to operate. During the rehearsal exercise, staff at the Regional Office held their own exercise and activated their Regional Health Operations Center (RHOC) to simulate how they would respond to the event.

Since some staff members who regularly staff the RHOC were stationed at the Field Communications Center (FCC) and the Joint Information Center (JIC), back up personnel were responsible for filling in so that the operations center was fully staffed. Additionally, a scenario was included in the exercise that said both the Regional Director and the Emergency Response Coordinator were called away during the event. As a result, the chain of command was put in place so that certain staff had different roles than usual and staff that is typically not required to respond in an official capacity was able to get some hands on experience in a response role.

Overall, it was a great opportunity for everyone in the region to be able to participate in a nuclear response exercise and get comfortable with their role when the stakes are lower than they would be in an actual event. Additionally, TVA passed their graded exercise and can continue to operate their nuclear facility.



UPPER CUMBERLAND

Submitted by: Angela Hassler, Assistant Regional Director

The Upper Cumberland Region is excited to announce that we recently received a federal grant award totaling \$28,000.00, to be used towards increasing WIC enrollment and improving retention rates of those already participating in the WIC program. This endeavor is seen as a win-win for overall population health and improved community prosperity in our rural region.

This project will center on three smaller counties; Cannon, Jackson and Van Buren, that have experienced a decrease in their WIC caseloads during the past year. The funding will go directly to providing free transportation to and from the local health departments.

The Upper Cumberland Human Resource Agency (UCHRA) has agreed to provide the transportation to the WIC participants in these 3 counties. Our collaboration with UCHRA is an important element to the success of the project. "Many of our WIC families have shared that transportation to the local health department is an on-going obstacle for their participation in the program", stated Miranda Ford, WIC Director for the Upper Cumberland Region. "We are hopeful this program will remove that barrier".

WEST TENNESSEE

Submitted by Chanda Freeman, WTO Health Promotion Coordinator

Dyer County Promotes Awareness Through Social Marketing Strategy

Communication channels for health information have changed greatly in recent years. One-way dissemination of information has given way to multimodal models of communication. Social marketing campaigns are excellent for raising awareness and promoting social change.

Utilizing funds from the Tennessee's Tobacco Settlement Grant, the Dyer County Health Council recently launched a new social marketing campaign "Children Deserve the Non-Smoking Section" which raises awareness about the dangers of secondhand smoke exposure to children and encourages smokers not to smoke in their vehicles. This campaign miniaturizes the secondhand smoke billboard that has been widely used across the state, to target parents and caregivers. A media company reconfigured the billboard design for placement above each gas pump at three local stations in Dyer County. The message is displayed so that it can be read while patrons are filling up their gas tanks at local gas stations.

This campaign was prompted by Dyer County Public Health Educator Robyn Burns, who noticed a business advertisement at one of the gas stations in Dyer County. Excited about the possibility of building on her existing marketing strategy, Robyn contacted the company to inquire about utilizing the space to market Dyer County Health Department's tobacco prevention messages. Robyn learned that the company would also allow local businesses and agencies to place ads on gas pump nozzles, store ice machines, windows and more at each of the gas stations in their network. This approach provides parents and caregivers an up-close view of the dangers of smoke around young children.

Social marketing strategies provide a framework through which organizations can accomplish their goal of getting out their message while promoting social change. Social marketing is effective on a population level and healthcare providers can contribute to its effectiveness. While the social marketing concept is fairly new to the health promotion field, there is growing evidence that suggest it is an ideal strategy for reaching particular audiences. Social marketing strategies seek to raise awareness and to promote behavior change for the benefit of the consumer, or for the benefit of society as a whole.

Social marketing campaigns that are developed around social theory most effectively promote behavior change. Social marketing uses behavioral, persuasion, and exposure theories to target changes in health risk behavior. Social cognitive theory, based on the consequences of individual behavior, observational learning, and behavioral modeling are widely used. Persuasion theory, which indicates that people must engage in the message by developing favorable thoughts about the message's arguments in order for long term persuasion to occur, is also widely used. As well as Exposure theory, which focuses on how intensity of and length of exposure to a message affects behavior.

There are many advantages of promoting social change through social marketing including increasing the likelihood that the messages are reaching the specific population that the campaign is targeting; a greater assurance that messages are appropriately customized for that target audience; and they increase the probability of creating greater and longer-lasting behavior change within those audiences.



MID CUMBERLAND REGION

According to Health Observances, September is Hunger Action Month and October is Child Health Month. In recognition of these observances, the Mid-Cumberland Region chose to raise awareness of childhood hunger. Each health department was asked to collect non-perishable foods during the month of October. The food collected will be donated to either a local backpack program in the school system or to a local food pantry. In addition to the local health departments, the Regional Office and the State Lab partnered to collect food for the Hero Program at a local elementary school. The Hero Program assists families that are identified as homeless and in great need. We as a region collected over 2500 lbs of food during the month of October for Childhood Hunger. Pictured left, are staff from the Rutherford County Health Department who collected 414 pounds of food.



Pictured are: Delon Echols, Dana Garrett, LaShan Dixon, John Blair, and Aubrenie Jones.

Childhood hunger is not only a problem in rural America, but also in urban areas. In a 2015 report by Feeding America, "there were 13.1 million children that lived in a food insecure home." Currently over one million people in Tennessee have food insecurity and 1 in 4 are children.

When children in Tennessee are hungry, it can affect their ability to learn and grow, especially during the summer

months when school is out. According to Feeding America.org, "children from families struggling with hunger may be more likely to repeat a grade in elementary school, experience developmental impairments in areas like language and motors skills or have more social behavioral problems." Nutritious meals are a necessary building block for children and equipping them with a solid foundation for learning, good health, *emotional* stability and social well-being. Please help and do your part in helping stop childhood hunger. Please visit feedingamerica.org to find your local food bank for more information.



DATE TO REMEMBER

TPHA

September 13-15, 2017

Cool Springs Marriott Hotel and Convention Center

Franklin, Tennessee