



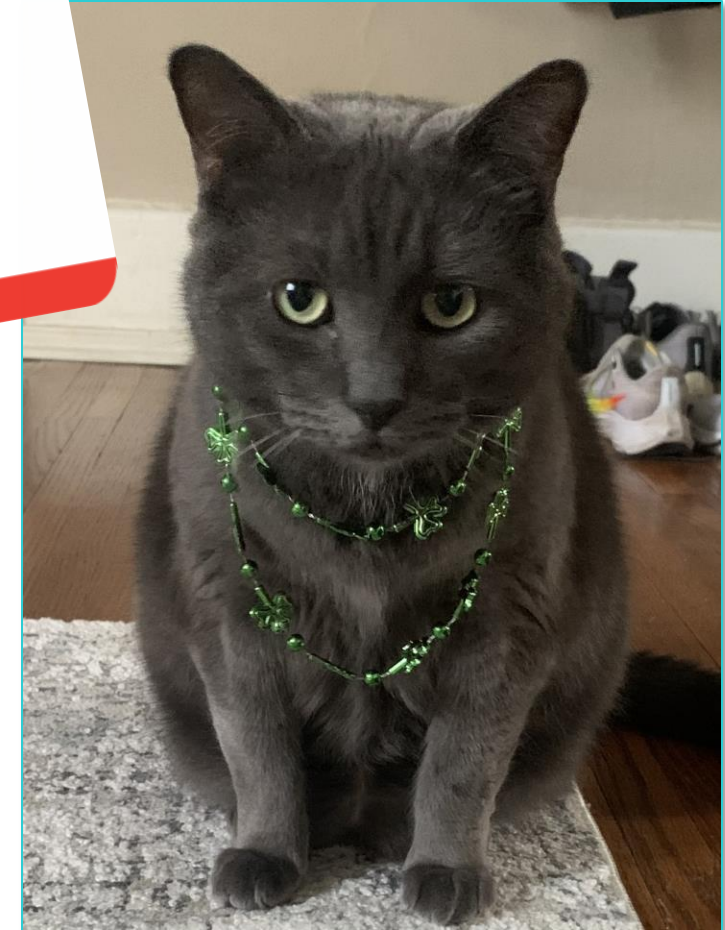
# Health Council Community of Practice (CoP)

# Introductions

- Welcome!
- Please type in the chat:
  - Name
  - Your title
  - Organization
  - County
  - Member of Health Council?
    - Yes/No

Hello  
my name is

Hammond  
Lucky Charm  
Yost Household  
Davidson Co  
Yes



# Agenda

- Purpose
- Spotlight: Campbell County Health Council
- Breakout groups
  - Networking & Activity
- Report from breakouts
- Announcements
- Q&A

# Purpose of the CoP

- **Educate** by collecting and sharing information – from experts as well as from peers
- **Support** by organizing peer-to-peer interactions and collaboration
- **Cultivate** by assisting groups to start and sustain their learning
- **Encourage** by promoting the work of members through discussion and sharing
- **Integrate** by encouraging members to use their new knowledge for real change in their own work



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**Campbell County Health Council:**  
**Elder Abuse Awareness Campaign**

# Initiative Overview

- Rural community
- Need
- Community partners in place
- Identified as a priority during Community Health Assessment (CHA) process

# Partnerships

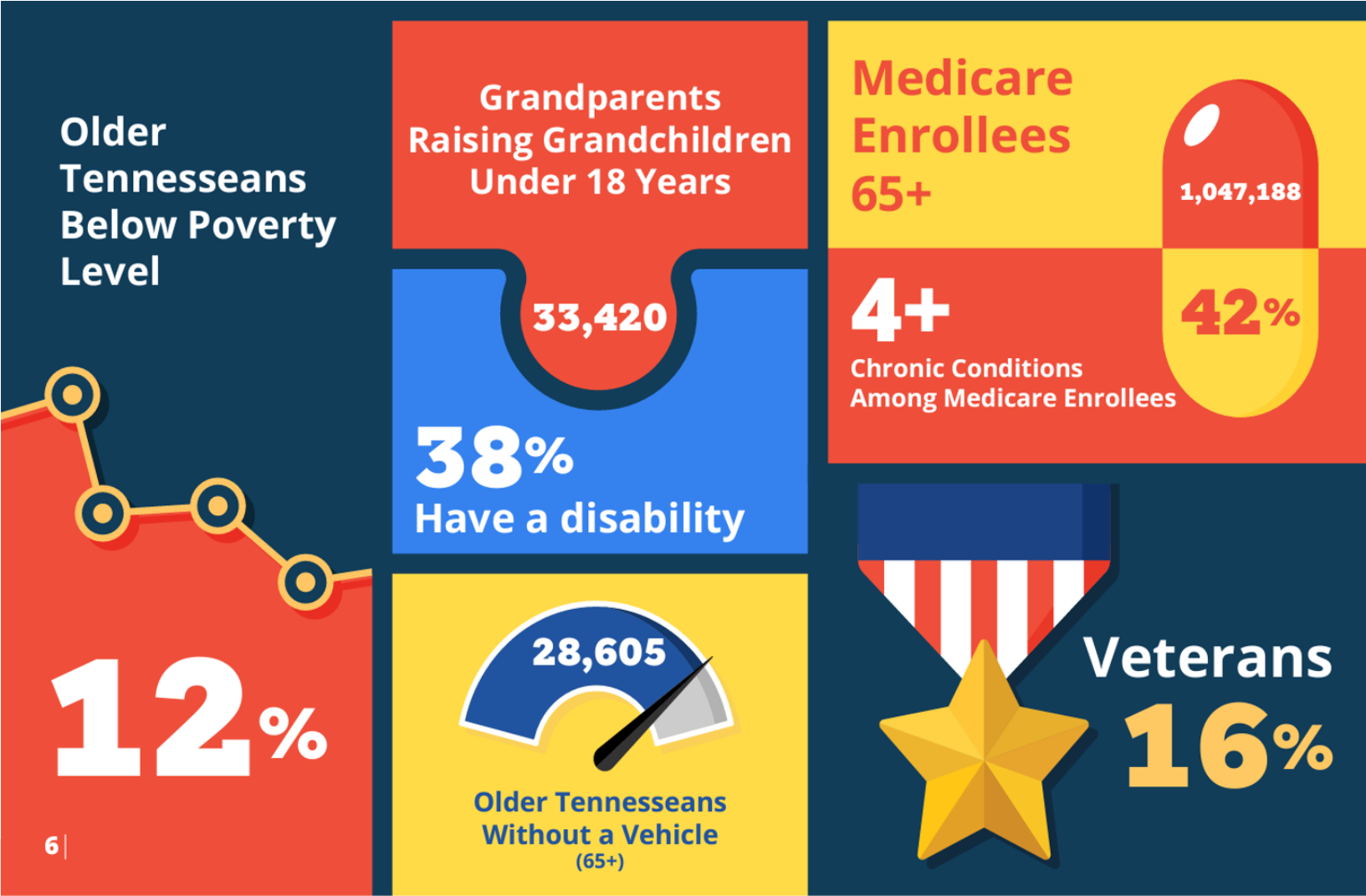
- Campbell County Health Council
- East Tennessee Human Resource Agency: Office on Aging
- Campbell County Health Department
- Community Health of East Tennessee
- UT Extension
- Local Faith-Based Organizations
- Dayspring Health

# Why Elder Abuse?

- Approximately 1 in 10 older adults will experience some sort of elder abuse, neglect, or exploitation
- Up to five million older Americans are abused every year, and the annual loss by victims of financial abuse is estimated to be at least \$36.5 billion
- It is estimated that only 1 in 24 cases are reported. So, we know it's going to take all of us working together to build a community in which people of all ages are safe and supported



# Why Elder Abuse?



# Types of Elder Abuse

## 7 Types of Elder Abuse:

1. Neglect
2. Physical Abuse
3. Sexual Abuse
4. Abandonment
5. Emotional or Psychological Abuse
6. Financial Abuse
7. Self Neglect

# Sponsorships



# Goals of the Campaign

- Conduct at least 3 awareness campaigns focusing on the prevention of elder abuse and lowering rates within our community
- Provide an updated community resource guide to senior citizens in Campbell County
- Coordinate/provide expert speakers to present elder abuse education presentations throughout the community to both the elderly population and existing community partners

# Successes

- Community Buy-In
- Funding
- Bright Spot Award



# Questions?



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The logo consists of a red square with the letters 'TN' in white, serif font. Below the square is a thin blue horizontal bar.

TN

TM

Contact Information

# Breakout Groups (*10 minutes*)

- Where are you from? (*place, organization*)
- Identify 2 volunteers: Scribe & Timekeeper
- Answer these questions:
  - What awareness campaign would be worthwhile to organize in your community?
  - Why is it important for your community to raise awareness around this issue?
  - **Pick one example from your group to workshop:**
    - What are the elements of the campaign? Think about education programs, fundraising plan, materials, stakeholders to engage....
    - What is your first step?



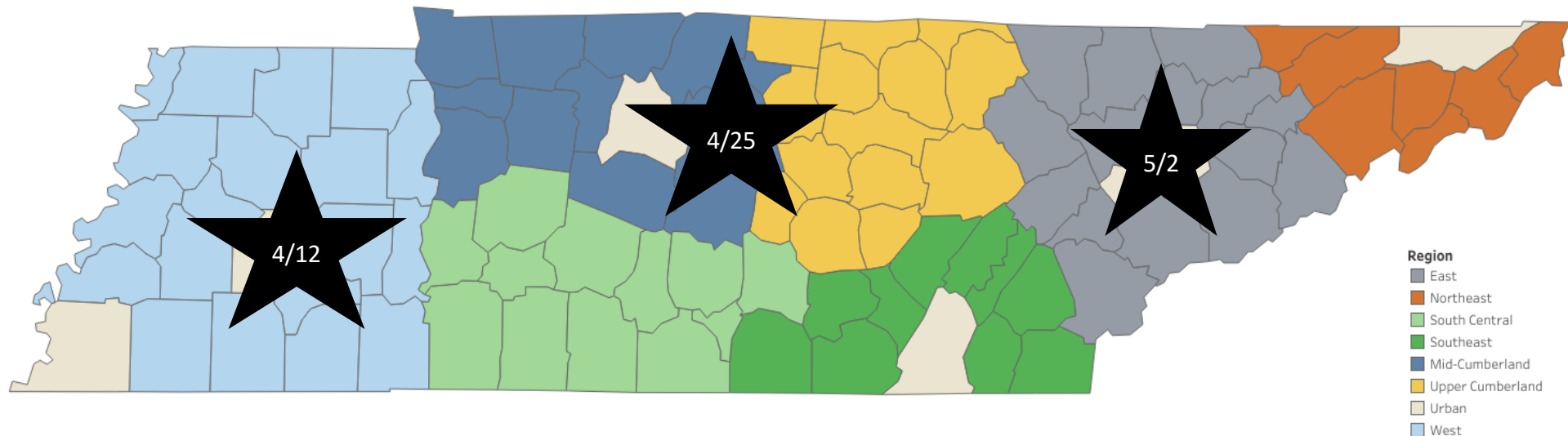
# Report-out

- What is the topic your group chose?
- Why is that topic important to the community?
- What are the key elements of the campaign?
- What's your first step?



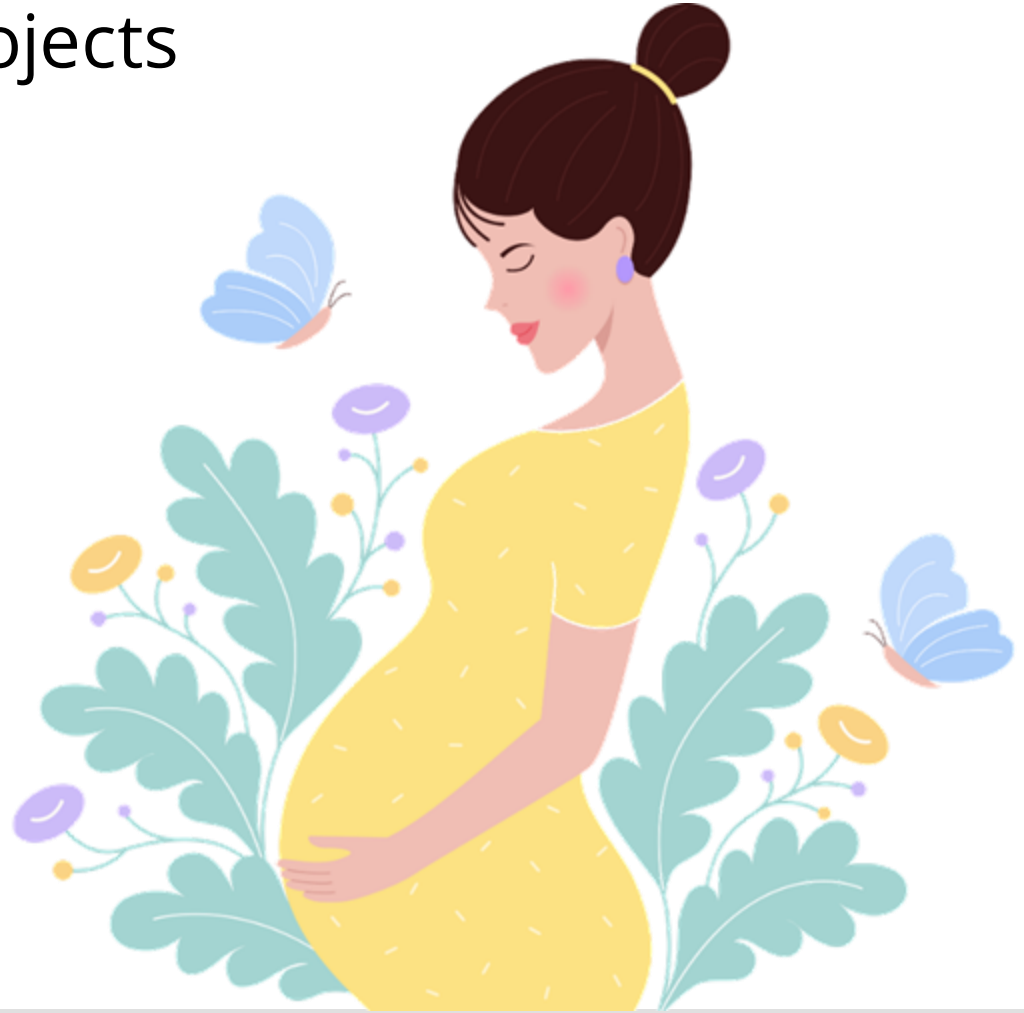
# Registration Open for All Summits!

- **West:** Friday, April 12, in Jackson
- **Middle:** Thursday, April 25, in Lebanon
- **East:** Thursday, May 2, in Knoxville



# Funding Opportunity

- Maternal Health Community Projects
- Due April 10<sup>th</sup>
- Follow link in chat



# CHA Dashboard



## CHA Priority Dashboard

### County Health Council CHA Priority Dashboard

County Health Councils conduct the County Health Improvement Process every 3 years, including both the County Health Assessment (CHA) and the Community Health Improvement Plan (CHIP). The interactive tool below showcases previous and current County Health Assessment Cohort counties and their selected health priority areas. For more information on which counties selected a certain health priority area, please click on the tabs across the top.

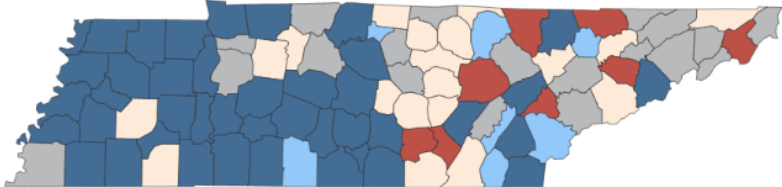


Department of Health

### Community Health Assessment Cohorts (2019-2023)

Hover over the counties to see their selected health priority areas.

Office of Strategic Initiatives



- Community Health Assessment Cohort
- 2019
  - 2022
  - 2023 - Complete
  - 2023 - In Progress
  - None

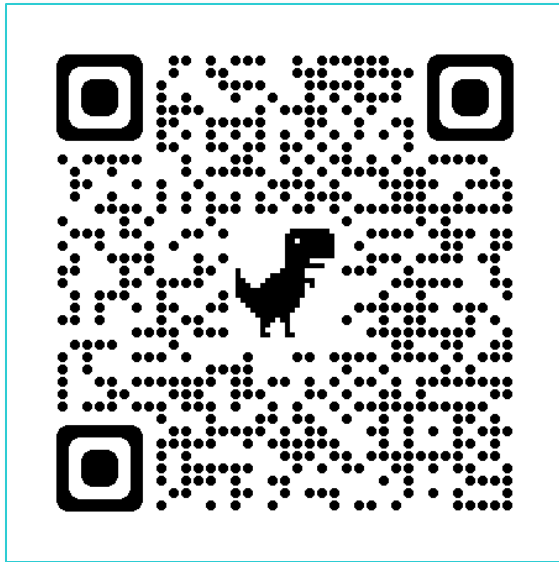
# Share-out

- Share any **events** or **resources** you have for the group.



# Communication

- Monthly Health Council newsletter (from OSI)
  - Sign up here:



- CoP Contact List
  - Sign up here:





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**Community Engagement Strategist**  
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**Thank you / Questions**