Regional Roadmap for a Healthier Appalachian Tennessee

Ginny Kidwell
Tennessee Institute of Public Health
7/1/2014
Progress Report
A Regional Roadmap for a Healthier Appalachian Tennessee
For the period November 1, 2013 – July 1, 2014

Background:

Tennessee is among the least healthy states in the nation. According to the 2012 America’s Health Ranking report, Tennessee ranks 39th (12th least healthy) in the nation. Tennessee’s prevalence of obesity, cancer deaths, infant mortality, cardiovascular deaths, diabetes complications, and tobacco use are notably severe. These poor health conditions affect the quality of life and economic stability, of the state, especially in distressed and at-risk counties. Since personal behaviors account for the greatest proportion of early deaths in the United States, health promotion and prevention strategies are essential to improving health in those communities. There is an urgent need for a comprehensive and systematic approach to increasing public awareness of these challenges, driving health-related policies to improve health and coordinating public action to promote the community and person level changes required for improvement of overall health and wellbeing.

The Tennessee Institute of Public Health at East Tennessee State University (TNIPH) targeted local partners from the human service and economic development areas, encouraged by state programs that include health factors in the well-known “Three Star” economic readiness designation. The purpose of the Regional Roadmap for a Healthier Appalachian Tennessee project is to strengthen community-based efforts to improve health, wellness and prevention in the identified distressed and at-risk Tennessee counties of Appalachia by offering training, technical assistance, and mini-grants to enhance multi-sector collaboration. The project is designed to allow TNIPH to work with local leaders (i.e., cities, counties, chambers of commerce, businesses, economic developers, hospitals, school systems, non-profits and faith-based organizations) to implement and expand community-based health initiatives through the selection of Appalachian counties to receive $2,500 mini-grants to implement these community projects over the course of 9 months.

Target counties:

Bledsoe, Campbell, Carter, Claiborne, Clay, Cocke, DeKalb, Fentress, Grainger, Greene, Grundy, Hancock, Hawkins, Jackson, Jefferson, Johnson, Lawrence, Lewis, McMinn, Macon, Marion, Meigs, Monroe, Morgan, Overton, Pickett, Polk, Putnam, Rhea, Scott, Sequatchie, Smith, Unicoi, Union, Van Buren, Warren, and White.
Major Sponsors:

The Appalachian Regional Commission (ARC) funded this collaborative project in addition to other partnership matching funds from like-minded organizations with a stake in the health of the region: BlueCross BlueShield of Tennessee Health Foundation, the Niswonger Foundation, and Eastman Chemical Company Foundation.

Activities completed during the first quarter of project activity:

Progress was made on the following points

• Project Initiation
  o Set up grant infrastructure and administration
    ▪ Accounting and internal administrative procedures secured
      • Grants accounting and Department accounting procedures
      • Evaluation
      • Contracting procedures finalized
    ▪ Auxiliary personnel and resources procured
    ▪ Circle of networks developed
      • State Departments of Education, Health, Community and Economic Development;
      • matching funders: Eastman Chemical Company, Blue Cross/Blue Shield of TN Health Foundation; and the Niswonger Foundation;
    • Local Development Districts
• Overall project design
  o Workshop/Conference design
    ▪ Date set and venue secured
    ▪ Agenda and speakers secured
    ▪ Application and resource packets
  o Project evaluation planned
• Project Promotion
  o Marketing
    ▪ Emails and mailing addresses gathered
    ▪ Database developed
    ▪ Flyer designed and printed
    ▪ Press release was developed and distributed
    ▪ Notices sent out to network participants for distribution with special promotional thrusts by key network agencies
• Letters of interest were received and reviewed. Multiple letters from single counties were received. The senders were encouraged to coordinate and combine projects.

Activities Completed since February 1, 2014:

• Workshop/Conference on March 4, 2014 at the General Morgan Inn, Greeneville, TN for all attendees. (See attached agenda). This conference included remarks by Dr. Randy Wykoff, Dean of the ETSU College of Public Health and Executive Director of the TNIPH, and Kate Konkle, County Health Rankings & Roadmaps Community Engagement Specialist, from the University of
Wisconsin Population Health Institute, whose County Health Rankings is partially funded by the Robert Wood Johnson Foundation.

- Conference call for attendees who were unable to attend the conference due to the weather on March 14, 2014.
- Receipt of completed formal applications for the grant on April 1, 2014.
- Review of applications by TNIPH panel.
- Notification of grant recipients was sent April 14, 2014.
  (See attached list of grantees and brief descriptions of their proposed projects.)
- Subcontracting process and document acquisition by ETSU Office of Research and Sponsored Programs.

Project Outcomes:

The first three months of the project involved the initial planning and gearing up for the advertisement of the project to these counties and potentially interested organizations through various institutional promotional channels, developing the promotional materials, aligning additional monies for matching purposes, designing the conference, and putting procedures and personnel in place for the administration of the grant.

The next three months have seen the fulfillment of the solicitation of letters of intent from interested organizations in the identified counties, the orientation conference for potential grantees, the receipt of completed grant applications, review of the applications, approval and awarding of the grants, and the contractual sub awarding processes at this institution. With many moving parts, this project is now well underway and the 20 recipients of the small grants are putting their projects to work.

Recipients of the Roadmap for a Healthier Appalachian Tennessee small grants:

<table>
<thead>
<tr>
<th>County</th>
<th>Organization</th>
<th>Project Description</th>
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<tbody>
<tr>
<td>Campbell County</td>
<td>East TN Children's Hospital</td>
<td>Heart Health Education</td>
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<td>Carter County</td>
<td>Boy &amp; Girls Club of Elizabethtown/Carter County</td>
<td>Health Habits</td>
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<td>Cocke County</td>
<td>Cocke County Partnership</td>
<td>Better Nutrition for Children</td>
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<td>Greene County</td>
<td>Rural Resources, Inc. and Greene County Health Council</td>
<td>5-2-1-0 Model Community Campaign</td>
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<td>Grundy County #1</td>
<td>Grundy County Health Council</td>
<td>Health Lifestyle Habits</td>
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<td>Grundy County #2</td>
<td>Beersheba Springs Medical Clinic</td>
<td>Multi-sector Initiative to Target Obesity</td>
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<td>Grundy County #3</td>
<td>Grundy County Schools</td>
<td>Greenhouse and School-community garden</td>
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<td>Hancock County</td>
<td>Hancock County</td>
<td>Summer Nutrition, Health and Dance</td>
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<td>Jefferson County</td>
<td>Boys and Girls Club of Dumplin Valley</td>
<td>Community Youth Outreach Program</td>
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<td>Johnson County</td>
<td>Johnson County Economic and Community Development</td>
<td>Community Harvest Dinner</td>
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<td>McMinn County</td>
<td>McMinn County Schools</td>
<td>Helping Paws Healing Hearts</td>
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Monroe County | Monroe County Health Council | Hiking and Running Clubs for Youth
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Putnam County #1 | Cookeville Chamber of Commerce | Highlands Get Fit Initiative
Putnam County #2 | Putnam County Schools | PCEEHE Health Fair – Birth, Books & Beyond
Scott County #1 | Mountain Peoples’ Health Council, Inc. | Scott County RAM healthier eating education
Scott County #2 | Children’s Center of the Cumberlands | Multi-sector Mental Health Collaborative
Smith County | Smith County Drug Prevention Coalition | Workforce Economic Growth and Substance Abuse
Unicoi County #1 | Joint Economic Development Board of Unicoi County | Active Living Initiative
Unicoi County #2 | Unicoi County Anti-Drug Coalition | Risky Behaviors Education
Union County | Union County Chamber of Commerce | Promoting Healthy Lifestyles & BlueWays

See the appendix for brief description of the proposed projects.

Over the next three to nine months the community projects will begin in earnest. We expect that all organizations will have completed the requested paper work and will have submitted an invoice for the first half of the grant. Each awardee will be personally contacted by phone to ask how the project is going, if there is any assistance that ETSU might provide, and when key events in their local projects will take place so a site visit might be scheduled. Theses site visits are expected to take place over the summer and fall began on June 21st.

The evaluation of the project will include observations during the site visits, results of the mid-project phone call, and completion of a final evaluation report by each of the participating project directors. Some exemplary projects may be highlighted to Tennessee officials later in the year. While most of the counties cannot be expected to show positive changes in their country health rankings in 2015 based on their project activities but because of their efforts, all counties anticipate being able to point to positive outcomes according to performance measures chosen in their initial proposals.

Problems/Limitations Encountered:

- The necessity for additional funding for matching requirements allowed the grantee to develop other regional partnerships that while difficult to arrange, provides opportunities for wider dissemination or replication of the project in the future.
- An early problem occurred on the date of the proposed orientation conference when severe weather prevented a number of attendees from traveling to the conference site. This was remedied with a conference call the following week with those folks who were not able to attend.
- Systemic delays within ETSU created some time lags for getting paperwork to the award recipients. This impasse has been overcome and all awardees have received contracts.
Attachments:

Initial flyer
Conference invitation
Agenda from March 4, 2014 Conference
Summary of projects
Regional Roadmap for a Healthier Appalachian Tennessee

The Project

The Appalachian Regional Commission (ARC) and Tennessee Institute of Public Health (TNIPH) at East Tennessee State University (ETSU) are pleased to announce the Regional Roadmap for a Healthier Appalachian Tennessee project. The project will establish local health initiatives that link economic development and business with health and human service organizations and community stakeholders.

Linking health, education, and economic development.

The Benefits

Community grant programs encourage multi-sector collaboration and innovative strategies leading to:

- Health promotion and prevention strategies;
- Healthy habits to meet serious health challenges;
- Community groups forming lasting partnerships;
- Linkages between health, economic development and education;
- Improvement in health factors and economic outcomes.

The Mini-Grants

The Regional Roadmap for a Healthier Appalachian Tennessee will award $2,500 grants to support 20 local health projects in 37 of the state's most distressed counties.* Successful community applicants will establish multi-sector health initiatives to directly link Health with Economic Development and Education. This competitive grant program provides training, technical assistance and funding.

Eligible applicants from the Appalachian Tennessee counties below must submit a letter of intent by February 3, 2014, that:

- Describes local health concerns that impact economic development;
- Provides a brief outline of the proposed multi-sector health initiative(s);
- Lists community coalition members.

* Target area - Bledsoe, Campbell, Carter, Claiborne, Clay, Cocke, DeKalb, Fentress, Grainger, Greene, Grundy, Hancock, Hawkins, Jackson, Jefferson, Johnson, Lawrence, Lewis, McMinn, Macon, Marion, Meigs, Monroe, Morgan, Overton, Pickett, Polk, Putnam, Rhea, Scott, Sequatchie, Smith, Unicoi, Union, Van Buren, Warren, and White

Letter of intent must be submitted by e-mail to KIDWELL@ETSU.EDU by February 3, 2014, at 4:30 PM EST.
Target Audience
This project's target audience includes community coalitions led by chambers of commerce, economic development entities, health councils, city and county governments, faith-based organizations, businesses and industries, schools, colleges and universities, hospitals, health departments, advocacy groups, civic organizations and/or others with proven leadership in multi-sector collaboration.

Major Sponsors
The Appalachian Regional Commission (ARC) funded this collaborative project to TNIPH in partnership with matching funds from the BlueCross BlueShield of Tennessee Health Foundation, the Niswonger Foundation and Eastman Chemical Company.

Acknowledgments
Other contributors to the project include the National Network of Public Health Institutes, University of Wisconsin Population Health Institute, Tennessee Department of Economic and Community Development, Tennessee Department of Health, ETSU College of Public Health and First Tennessee Development District.

Guide to the County Health Rankings & Roadmaps
The Robert Wood Johnson Foundation collaborates with the University of Wisconsin Population Health Institute to bring the County Health Rankings and Roadmaps to counties and states across the nation. You can learn what others are doing to improve public health by reading Communities Stories and visiting the Project Showcase. Visit www.countyhealthrankings.org to learn more.

Mark your Calendar
- LETTER OF INTENT - February 3, 2014
- APPLICANT WORKSHOP - March 4, 2014
- APPLICATION DEADLINE – April 1, 2014

TNIPH is a state-mandated convener of organizations, agencies and groups established to build and foster the collaborations necessary to improve the public's health across Tennessee.

For More Information
Ginny Kidwell, Program Director,
423-439-4651
Tennessee Institute of Public Health
Visit our website at www.etsu.edu/tniph
Email: KIDWELL@ETSU.EDU

ETSU is an AA/EEO employer. 260-100-13 1M
Regional Roadmap for a Healthier Appalachian Tennessee

APPLICANT WORKSHOP

Who: Two Representatives per Application
- Sponsors
- Special Guests
- Topic and Technical Experts

Date: Tuesday, March 4, 2014

Time: 8:30 AM Continental Breakfast
9:00 AM Morning Session
Noon Lunch
1:00 PM Grant Development
3:00 PM Wrap-up
3:30 PM Adjournment

Please note that all times are Eastern Standard Time.

Where: General Morgan Inn
111 North Main Street
Greeneville, TN 37743
423-787-1000
http://www.generalmorganinn.com/

To Register for the Workshop:
Please send contact information for participants, including name, email address, phone number, organization and title to Kidwell@etsu.edu by close of business on February 25th.

General Information

- Overnight lodging is available on March 3 for eligible grant applicants. Email inquiries to Kidwell@etsu.edu.
- Parking is available at the rear of the General Morgan Inn. Please be advised that parking along Main Street, Depot Street and Church Street is limited to two hours. Violators will be ticketed.
- Continental breakfast, buffet lunch and refreshments will be provided. Please inform us of any food allergies or special dietary restrictions.
- Mileage reimbursement is available at a state rate of 47 cents/mile for one vehicle per grant application.

Presenters:
Dr. Randy Wykoff, MD, MPH &TM, Dean, East Tennessee State University, College of Public Health and Executive Director, Tennessee Institute of Public Health
Kate Konkle, MPH, County Health Rankings & Roadmaps Community Engagement Specialist, University of Wisconsin Population Health Institute
Regional Roadmap for a Healthier Appalachian Tennessee Workshop Agenda
Tuesday, March 4, 2014, 8:30 a.m., Ballrooms A – B
General Morgan Inn, Greeneville, Tennessee

8:30 – 9:00 a.m. Registration and Continental Breakfast

9:00 a.m. Welcome and Overview
Ginny Kidwell, Director
Tennessee Institute of Public Health

The Appalachian Regional Commission Perspective
Eric Stockton, Health Program Manager
Appalachian Regional Commission

9:15 a.m. Understanding and Improving Health in Central Appalachia
Dr. Randy Wykoff, MD, MPH & TM, Dean and Executive Director
East Tennessee State University College of Public Health
Tennessee Institute of Public Health

10:00 a.m. Break

10:15 a.m. County Health Rankings & Roadmaps: Moving From Data to Action
Kate Konkle, MPH, Associate Researcher and Community Coach
County Health Rankings & Roadmap Team
University of Wisconsin Population Health Institute

12:15 p.m. Healthy Buffet Lunch!

1:00 p.m. Getting Down to Business!
Ginny Kidwell

Grant Development and Evaluation
Kris Bowers, Project Evaluator
Tennessee Institute of Public Health

2:00 p.m. Contract Management
Donna Szabo, JD, Associate Director for Contract Management
East Tennessee State University

2:20 p.m. Work Session

3:00 p.m. Wrap-up and Adjourn
The Tennessee Institute of Public Health (TNIPH) is one of three organizations nationwide to receive an “Improving the Public’s Health through Strategic Partnerships and Action” grant from the National Network of Public Health Institutes.

www.ETSU.edu/TNIPH

BOX 70623 - JOHNSON CITY, TN 37614 - 423.439.4651 - KIDWELL@ETSU.EDU
Regional Roadmap for a Healthier Appalachian Tennessee 2014

Brief synopses of the proposed projects

Campbell County

East Tennessee Children’s Hospital

Children’s Hospital is working with the Campbell County Community Foundation and county’s Coordinated School Health Program in support of the development of a 2,000 acre mega site to attract employers to the area. Community health education has been identified as one of the county’s greatest needs and critical to attracting new business. Children’s Hospital is working with Campbell County to develop a health education program beginning with Heart Health environments in all the schools. Goals are to create public awareness in heart health education through ETCH’s Project Adam Program and heart health environments in Campbell County schools by building relationships with school health nurses, the local health department and other key stakeholders to emphasize heart health and installing two automated defibrillators in schools identified as having the greatest need and training emergency response teams.

Carter County

Boys and Girls Club of Elizabethton/Carter County

The Boys and Girls Club will use its program assets to get young people to increase the amount of time they spend engaged in physical activity, increase their knowledge of healthy food choices and engage in better eating habits, and to help them form positive relationships with peers and adults and create health strategies to manage stress. The SPARK physical education program will get members moving throughout the summer. The Healthy Habits interactive nutrition training program will engage members in hands on cooking sessions designed to teach portion size, the importance of breakfast and other topics. The club will use the SMART game rooms to provide daily social recreation activities for young people to develop positive relationships.
Cocke County

Cocke County Partnership

The Cocke County Partnership will work to encourage adult non-traditional students in Cocke County to attend post-secondary classes at the Tennessee College of Applied Technology to increase job skills and supplement an after hour's child care program for the children of adults attending these classes as well as providing a health evening meal for the children in the program.

Greene County

Greene County Health Council

Rural Resources and the Greene County Health Council will implement a community wide healthy living campaign that will collaborate with at least 20 industries in the county to reach at least 1500 workers with basic information about health diet and exercise behaviors. One industry's program that supports and encourages health choices among workers will be replicated.

Grundy County

1. Grundy County Health Council and Tracy City Revitalization Program

The Grundy County Health Council and the Tracy City Revitalization Program intend to increase the capacity of facilities and programs that foster health lifestyle habits in the residents of Grundy County through exercise, health and nutrition classes, and by offering healthy food options for those enrolled in the classes.

2. Beersheba Springs Medical Clinic

The Beersheba Medical Springs Medical Clinic proposes to initiate a community wide multi-sector program that target obesity through organized fitness teams in four neighborhoods, by securing cooperation from patients who have made healthy lifestyle changes and through the establishment of a community garden and teaching kitchen. The goals of the program are to improve understanding of good nutrition and daily exercise for good health, to improve fitness and Body Mass Index measures and to lower residents' consumption of sugar, refined flour and salt.
3. Grundy Board of Education

Swiss Memorial School will improve the overall health of students, families, and the community by increasing the consumption of fruits and vegetables during a summer program at the Gruetli-Laager Community Center in conjunction with the UT Extension, the Grundy County Health Council and the Coordinated School Health program that will include gardening classes, food preservation, summer meals, cooking classes and fitness classes.

Hancock County

Hancock County Arts

Hancock County Arts will provide arts summer camps for area children that will combine nutrition, health, and dance to increase physical activity, knowledge about nutrition and health eating nutritional choices for youth in the county.

Jefferson County

Boy and Girls Club of Dumplin Valley

The Jefferson County Health Council and the Boys and Girls Club will promote economic development in Jefferson County and reduce the future impact of the County Health Rankings by decreasing the impacts of poverty on the dietary habits of children in the county through expanding the nutrition program at the Club's two sites, promoting the Farmers' Markets, evaluating current snack choices at the BGCs, identifying healthier alternatives, and recommending healthy food substitutions.

Johnson County

Johnson County/Mountain City Economic and Community Development
The Johnson County/Mountain City Economic and Community Development Council in conjunction with the Health Department will encourage healthy eating and food security through the promotion of the local Farmer’s market which will strengthen local economy through farming promotion in the community and the schools. A culminating feature will be the first Community Harvest Dinner featuring locally grown foods.

McMinn County

McMinn County Schools

Helping Paws of the McMinn County Schools plans to increase the amount of time struggling readers at the Calhoun Elementary School spend reading during the school week and to provide social supports to these readers by teaching appropriate communication, trust, and social and reading skills. Students identified as struggling readers by the STAR Reading test will meet in small groups and read to a therapy dog from Helping Paws or a positive adult role model. The project will supply learning materials to students enrolled in the program.

Monroe County

Monroe County Health Council

The Monroe County Health Council plans to increase fitness opportunities in Monroe County thereby increasing overall health and a positive perception of the county by establishing partnerships with at least three new fitness programs in the county and increasing youth involvement in fitness programs and events. Implementing a fitness event and creating a hiking club are two of the strategies the Health Council will try to offer to increase fitness opportunities for youth and county residents.

Putnam County

1. Cookeville/Putnam Chamber of Commerce

Grant funds will support the development and implementation of a media campaign and materials for the Highlands Neonatal Abstinence (NAS) Syndrome Awareness Campaign to help to decrease the number of NAS births and in-patient days at Highland of Tennessee. Students from
Tennessee Tech University will work with the Highlands of Tennessee and the Upper Cumberland Regional Health Department to develop the campaign.

2. Putnam County Schools

Putnam County Schools will use the grant funds to provide participants at Sycamore Elementary School with caregiver information, early childhood education interventions, health and nutrition information, special education information, emergency preparedness and economic advantages that will help participants close needed gaps and prevent deficits.

Scott County

1. Mountain Peoples' Health Council

The Scott County Health Council will use grant funds to increase access to health care and health related information at the Remote Are Medical project in June 2014 at the local high school. Prevention and educational services will be included in the RAM project to increase awareness of health issues and encourage health living behaviors.

2. Children's Center of the Cumberlands

Children's Center of the Cumberlands will implement a multi-sector collaboration and innovative strategies to promote mental health and career preparation in youth 14-18 years of age by linking the gaps between mental health, economic development and prevention education. The project will increase labor and workforce readiness, encourage the development of skills that promote mental health and healthier lifestyles through career planning, self-assessment, personal development, and informal mock interviews.

Smith County

Smith County Drug Prevention Council
The Smith County Drug Prevention Council will strengthen and support the labor force of Smith County by reducing substance abuse in the county though increasing the number of Smith County Community Industrial Partnerships, increasing the knowledge of county employers about substance abuse, and the impact of drug screens on employability, family and community health.

Unicoi County

1. Joint Economic Development Board of Unicoi County

The Unicoi County active living initiative will increase overall county physical activity and decrease obesity levels by having community members track their physical activity and work with program partners to develop appropriate recognition for their successes. The project will promote future health initiatives by developing a network of healthy living advocates among community, business and public policy leaders who recognize the importance of good health to reducing the cost of doing business and attracting economic development investments.

2. Unicoi County Anti-Drug Coalition

The Unicoi County Anti-Drug Coalition will collaborate with Recover Appalachia, the Unicoi County Health Department, and the Tennessee Lifeline Coordinator to combat tobacco, alcohol and substance abuse in Unicoi County by hosting bimonthly events, hosting a downtown black party to bring awareness to the issues and promote healthy living, and working with the Chamber of Commerce to provide local businesses with prevention materials and resource lists to address alcohol and substance abuse in the workforce.

Union County

Union County Chamber of Commerce

The Union County Chamber of Commerce will promote healthy outdoor lifestyles in the county by creating “blue ways” in Norris Lake, by fostering organization in the paddling community to develop and sustain the program, and by training youth in water safety and kayaking.