



BRIGHT
Coalition



Barren River Initiative to Get Healthy Together

**Community Health
Assessment**

2022-2025

Updated 2024 Version

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About BRIGHT

The Barren River Initiative to Get Healthy Together (BRIGHT) Coalition is a non-profit health coalition that serves the 10-county Barren River region. These 10 counties include: Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson, and Warren. The BRIGHT Coalition wants every resident in the Barren River Area Development District (BRADD) to have the best quality of life possible by ensuring a safe place to live, work, and play. Healthy individuals, families, and communities are the cornerstone of this vision. BRIGHT strives to create equal opportunities to be healthy with an emphasis on personal responsibility for health and wellness through collaboration among all stakeholders.

The BRIGHT Coalition formed in 2011 with seven community partners: Barren River District Health Department, Caverna Memorial Hospital, The Medical Center at Bowling Green, The Medical Center at Franklin, The Medical Center at Scottsville, Monroe County Medical Center, and TJ Samson Community Hospital. These stakeholders joined forces to answer the question, "How can leaders of South Central Kentucky's rural communities work together to improve our overall health status, strengthen the local economy, contribute to education successes, and improve the quality of life for all?". The BRIGHT coalition has since grown to over 47 organizations representing the ten counties in BRADD. The 2022-2025 Community Health Assessment (CHA) was conducted by the coalition to guide the community health improvement process for multiple organizations across the BRADD. This document details five priority health issues that BRIGHT selected after data analysis and utilized to develop a Community Health Improvement Plan (CHIP), included with the assessment.



Within the BRADD region, people routinely cross county lines for work, shopping, family, and health care. As a regional coalition, BRIGHT partners have taken a systems approach to prevent health disparities, create a safe environment, and contribute to a higher quality of life for all residents.

BRIGHT Stakeholders

These participating partners are invested in the Community Health Assessment (CHA), which serves as an outline for goals and objectives within and outside of the coalition. BRIGHT stakeholders come from public health, community health centers, hospitals, higher education, mental healthcare, local farms, public schools, privately owned businesses, non-profits, and more. BRIGHT is seeking to add even more stakeholders to this list! Anyone interested in joining BRIGHT's mission should visit www.brightcoalition.org and fill out the contact form. BRIGHT is thankful for the participation of these entities and is excited for future collaboration as we strive to make the Barren River region a healthier place for all.

Barren River District Health Department

Med Center Health

Fairview Community Health Center

WKU Department of Public Health

Barren River Area Development District (BRADD)

UK Healthcare

Aetna

Warren County Parks and Recreation

Bowling Green Independent School District

Allen County Health Department

Monroe County Health Department

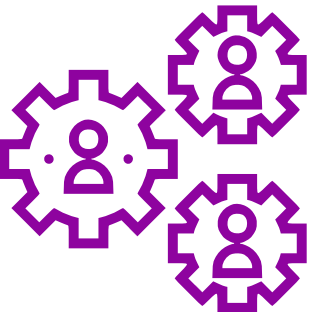
Passport Health Plan

A Plus (A+) Family Healthcare

City of Bowling Green

International Center of Kentucky

& MORE!



BRIGHT Board Members

Annette Runyun, Chair - The Medical Center Franklin

Sarah Widener, Co-Chair - The Medical Center

John Lillybridge, Treasurer - Fairview Community Health Center

Charity Crowe, Secretary - UK HealthCare

Joe Dan Beavers - Lifeskills

Susan Eagle - Western Kentucky University

Lisa Goldy - Community Member

Amanda Howard - The Medical Center

Matthew L. Hunt - Barren River District Health Department

Ashli McCarty - Barren River District Health Department

Patrick Merritt - A Plus (A+) Family Healthcare

David Scott Williams - Allen County Health Department

BRIGHT Sponsors

BRIGHT is grateful for the dedicated support of the following sponsors.
We couldn't be BRIGHT without you!

Barren River District Health Department
Graves Gilbert Clinic
Lifeskills Inc.
Grantibly



THANK YOU TO OUR SPONSORS!!!

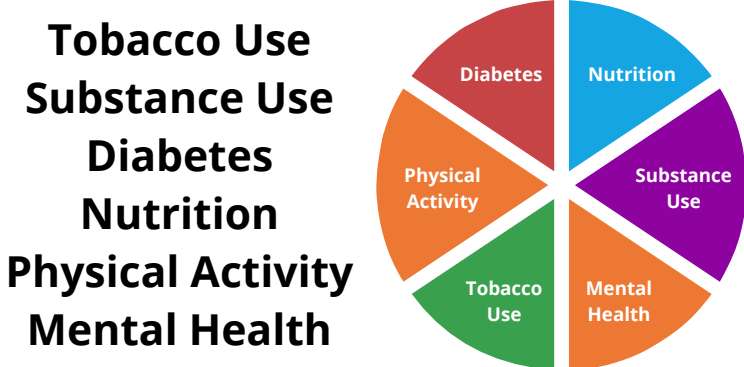
Community Health Assessment Framework

Every three years, the BRIGHT Coalition completes a CHA for the BRADD region, which entails surveying the community, collecting data, and analyzing results to see what the biggest issues or needs are for the community. The data can then be used to design programs, implement services, develop policies, allocate community resources, and more. Throughout this resource, we've spotlighted local data that gives insight into our social and economic **context**, physical **environment**, everyday **behaviors**, and health **outcomes**.



BRIGHT's Priority Health Areas

Five **Priority Health Areas** were chosen by the coalition based on responses received from the 2022 Community Health Assessment Survey and local data. These priorities, along with our cross-cutting initiatives, will guide the coalition's work over the next three years. BRIGHT focuses on improving these areas to enrich the quality of life in the region.



Community Health Assessment Framework

For the 2022 CHA and CHIP, the coalition is using the Community Health Assessment Toolkit. This toolkit provides a nine-step process, as seen below. Steps one through six are the process for the Community Health Assessment, while steps seven through nine focus on the Community Health Improvement Plan.



Source: Association for Community Health Improvement. (2017). Community Health Assessment Toolkit. Accessed at www.healthycommunities.org/assesstoolkit

Regional Demographics

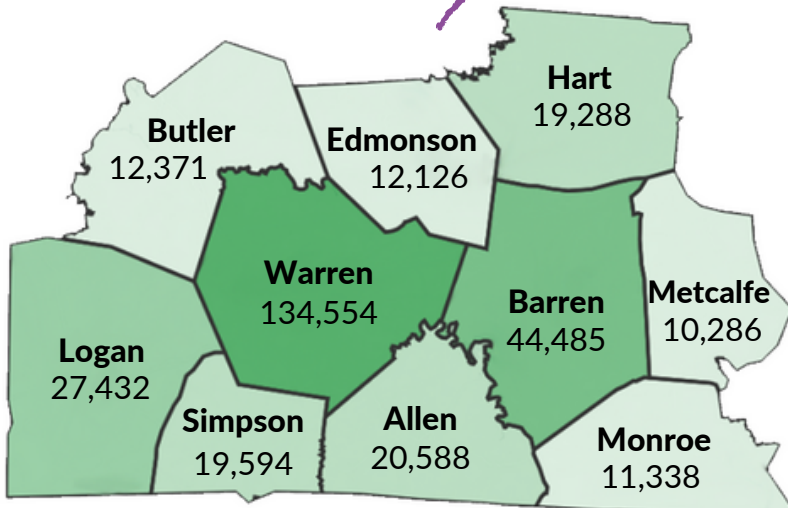
County Health Rankings measures the health of most counties in the nation and ranks them within states. Below are the rankings for BRADD's counties out of 120 Kentucky counties. Higher rankings indicate better health factors and outcomes, while lower rankings and the gaps between counties illustrate disparities in health outcomes and inequities in opportunities for healthy living.



County Health Rankings 2022

| | |
|--------------|--------------|
| 15. Warren | 56. Butler |
| 31. Edmonson | 57. Simpson |
| 36. Barren | 71. Metcalfe |
| 40. Logan | 80. Allen |
| 50. Hart | 84. Monroe |

Total Population



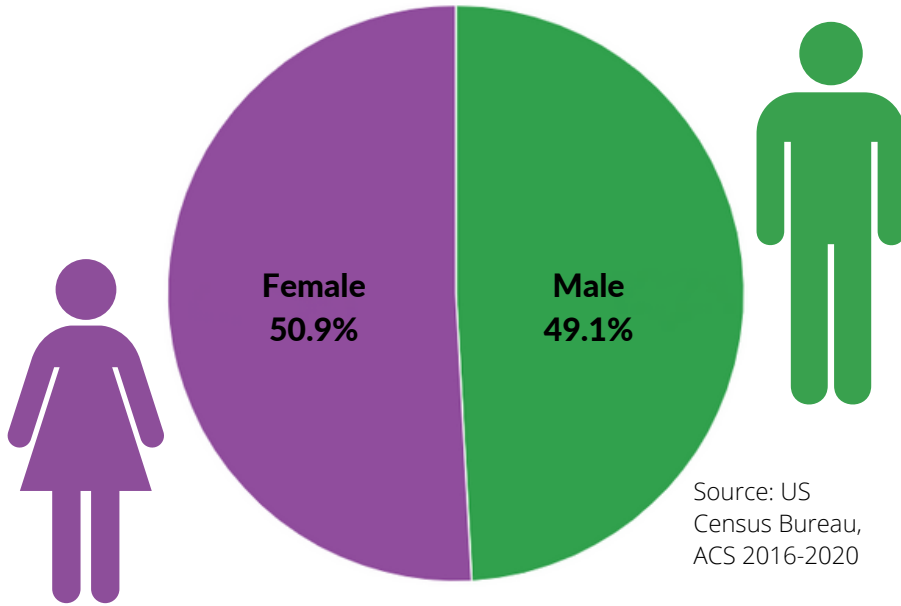
312,062

Source: US Census Bureau,
Decennial Census 2020



Regional Demographics

Sex of Residents



Percentage of Veterans (age 18+)

7% Source: US Census, ACS, 2016-2020

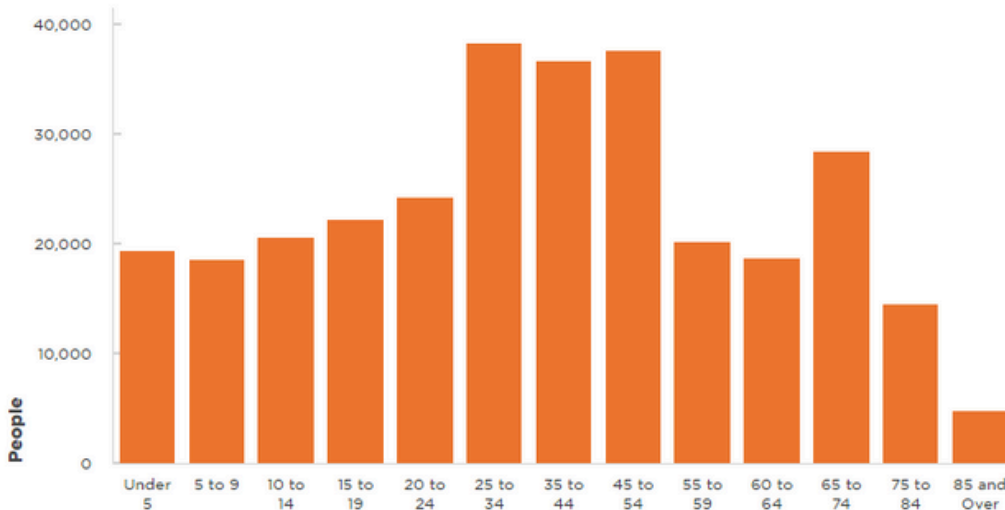
Percentage of Population Living with a Disability

17.2% Source: US Census, ACS, 2016-2020

Percentage of Uninsured Adults (age 19-64)

9% Source: US Census, ACS, 2016-2020

Age of Residents



Percentage of BRADD's Population Living in Poverty

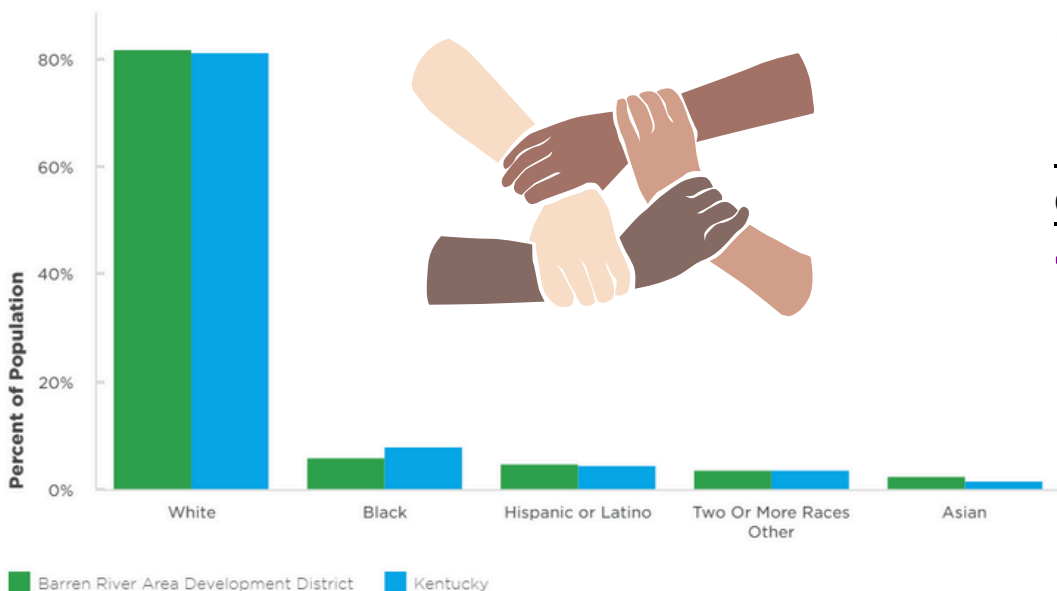
19% Source: US Census, ACS, 2015-2019

Median Household Income

\$50,213 Source: US Census, ACS, 2015-2019

Regional Demographics

Race and Ethnicity (Comparison of Region & State)



Low Income People With Low Access to Healthy Food (1 mile urban, 10 miles rural)

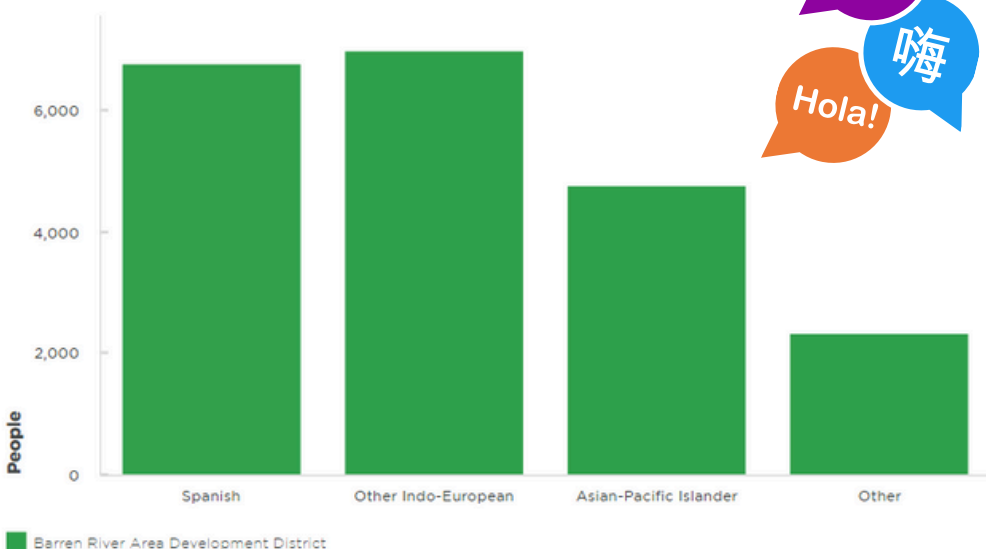
12.6% Source: USDA ERS, 2019

Percentage of Adults Overweight or Obese

70% Source: BRFSS, 2017-2019

BRIGHT is glad to welcome BikeWalk BG, Bowling Green Parks and Recreation, and Warren County Parks and Recreation as partners in our mission to increase opportunities for physical activity.

Non-English Languages Spoken at Home



Diabetes Prevalence

12.6% Source: CDC BRFSS PLACES, 2019

Percentage of Adults Who Smoke

25.2% Source: CDC BRFSS PLACES, 2019

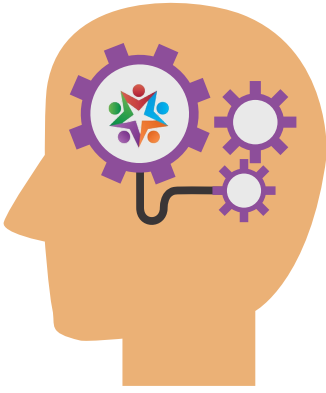
Drug-Related Arrests

2,616 kyhealthfacts.org, 2019
(per 100,000 population)

Regional Demographics

Ratio of Resident to Mental Health Provider by County

- Allen** 1,640:1
- Barren** 620:1
- Butler** 1,270:1
- Edmonson** 1,750:1
- Hart** 1,060:1
- Logan** 1,830:1
- Metcalfe** 1,120:1
- Monroe** 1,510:1
- Simpson** 1,100:1
- Warren** 350:1



37.5%

of 2022 Community Health Assessment Survey respondents find it difficult to be physically active



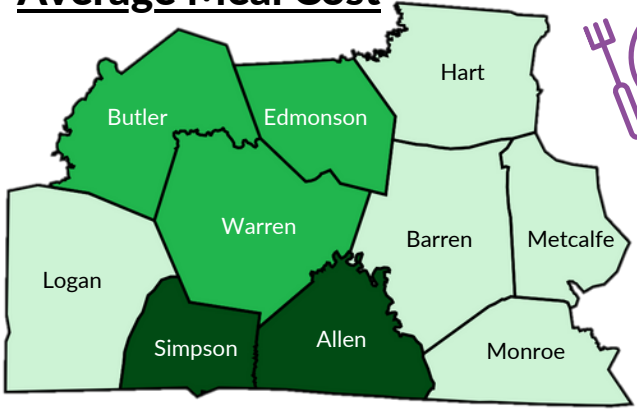
#1 The number one reason as to why they find it difficult to be physically active was: "I work long hours" (46.7%)

View more community data on **BRIGHT's Virtual CHA Dashboard**. Aim smartphone camera at QR code below:



Source: County Health Rankings 2022

Average Meal Cost



- \$2.65 - \$2.77
- \$2.78 - \$2.98
- \$2.99 - \$3.13

Sources: The average dollar amount spent on food per meal by food-secure individuals, 2019 data from Map the Meal Gap.

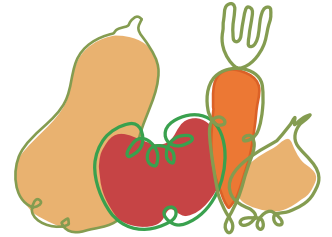


Community Improvement Plan

Nutrition *Responsible Agencies: Barren River District Health Department, Med Center Health*

Goal 1: Provide more access and opportunity for our residents to eat healthy.

Objective 1.1: Provide education to BRADD residents each month on how to prepare healthy meals on a busy schedule and limited budget.



Strategy 1.1.1: We will share quick and easy recipes and educational handouts via social media.

Outcome measure(s)

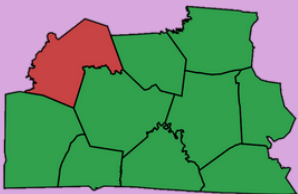
Percent of adults who consume five or more servings of fruits and vegetables per day (BRFSS from CDC and KY DPH)

| | Allen | Barren | Butler | Edmonson | Hart | Logan | Metcalfe | Monroe | Simpson | Warren |
|---------------------------|-------|--------|--------|----------|------|-------|----------|--------|---------|--------|
| <i>Baseline 2017-2019</i> | 14% | 12% | 9% | 4% | 16% | 8% | 7% | 12% | 8% | 11% |
| <i>Target by 2025</i> | 19% | 16% | 12% | 5% | 21% | 11% | 9% | 16% | 11% | 15% |

Objective 1.2: ~~Increase the acceptance of WIC as payment at community farmers' markets by 10% by 2025.~~

Strategy 1.2.1: We will encourage Butler County's Farmers' Market to accept WIC by helping them through the process.

SUCCESS! All BRADD counties now accept WIC at their farmers' markets!



Outcome measures(s)

Number of BRADD counties with at least one farmers' market that accepts WIC

- Baseline in 2021: 9 counties
- Target by 2025: 10 counties

Community Improvement Plan

Nutrition *Responsible Agencies: BRIGHT*

Goal 1: Provide more access and opportunity for our residents to eat healthy.

Objective 1.3: By 2025, provide three avenues through which residents are empowered to grow their own fresh fruits, vegetables, and herbs.

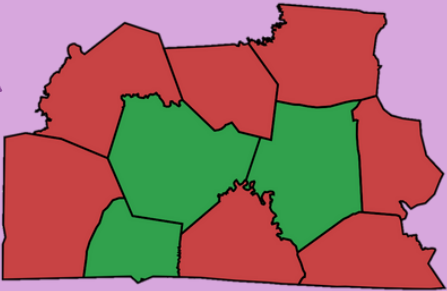
Strategy 1.3.1: We will encourage the establishment of seed libraries throughout the BRADD region.

Strategy 1.3.2: We will provide guides and tips on urban gardening techniques, especially in urban areas.

Strategy 1.3.3: We will assist and/or support community gardens in each county.

Outcome Measure(s)

- Counties with Community Gardens
 - Baseline in 2021: 3 counties (Barren, Simpson, Warren)
 - Target by 2025: 10 counties
- Counties with Seed Libraries
 - Baseline in 2021: 4 counties (Butler, Logan, Simpson, Warren)



Spending time in nature is linked to both cognitive benefits and improvements in mood, mental health and emotional well-being!

www.apa.org



Community Improvement Plan

Physical Activity *Responsible Agencies: BRIGHT*

Goal 2: Increase residents' daily physical activity.

Objective 2.1: Advocate for useful sidewalks, greenways and trails in all 10 of our counties by 2025.

Strategy 2.1.1: We will advocate for policy to support clean and clear sidewalks.

Update: The BRIGHT Coalition continues to strengthen relationships with community partners (health coalitions, agencies, parks, and recreation, libraries, etc.) to promote physical activity.

Strategy 2.1.2: We will advocate for more sidewalks, greenways, trails and crosswalks, especially in our rural counties.

Objective 2.2: Decrease the percent of BRADD residents who are physically inactive by 10% by 2025.

Strategy 2.2.1: We will collaborate with community partners (health coalitions, agencies, parks and recreation, libraries, etc.) to promote physical activity.

Strategy 2.2.2: Promote physical activity events on social media to encourage participation.

Update: The BRIGHT Coalition has posted once per week on social media related to physical activity.

Outcome measure(s)

- Physical Inactivity in Adults (County Health Rankings, uses CDC's US Diabetes Surveillance System, BRFSS, and US Census Bureau)
- Miles of Sidewalk from BRADD Transportation Dashboard



| County | Baseline | Target |
|----------|----------|--------|
| Allen | 40% | 36% |
| Barren | 38% | 34.2% |
| Butler | 31% | 27.9% |
| Edmonson | 25% | 22.5% |
| Hart | 32% | 28.8% |
| Logan | 34% | 30.6% |
| Metcalfe | 32% | 28.8% |
| Monroe | 33% | 29.7% |
| Simpson | 29% | 26.1% |
| Warren | 24% | 21.6% |

Community Improvement Plan

Diabetes *Responsible Agencies: Barren River District Health Department, Allen County Health Department, Med Center Health*

Goal 3: Improve quality of life for BRADD residents with diabetes and prediabetes.

Objective 3.1: Increase education on prediabetes and diabetes among BRADD adults, reaching 10,000 people per year.

Strategy 3.1.1: We will run a community education campaign on prediabetes and diabetes, primarily through social media.

Strategy 3.1.2: We will offer prediabetes classes to the public quarterly.

Strategy 3.1.3: We will promote Diabetes Self-Management Education and Support (DSMES), Diabetes Prevention Programs (DPP), and Medical Nutrition Therapy (MNT) to BRADD residents. We will aim to increase referrals by 10% for DSMES classes each year based on a current number of zero.

Objective 3.2: Increase screenings for prediabetes and diabetes among BRADD adults by 10% each year.

Strategy 3.2.1: We will provide the prediabetic risk assessment and/or blood glucose testing screenings to residents at various events and health fairs.

Strategy 3.2.2: Allen County Health Department will pilot a Diabetes Prevention Program with Monroe County Hospital.

Outcome Measure(s)

Participation Rates

- **Med Center**
 - **Diabetes Self-Management (DSMES)**
 - 2021: 304
 - 2023: 336
 - **Medical Nutrition Therapy (MNT)**
 - 2021: 340
 - 2023: 340
- **Allen Co. Health Dept.**
 - **DSMES**
 - 2021: 4 ,target 10
 - 2023: 12, target 10
 - **Diabetes Prevention Program (DPP)**
 - 2021: 13, target: 10
 - 2023: 10 target 10

Diabetes Targets

Number of diabetes risks assessments and/or glucose testing in the BRADD Area:

Target total end of 2023:

11 screenings
350 Completed

Target total end of 2024:

350 screenings



Community Improvement Plan

Tobacco *Responsible Agencies: Barren River District Health Department, Allen County Health Department, Med Center Health, Update: Monroe County Health Department*

*BRIGHT has decided to combine the Tobacco Workgroup with the Substance Use Workgroup for the next Community Health Improvement cycle.

Goal 4: Reduce rates of tobacco use across BRADD.

Objective 4.1: Reduce the rate of vaping among BRADD adolescents by 10% by 2025.

Update: New Kentucky Incentives for Prevention (KIP) not completed until Fall 2024. Several of our schools have offered the “Hidden in Plain Sight” presentation by a local State Trooper.

Strategy 4.1.1: We will help educate parents and guardians about the risk and appearance of vaping products.

Update: Barren River District Health Department (BRDHD) provided vaping prevention education classes at the 6th grade health fair at Franklin-Simpson Middle School, Community Health Fairs in Simpson and Logan Counties, Stevenson Elementary in Logan for K-5th grade, and Lewisburg Elementary/Middle School.

- Glasgow High school (Barren) — 85 freshman were educated on vaping and tobacco dangers.
- Caregivers Meeting — Tobacco and vaping education and dangers taught to 30 individuals.
- Metcalfe County High School — 114 Freshman were taught vaping and tobacco use dangers.
- 4 FBLA students at Caverna Independent Schools partnered with a BRDHD Health Educator for a tobacco/vaping dangers presentation and interview. The students were given resources and documents pertaining to QUIT NOW and My Life My Quit.
- 142 Hart County 8th graders were educated on on vaping and tobacco dangers.



Outcome Measure(s)

- Past Year Vaping, 12th grade, 40+ times a month (KIP survey)

| County | Baseline 2021 | Target 2025 |
|--------------|---------------|-------------|
| Barren | 20% | 18% |
| Butler | 7% | 6% |
| Caverna Ind. | 43% | 39% |
| Edmonson | 9% | 8% |
| Hart | 23% | 21% |
| Metcalfe | 26% | 23% |

- Juul/E-cig Usage Rates in Past 12 months, weekly use for 12th grade (Save Our Kids survey only BG/Warren Co)
 - Baseline in 2021: 8.1%
 - Target by 2025: 7.3%
- Perception of Harm as Moderate or Great Risk for 12th grade (Save Our Kids survey – only BG/Warren Co)
 - Baseline: 64.7% in 2021
 - Target: 71% by 2025

Community Improvement Plan

- 14 students at Barren County Middle attended a vaping and tobacco dangers presentation.
- Barren County Community Baby Safety Shower — 65 present. QuitNow and My Life My Quit cards were distributed.
- Hart County Baby Safety Shower — 50 present. QuitNow and My Life My Quit cards were distributed.

Tobacco Education in Warren and Edmonson Counties (BRDHD)

- Attended two health fairs in Edmonson County
- Met with a group of WCPS staff about teaching classes in the fall of 2024.
- Attended training for PAVE – Parents Against Vaping E-Cigarettes.
- Attended community meeting in Warren County with local leaders to discuss ideas for eliminating the vaping epidemic among young people.
- Taught vaping education classes in Warren County at South Warren High School, South Warren Middle School, The International Center, Drakes Creek Middle School. Taught in Edmonson County at Edmonson County Middle School and 6th grade at the 5/6 Center.
- Promoted the My Life, My Quit Program and/or 1-800-Quit Now programs at the following events: Community Baby Showers, Family Wellness/Mental Health nights at Bristow Elementary, Moss Middle, Richpond Elementary, Rockfield Elementary, South Warren High School, and community events at the Community Health and Wellness Expo and The Foundry.

Strategy 4.1.2: We will provide education through school events, classes, in-school flyers, health fairs, media, and social media on the dangers of tobacco use, with an extra focus on vaping.

Update: Educational engagements listed above.

Strategy 4.1.3: We will host an anti-vaping art competition for adolescent residents.

Strategy 4.1.4: We will help strengthen 100% tobacco-free schools. (See next page for outcome measures.)

Update: Tobacco-free campus signs posted at Butler County Schools, Logan County Schools and Russellville Independent Schools.



Community Improvement Plan

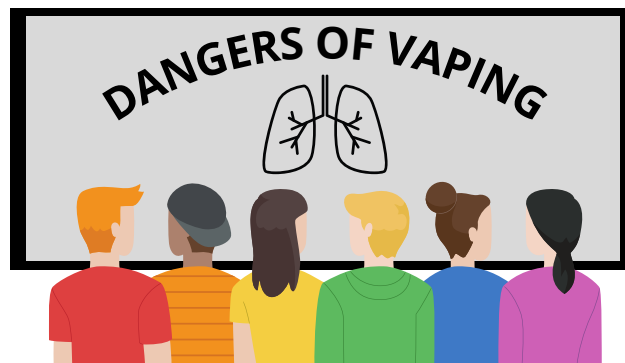
Goal 4: Reduce rates of tobacco use across BRADD.

Outcome Measure(s)

- Personal Disapproval for Vaping as “Very Wrong” for 12th grade (KIP survey)
- Perception of Harm as Moderate or Great Risk for 12th grade (Save Our Kids survey – only BG/Warren Co)
 - Baseline: 64.7% in 2021
 - Target: 71% by 2025
- Perception of Parental Disapproval for Vaping as “Very Wrong,” 12th grade (KIP survey)
- Art competition participation rates
 - Baseline from billboard competition: 52 entries
 - Target: 57 entries
- Number of students who have received school-based anti-tobacco use education (Barren River District Health Department's Tobacco Activity Report) – 10% increase per year
 - Baseline in 2021: 1,000 students
 - Target by end of 2025: 1,331 students

| County | Baseline 2021 | Target 2025 |
|--------------|---------------|-------------|
| Barren | 28% | 31% |
| Butler | 30% | 33% |
| Caverna Ind. | 13% | 13% |
| Edmonson | 23% | 25% |
| Hart | 32% | 35% |
| Metcalfe | 22% | 24% |

| County | Baseline 2021 | Target 2025 |
|--------------|---------------|-------------|
| Barren | 57% | 63% |
| Butler | 67% | 74% |
| Caverna Ind. | 34% | 37-38% |
| Edmonson | 53% | 58% |
| Hart | 58% | 64% |
| Metcalfe | 53% | 58% |



Community Improvement Plan

Goal 4: Reduce rates of tobacco use across BRADD.

Objective 4.2: Increase the number of BRADD residents who attend tobacco cessation counseling by 10%.

Strategy 4.2.1: We will promote cessation programming for school-aged tobacco users.

Update: We are offering both school aged tobacco and vape use education.

Strategy 4.2.2: We will offer 1:1 tobacco cessation services.

Update: Classes are offered, participation has been low.

Goal 5: Protect residents from second-hand smoke.

Objective 5.1: Have 3 smoke-free cities, towns, or counties in BRADD by 2025.

Update: Glasgow and Bowling Green were successful!

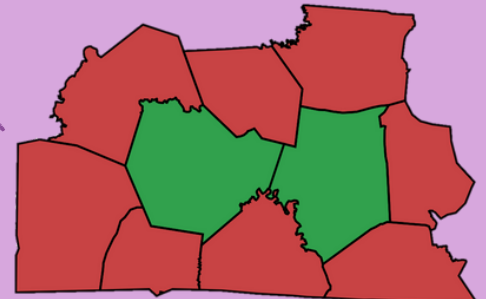
Strategy 5.1.1: We will advocate for a smoke-free ordinance in Scottsville, the county seat of Allen County.

Strategy 5.1.2: We will advocate for a smoke-free ordinance in Franklin, the county seat of Simpson County.

Strategy 5.1.3: We will run a media/social media campaign on the dangers of secondhand smoke during July 2023.

Outcome Measure(s)

- BRADD adults who smoke (mysidewalk – CDC BRFSS PLACES)
 - Baseline in 2019: 25.2% of adults
 - Target by 2025: 22.7% of adults
- N-O-T cessation program participation rates (BRDHD’s Tobacco Activity Report)
 - Baseline: 0 in 2021
 - Target: 10 by 2025
- Town or cities with smoke-free ordinances
 - Baseline in 2021: 2 cities (Bowling Green, Glasgow)
 - Target by 2025: 5 cities/towns



Community Improvement Plan

Substance Use *Responsible Agencies: Barren River District Health Department, UK Healthcare, LifeSkills, Allen County Health Department. Update: Monroe County Health Department*

Goal 6: Reduce overdose deaths in BRADD.

Objective 6.1: Increase the number of Syringe Services Programs (SSP) in BRADD to 5 and 1 mobile unit by 2025.

Update: Barren River District Health Department has four Syringe Services Programs (SSP) in Barren, Hart, Warren, Edmonson, and Logan counties.

Strategy 6.1.1: We will find suitable locations to run the mobile unit to increase SSP's reach in the community.

Strategy 6.1.2: We will get approval for SSP in Horse Cave, Edmonson and Allen County.

Update: Hart, Edmonson, and Logan Counties SSP's have been approved.

Objective 6.2: Increase Narcan accessibility in the BRADD area.

Update: Barren River District Health Department received a Naloxbox grant.

Strategy 6.2.1: We will increase access to Narcan in post-secondary settings (SKyCTC and WKU campuses).

Update: Barren River District Health Department has increased access to Narcan in post-secondary settings such as Western Kentucky University. Barren River District Health Department (BRDHD) and UK Target 4 Outreach has provided around 50 units of Naloxone to WKU for residence halls.

Strategy 6.2.2: We will increase Narcan distribution in workplace environments.

Update: BRDHD has trained staff at a local church, Warren County Public Library, Hill's Pet Nutrition, Warren County Parks and Recreation, Electrical Plant Board (EPB), Bluegrass Professional Counseling, Transportation Department #4, and Mammoth Cave National Park. Trainees are provided with a free box of Naloxone. Approximately 75 units of Naloxone have been provided to worksites from BRDHD.

Strategy 6.2.3: We will provide education on how and when to use Naloxone.

Update: As stated above, the BRIGHT Coalition is actively providing education on how and when to administer naloxone on an as-requested basis.



Community Improvement Plan

Outcome Measure(s)

- Number of SSP locations (CHFS SSP Map)
 - Baseline: 2 in 2021 (Warren Co, Barren Co)
 - Target: 5 by 2025
- Number of priority counties (CHFS SSP Map) with an SSP location
 - Baseline: 0 in 2021
 - Target: 1 by 2025
- Any Drug-Involved Fatal Overdose Rate (per 100,000 pop.) (UK's Injury Prevention and Research Center's Drug Overdose County Profiles)
- Number of Naloxone distribution points
 - Baseline: 2 in 2021 (Warren County Exchange, Barren County Exchange)
 - Target: 6 points of distribution by 2025



| County | Baseline | Target |
|----------|----------|--------|
| Allen | 28.2 | 25.4 |
| Barren | 20.3 | 18.3 |
| Butler | 31.5 | 28.4 |
| Edmonson | * | * |
| Hart | 21.0 | 18.9 |
| Logan | 14.6 | 13.1 |
| Metcalfe | 39.8 | 35.8 |
| Monroe | 37.9 | 34.1 |
| Simpson | 21.5 | 19.4 |
| Warren | 18.6 | 16.7 |

10% change overall

*Edmonson Co. data suppressed



Community Improvement Plan

Mental Health

Responsible Agencies: Lifeskills, Inc., Fairview Community Health Center, The Foundry, WKU, Barren River District Health Department, Warren County School Systems, Red Cross, The Medical Center

Goal 8: Educate the BRADD region on the importance of mental health awareness to decrease stigma (social media, website, speakers at coalition meetings).

Objective 8.1: Increase awareness of the importance of mental health.

Strategy 8.1.1: Decrease the stigma of mental health through social media posts, the BRIGHT Coalition website and mental health speakers at the BRIGHT Coalition meetings.

Strategy 8.1.2: Help educate our region about defining a mental health issue or disorder through mental health speakers at the BRIGHT Coalition meetings. The BRIGHT Coalition will also share information about mental health disorders on social media, website and educational opportunities.

S.M.A.R.T Breakdown for Mental Health Goals

(Specific) Share statistics of specific mental health diagnosis in both the CHA/CHIP and bi-weekly on BRIGHT Socials. We will also share resources for mental health access.

(Measurable) Use data from BRIGHT Partners, County Health Rankings, National Institute of Mental Health. We can monitor our reach through socials.

(Achievable) Circulate this information, share with our partners. We have already created a large group of mental health partners through the BRIGHT Coalition and will continue to build on these relationships. We will be able share all of this information through the BRIGHT Coalition and in our community.

(Relevant) Public stigma of mental illness in the U.S. continues to be widespread among children and adults. – Public Stigma of Mental Illness in the United States: A Systematic Literature Review – National Library of Medicine

(Time-Bound) By end of 2025

(Inclusivity) We will also work on ways to distribute these items to areas that are underserved and in multiple languages.

(Equitable) Our information will be tailored to be culturally sensitive and relative to different communities. We will partner with our community organizations, leader and advocates to create community engagement in the mental health side of the BRIGHT Coalition. The BRIGHT Coalition will be sensitive to the needs of individuals who have experienced trauma. There will be resources made available in a variety of channels including online, community centers, healthcare centers, and workplaces to reach diverse populations. The BRIGHT Coalition will continue to promote empowerment and self-advocacy when it comes to mental health and help lead community members to seek appropriate help when needed.

Community Improvement Plan

BRIGHT's Cross-Cutting Goals and Strategies

Goal 7: Use a Health in All Policies (HiAP) approach, both in internal policies and in external policy advocacy.

Strategy 7.1: Through an embedded project, WKU Public Health students will provide biannual policy fact sheets/updates.

Goal 9: Support community projects and collaboration.

Strategy 9.1: We will provide a mini-grant opportunity, open to projects in our communities that target one of our priority health issues.

Update: BRIGHT provided grant three \$500 award opportunities at the 2023 June workshop. Three agencies were awarded.

BRIGHT Mini-Grant Success Stories

Program Name: BG Refuge Soccer Club

Grant Funding Period: July–September 2023

Funding

The funding from BRIGHT Coalition's mini-grant was allocated towards Refuge Bowling Green's soccer program. The funds assisted in providing approximately 75–80 Afghan children transportation to go to and from practice twice a week from July–September. The funds were also used to purchase soccer balls and healthy snacks for the children.

Impact

The BRIGHT Coalition's mini-grant promoted the overall success of our soccer program. Because of the support we were able to receive to keep the program running effectively, we were able to not only provide refugee youth with opportunities for physical activity and healthy competition, but we were also able to implement early intervention. Through the soccer program, we were able to collaborate with a local mental health organization, KY STEPS, to host a class on alcohol/drug abuse and prevention, as well as a class on tobacco and vape use.



Program Name: Delafield Co-Op Market
Grant Funding Period: July–September 2023

Funding

Grant funding assisted with operational needs for kickstarting the Delafield Co-op Market. The Delafield Co-Op Market is a neighborhood micro-grocery store located in the heart of Bowling Green’s West End. We pride ourselves on sourcing the freshest items from local farmers, growers, and makers. Operated by HOTEL INC, the Co-Op Market supports an underserved population by providing access to healthy, locally-grown food items in addition to many of your usual grocery staples.



Program Name: Barren County YMCA
Grant Funding Period: July–September 2023

Funding

Grant funding assisted with providing “Silver Sneakers”, a class for senior adults, one to two days per week. Classes will be offered before and after lunch that is already provided. This class allows seniors an opportunity to get active at a pace that is comfortable to them in a safe and familiar environment. Learn more at www.barrencountnymca.org/silversneakers.

Stay tuned for upcoming success stories!



THE FUTURE
IS BRIGHT



Success Report 2023

Nutrition

- Social media campaign established, “Fun Food Fridays,” to share easy, healthy meals with audience. Recipes are also listed on the website.

Physical Activity

- The BRIGHT Coalition Facebook is posting or sharing one post per week related to physical activity.

Diabetes

- Prediabetes risk assessments and glucose testing performed at local health fairs from BRIGHT representatives.

Tobacco

- Several tobacco education classes completed with students and caregivers in the BRADD area (see the Tobacco section for more).

Substance Use

- Syringe Services Programs (SSP) approved in Edmonson and Logan Counties.
- Increased educational opportunities for Narcan administration.
- Naloxbox (Narcan distribution boxes) planted in multiple BRADD counties.



Interested in joining the BRIGHT Coalition?

When you join BRIGHT, you...

-  Learn more about the state of public health and healthcare in our area
-  Create relationships with community partners
-  Grow in critical thinking by exercising problem solving for different key issues
-  Join a community of like-minded health professionals!



***Visit www.brightcoalition.org/join-us-contact
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