



# NORTH CAROLINA PUBLIC HEALTH ASSOCIATION NEWSLETTER

## “THE SPIRIT OF PUBLIC HEALTH IS ALIVE AND WELL”



**Dr. Leah Devlin**  
1996-97 NCPHA  
President

At the Annual Meeting of the North Carolina Public Health Association in September, the spirit of

Public Health was electric in hallways and meeting rooms with idea swapping, story telling and the best one-on-one, informal and technical consultation I have ever heard.

The spirit of Public Health was electric in the Awards Banquet -- YES, we ARE missionaries, our work IS our calling and we PLEDGE ourselves to it. YES, we have PRIDE in Public Health and YES, we will lift higher the banner of NCPHA so that all other players in our communities can join us as we lead them in finding their role in public health -- perhaps even for the first time.

There is a new book out entitled “Integrity.” It relates mostly to politics, however, I found the principles it outlines are also embodied in the spirit of Public Health -- integrity for the whole community, integrity as it relates to personal responsibility. Some of these principles include the following ideas:

- (1) The spirit of Public Health reminds us that health care systems should exist for the people they serve. Sounds simple, but we all know how systems can get off focus!
- (2) Some things ARE more important than others -- the Public Health spirit puts prevention, health promotion, population-based services, our needs assessment and assurance roles first.
- (3) Consistency matters. The Public Health spirit demands quality as the norm -- everyday, everywhere, everybody.

(4) The Public Health spirit requires that everybody plays -- it is our responsibility through our assurance role to make sure that all citizens have access to care regardless of market changes and that communities have the right to set the public health agenda for their community.

(5) The spirit of Public Health reaffirms that we in communities and in our profession must talk to each other about right and wrong without having to always talk about dollars saved or cost margins achieved.

(6) The spirit of Public Health calls us to our higher selves. We must continue to increase our creativity, collaborations and partnerships, give away credit, reduce categorical thinking, categorical funding and develop effective strategies that will benefit all citizens.

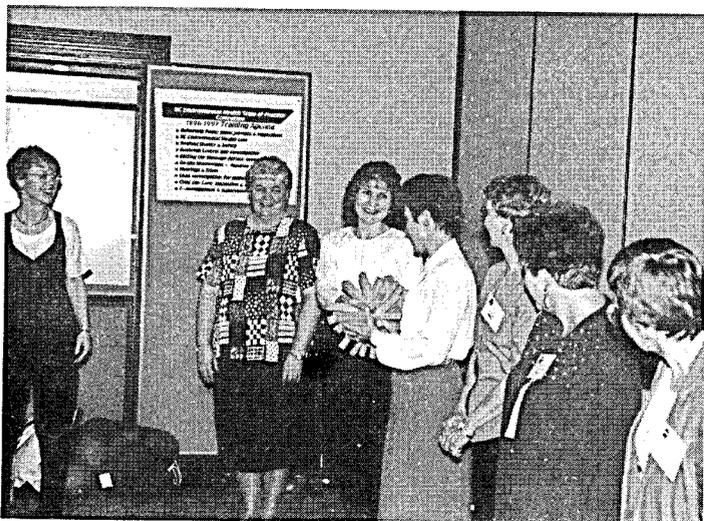
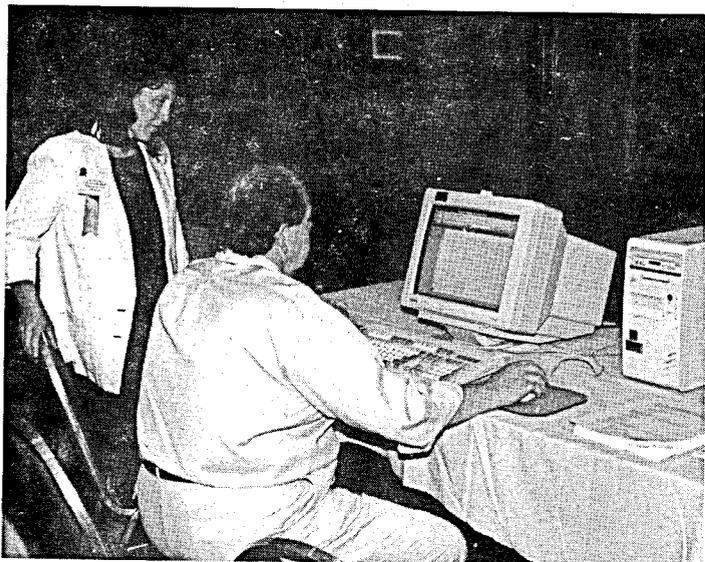
(7) The Public Health spirit calls us to listen, listen, listen to our citizens, our communities. The public is the key stakeholder. We must take their THEIR agenda to policy makers and elected officials.

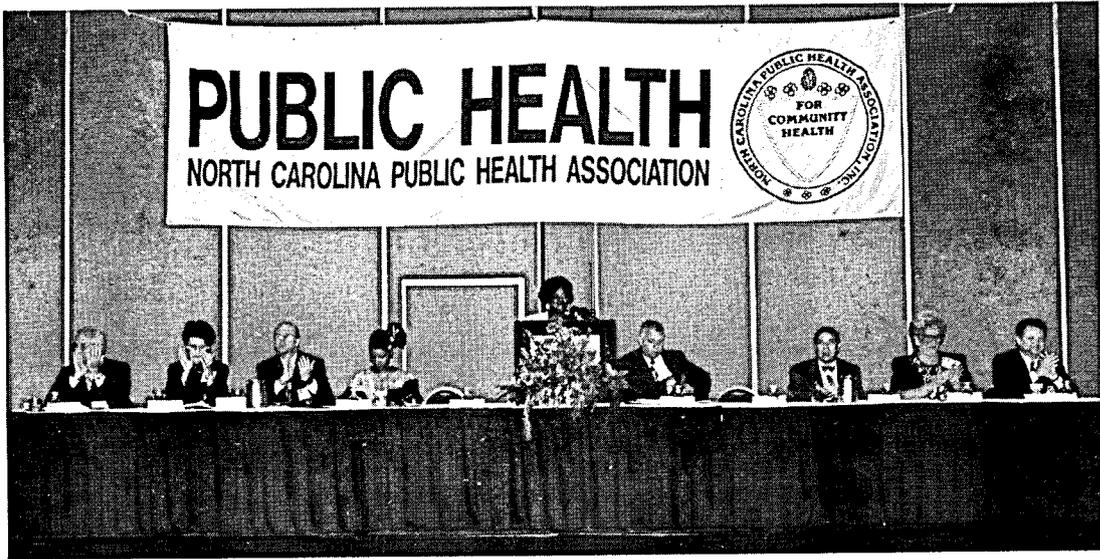
(8) Lastly, the spirit of Public Health sometimes reassures us that even though the “other side” will win sometimes, it’s okay, because the spirit of Public Health has been around for a long time and will endure for years to come.

One General Session speaker at the Annual Meeting remarked that public health will be swept away in the changing health care market forces. “We are too little,” he said. But he missed the point -- The spirit of PUBLIC HEALTH is spelled in CAPITAL LETTERS and while structure or functions may change, PUBLIC HEALTH will survive. Your role as a member of NCPHA is to lead, to involve others and to help build a brighter healthful future for us all. (President’s address continues on page 7)

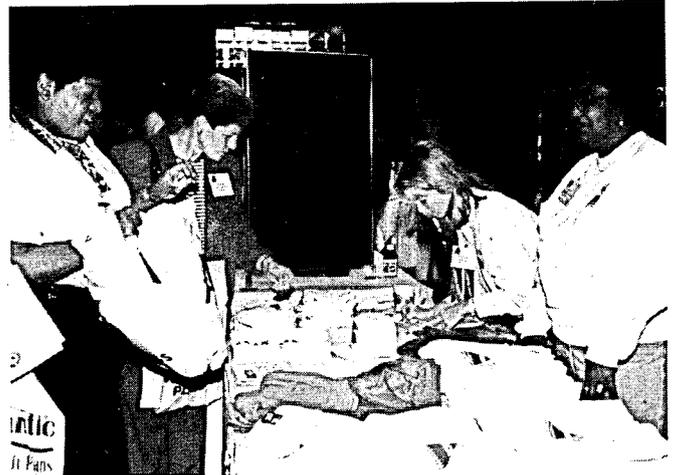
**On The Inside:**  
**Highlights of 1996 Annual Meeting**  
**Glaxo Wellcome Child Health Recognition Awards**

1996 NCPHA ANNUAL EDUCATIONAL CONFERENCE  
At a Glance.....





*The Spirit of Public Health is Alive.....*



## Public Health Workers Honored by Glaxo Wellcome for Innovations to Improve Child Health

Josephine Ann Cialone, the first nutrition consultant with the Children and Youth Section of the Department of Environment, Health, and Natural Resources, was awarded for her efforts to improve child health care statewide. Cialone was among six innovative individuals and programs acknowledged at the third annual *Glaxo Wellcome Child Health Recognition* awards ceremony.



Health departments and individuals from around the state who spearhead programs that improve child health care were honored at the annual meeting of the N.C. Public Health Association (NCPHA).

Additional winners of the 1996 Glaxo Wellcome Child Health Recognition Awards are:

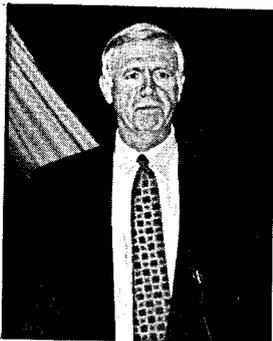
### *Local Health Department*

- ❖ Craven County Health Department (Lead Poisoning Prevention Program)
- ❖ Gaston County Health Department (Dental Clinic)
- ❖ Wake County Department of Health (Brothers to Brother Program)

### *Public Health Staff*

- ❖ Ronald Boyles (Surry County Health Department)
- ❖ Vivian Jenkins (Mecklenburg County Health Department)

Glaxo Wellcome created the awards program in 1994 to recognize health departments, public health staff and citizens who work to improve children's quality of life. Glaxo Wellcome hopes by spotlighting these successful programs, other health departments in the state will adopt them.



Dr. William Foege, Executive Director, Task Force for Child Survival and Development, was the guest speaker at the awards luncheon. Glaxo Wellcome CEO and President Robert A. Ingram presented the awards.

The health department and public health staff winners received monetary grants to use for special projects, staff development and educational materials. Two scholarships were donated to NCPHA in the name of Cialone, the individual award recipient. As part of this initiative, Glaxo Wellcome produces a booklet and video detailing these successful programs to share the information with other health departments in the state.

In the first two years, the awards focused on efforts to improve childhood immunization rates. For the program's third year, the focus was broadened to recognize those who provide preventive health services for children in the following areas: dental health, nutrition, substance abuse, rabies prevention, lead poisoning, injury prevention and immunizations. The broader categories will be the focus of the 1997 awards as well.

Following are the details of the winning applications:

Local Health Department

**Craven County Health Department** -- As part of the lead poisoning prevention program, the department sponsors an award for private physicians that increase the testing of blood lead levels in children. This program resulted in 265% increase in the number of blood lead level tests being performed by private physicians.



**Gaston County Health Department** -- Open five days a week, the department's dental clinic provides dental prevention, treatment and education services to clients, regardless of their ability to pay. Approximately 60 percent of the program's patients are children.

**Wake County Department of Health** -- The department's "Brothers 2 Brother" program focuses on the prevention of adolescent pregnancies, substance abuse and violence among young African-American males. The program has been successful in relaying an abstinence-based message to more than 600 young males in Wake County.



Public Health Staff



**Ronald Boyles (Surry County Health Department)** -- Boyles transports Surry County Health Department patients to their medical appointments in the department's van. In an effort to better communicate with his passengers, Boyles has taken Spanish and sign language classes. He has transported more than 13,713 patients and driven more than 215,715 miles in the department's van.

**Vivian Jenkins (Mecklenburg County Health Department)** -- Once a client herself, Jenkins leads the Happy Baby Club support group meetings that provide parenting information and support for new mothers. Figures from 1995 show a 77% increase in the number of women who chose to breastfeed.



Individual Recognition Award

**Josephine Ann Cialone** -- Cialone was the first nutrition consultant with the Children and Youth Section of the Department of Environment, Health and Natural Resources. Cialone assisted in developing a curriculum for educating health department personnel and is currently building a statewide nutrition database.

## NCPHA 1996 AWARDS

**Norton Group Award:** Alamance County Health Department

**Distinguished Service Award:** Jeff Koeze, formerly with NC Institute of Government  
Ted Bowen, Washington Regional Office, DHR

**Citation of Merit:** Dicke Sloop, Wake County Health Department

**Reynolds Award:** Robert (Bob) Parker, New Hanover County Health Department

**Rankin Award:** Dennis Harrington, Davie County Health Department

### **SECTION AWARDS**

#### **Children with Special Needs**

**Leo Croghan Award:**

Margaret "Meg" Lemelin

**Outstanding Contribution Award:** Dr. Ralph Coonrad

#### **Community Health**

##### **Assistants and Technicians**

**Section Award:** Gloria Brooks, Chatham Co. Health Dept.

#### **Dental**

**Becky S Bowden Outstanding Hygienist Award:**

Colleen Ratchford, Div. of DH

**Ernest A. Branch Award:**

Dr. Rick Mumford, Fayetteville Tech.

#### **Environmental Health**

**Environmental Health Specialist of the Year:** Tom Ward

**Rookie of the Year Award:**

Walter Morley

**Bill Broadway Award:** Larry Bunn

#### **Health Education**

**Sparkle Project Award:**

Lynda Kinnane, Toe River Health District

**Golden Project Award:**

Lynne Beck & Connie Lawson, Guilford Co. Health Dept.

**Health Educator Excel Award:** Cilla Laula, Mecklenburg Co. Health Dept.

#### **Health Promotion**

**Outstanding Agency:**

Surry County Health Dept.

**Outstanding Individual in Adult**

**Health from the Community:**

Amy Jarvis, Surry County

**Helen Ray Outstanding Employee:**

Susan Gregory, Surry Co. Health Dept.

#### **HIV/STD**

**Outstanding Service in Clerical Field:** Sylvia Hughes

**Outstanding Service in Physician/Clinical Field:**

Kay Aycock

**Outstanding Service in**

**Laboratory:** Van Tanner

**Carlton S. Chandler Award for Support Service:** Richard B. Hedenquist, Jr.

**James R. Fowler Jr. Award for Outstanding Award in**

**Epidemiology:** Stephen "Kent" Ange

**Jeffrey D. Joyner Award:** Wayne County AIDS Network

**James M. McDiarmid Award:**

Bobby T. Waters

#### **Laboratory**

**Outstanding Laboratorian of the Year:** Rebecca Morrow, Person Co. Health Dept.

#### **Management Support**

**Achiever of the Year:** Betty Lang, Onslow Co. Health Dept.

#### **Maternal and Child Health**

**Outstanding Achievement and**

**Award for Indirect Service:**

Betty Jo McCorkle, New Hanover Co. Health Dept.

**Outstanding Achievement Award for Direct Service:** Lee Hendrix, Cumberland Co. Health Dept.

**1996 SIDS Counselor of the Year:** Carol Wilhem, Cumberland Co. Health Dept.

**Certificate of Appreciation for Volunteer Efforts:** Kelly Collie, Sharpsburg, NC

**10 Year Service Awards for SIDS:** Sarah King, Catawba County Health Dept.

Eleanor Hendrick, Cleveland Co. Health Dept.

Rebecca Greening, Davidson Co. Health Dept.

Karen Carraway, Lenoir Co. Health Dept.

Cynthia Cook, Randolph Co. Health Dept.

Linda Caudle, Rockingham Co. Health Dept.

Elizabeth Thomas, Anson Co. Health Dept.

#### **Nursing**

**Margaret B. Dolan Award:**

Jo Williams, TB Control Section, NCDEHNR

**Direct Service Award:** Jerri King, Brunswick Co. Health Dept.

#### **Nutrition**

**Bertlyn Bosley Award:** Janelle Kent, Surry Co. Health Dept.

#### **Social Work**

**Outstanding Achievement Award:** Susan Weaver, New Hanover Co. Health Dept.

**Outstanding Contributions to Social Work in Public Health Award:** Cindy McCorkle, Wake Co. Health Dept.

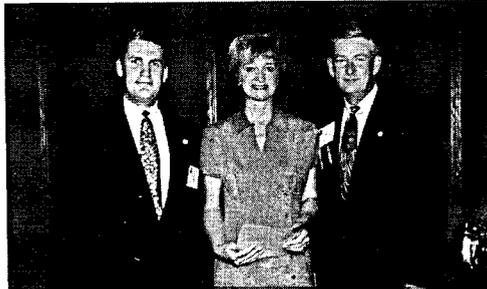
## 1996 PUBLIC HEALTH MONTH AWARD RECIPIENTS

### *Outstanding Achievement Award*



Alamance County Health Department; Julie Sweedler, Health Educator accepting(r)  
Robeson County Health Department; Eunice Inman, RN accepting(l)

### *Certificate of Achievement*



Greene County Health Department; Doug Urland, Health Director (l)  
Bertie County Health Department; Joanie Hoggard, Health Educator(c)  
New Hanover County Health Department; Bob Parker, Health Director (r)

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### **President's Address continued from page 1**

I am humbled and honored to accept this role as President of NCPHA for 1996-97. Thank you for allowing me this opportunity. We face unprecedented change in these turbulent times. Let us be challenged and unafraid as we go forward. I look forward to working with you and my goal is to serve you well.

I would like to close with a new twist on an old, familiar benediction. I can assure you that the road is going to repeatedly rise to meet you, the wind is going to buffet all about you, the sun is going to be blazing hot upon you and the rain is going to pepper all around you. And until we meet again, may God hold you in the hollow of hand. Let us be challenged by change and unafraid. Our work is essential and the spirit of Public Health will show us the way.

Please join us in thanking the following sponsors of the 1996 Annual Education Conference

- Cellular One
- Mecklenburg County Medical Society through the Dr. Elias S. Faison Trust
- Clinitec
- Southeast United Dairy Industry Association, Inc
- Exhibit Network
- NC Cattleman's Beef Council
- UNC School of Public Health and the School of Public Health Alumni Association
- Glaxo Wellcome, Inc

## **PRIDE IN PUBLIC HEALTH VIDEOS**

Those in attendance at the Opening Session of NCPHA's annual Educational Conference were fortunate to be the first to view the new Pride in Public Health video "Everywhere, Everyday, Everybody." This video details the "Twilight Zone" of life without public health and was developed for use in the community with civic groups, elected officials, etc. Many thanks to the Office of Public Health communications and the Association of Local Health Directors for joining NCPHA in the productions of this video. Copies of this video, in addition to the first video "Do You Know What Public Health Does For You" have been distributed to each county health department, DEC, and DEHNR Divisions and Regional Offices. **Please take advantage of these productions in your public awareness program and your staff orientation.**



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### **Congratulations....**

Ronald H Levine, MD, MPH, State Health Director of NCDEHNR was presented the Southern Health Association's *Special Merit Award*. The Award is presented to an individual from the Southern Health Region who has made outstanding contributions to public health and/or the Southern Health Association. Dr. Levine has 33 years service in public health. He has been the State Health Director and Assistant Secretary of Health for NCDEHNR since 1981. His leadership in public health efforts are recognized nationally.

The Award was presented during the Southern Health Association's Annual meeting held in conjunction with the Tennessee Public Health Association's meeting.

### **1996-97 NCPHA Officers**

President: Leah Devlin  
919-715-4177

President Elect: William (Bill) Smith  
910-671-3404

Immediate Past President: Dicie Alston  
704-264-4995

Vice President of Communication:  
Tamara Dempsey-Tanner  
919-966-9404

Vice President of Education:  
Karen Foster  
910-373-4676

Secretary: Delance Ellis  
919-291-5470

Treasurer: Brenda Dunn  
919-542-8214

**Wood Endowment Reaches \$70,000**

On September 18, 1996, Bob Parker, Chairman, Wood Endowment Committee, reported to the Business Session of the North Carolina Public Health Association that the Wood Endowment totaled \$60,100 in combined contributions and pledges. As a result of the contributions and pledges received at the Annual Meeting and some that arrived the week after the Annual Meeting, as of September 30, 1996, the total amount in contributions and pledges surpassed \$70,000. One major gift during the annual Meeting was provided by the Charlotte/Mecklenburg Hospital Authority Foundation. Thanks to Dr. Stephen Keener for his work in securing this contribution.



*Dr. Harry Nurkin, President of the Charlotte/Mecklenburg Hospital Authority presents donation to the Wood Endowment.*

The NCPHA Executive Committee and Governing Council hope that the campaign for the \$100,000 for the Wood Endowment will conclude in 1997. However, if the campaign concludes in 1997, collections on pledges will remain open through 1999. Therefore, NCPHA will not have the \$100,000 "in the bank" until 2000. When the first Wood Lecture will be given is still dependent on income from the endowment. In 1995, \$300 was generated in income from the endowment. In 1996, the endowment may generate \$1,000 in income. The NCPHA Program Committee will determine when there is sufficient funding to initiate the first Wood Lecture. It is anticipated that the endowment will eventually generate \$5,000 annually to sponsor the Wood Lecture.



The following public health pledge was approved by the membership in attendance at the 1996 Annual Business Meeting in September. The pledge is printed on the back side of the 1997 membership cards. Thank you Pride in Public Health Committee for another great contribution!

*Public Health Pledge*

*I pledge to do all within my power to safeguard human and environmental health through prevention, protection, and education efforts. I will accept the responsibility to use my talents, training, and professional experience to instill public trust in all my public health endeavors. It is my personal commitment to serve my community with integrity and pride.*

# Section Reports

## Children with Special Needs

The Section's combined business/education session was well attended at the 1996 Annual NCPHA Meeting. Dr. Adrian D. Sandler, spoke about "Managed Care for Children with Special Health Care Needs: What it should be and what it should not be." The Section also joined forces with the physician extender and social worker sections to sponsor a panel discussion regarding "The Marriage of Public Health and Implications for Health Care in the Future."

1996-97 Officers include: Dr. Jerry Wiley, Chairperson; Sue McLaurin, Vice-Chair; Janet McCumbee, Secretary; David Zimmerman, Treasurer; Pat Gottschall, Nominating Committee Chair; Liz Reeser, Membership Committee Chair and Immediate Past Chair; Tracy Applewhite, Legislative Liaison.

We look forward to the upcoming year and encourage all of you who work with or have an interest in children with special needs to join our Section. Your support and participation are important and will make a difference.

Jerry Wiley, MD  
Chair

## Dental Health

During the 1996 Annual NCPHA Meeting, the Dental Section recognized two colleagues for their distinguished contributions in Public Health Dentistry. Dr. Rick Mumford, Chair of the Dental Department at Fayetteville Technical Community College, was recognized for his longstanding contributions in public health dentistry here in NC. Colleen Ratchford, RDH was recognized for her role in fostering the private/public partnership that resulted in the establishment of a dental clinic in Gaston County. The Gaston County model also went on to receive a 1996 Glaxo Wellcome Child Health Recognition Award. The Section congratulates you both. You are beacons of light we strive to be. The sharing of your vision is certainly helping to successfully shape the future.

Phyllis Garrison, Chair 1996-97

## Environmental Health

During our Annual Business Meeting, the Section voted to establish a new educational district. We are pleased to welcome the Mountain Education District to our organization.

Officers for 1996-97 are: Crystal Smith-Cooper, President; Bill Arrington, Vice President; John Hendren, Secretary-Treasurer; and Connie Pixley, Past President.

Crystal Smith-Cooper, Chair

## Laboratory

The Laboratory Section held a very informative meeting at the NCPHA annual conference in September. If you were unable to attend, I hope you can join us in 1997.

Everyone be on the look out for the new NCPHA Lab Section newsletter. Plans are to publish the newsletter quarterly with distribution to all county, regional and state laboratories. The newsletter will contain information and technical articles as well as human interest stories and personal information. If you would like to contribute any information please contact VanTanner at Durham County Health Department (919)560-7692.

As of September 12, 1996 there were 52 laboratory section members. I encourage each member to recruit new members during the upcoming year. The Laboratory Section offers friendship, peer support, and greater involvement in laboratory issues.

Rebecca Morrow, 1996-97 Chair

## Management Support

The Management Support Section held its business meeting during the NCPHA Annual meeting in September. Forty out of 123 paid members were present. The Section gave \$500.00 to the Wood Endowment. An additional \$100.00 was donated in memory of Lillian Dewitt and Wilma Barbour. The Section was very busy sponsoring workshops (continued on page 11)

## Management Support Section (continued)

throughout the Annual meeting. Prior to our business meeting, Shelli Pfohl with the Governor's Council on Physical Fitness" held a workshop entitled "Shaping Up for Fitness." The workshop provided practical tips on improving health and keeping ourselves in shape for the future. We also sponsored the workshop "Managed Care Everywhere - Implications for Public Health Department" with Dr. Bob Hurley and Teleconferencing through the Public Health Training and Information Network with Andrea Savage. The Section also participated in the NCPHA Showcase with "New Innovations in Health Care."

Members are needed to participate on Section Committees! Please contact Libby Ray at 910-679-4203 for more information. Help support our Section

Libby Ray, Chair

## MCH

On Thursday, September 19, the MCH section partnered with the Nursing and Community Health Assistants and Technicians Sections to get "Zapped" by Barbara Bland. Following this energizing program, the MCH Section held a business meeting where awards were presented and 1996-97 officers were elected. Jess Berman, chair, presided over the meeting and was presented with a token of the section's appreciation for his dedication over the past year. Next year's officers are as follows: Chair-Kelly Isenhour; Vice Chair-Ron Sapp; Secretary-Carol Hinkle; Treasurer-Cordella Walker; Member at Large-Blanche Gallo; Past Chair-Jess Berman.

We could still use a few more people to serve on our MCH executive committee. Please let one of the officers know if you would be willing to serve. Our first meeting will be held on November 18-10am, at the Asheboro Zoo. We would like to encourage public health staff or anyone who has an interest in Maternal and Child Health issues to join NCPHA and the MCH section. We need everyone to work together to preserve the strides we have made in keeping women and children healthy! WE NEED YOU!!!

Kelly Isenhour, RN,BSN Chair - MCH Section

## Social Work

Section members who attended the Annual Meeting experienced a very informative and challenging workshop entitled "The Marriage of Managed Care and Public Health." Our Annual luncheon and Business meeting included a presentation by Don Taylor of Charlotte who discussed violence prevention. Congratulations to our two colleagues receiving the Section's awards. Cindy McCorkle was the recipient of the *Outstanding Contributions to Public Health Social Work Award*. She has worked with the Hospital Alliance for School Health in Wake County for the past three years. Cindy was noted for the development of a creative community outreach project entitled ECHO [Education, Community Health and Outreach]. This project has greatly helped a community that was undeserved and unaware of community and school resources in spite of its close proximity to the school. Susan Weaver, a Child Service Coordinator at the New Hanover County Health Department was the recipient of the *Outstanding Achievement in Public Health Social Work Award*. Susan was noted for her expertise in working with families, prison intervention and expanding the role of social work in Child Service Coordination. Also during the meeting, Felicia Green, Maternity Care Coordinator with the Guilford County Health Department was the winner of the Section's 50/50 fundraiser.

1996-97 officers are: Kay Brandon - Chairperson; Maryann Adkins - Vice Chair; Sam Yales - Secretary; James Rogers - Treasurer; Barbara Stelly - Treasurer Elect; Lois Hinton - Historian/Publicity.

Lois Hinton  
Historian/Publicity

## 1996 NCPHA Scholarship Recipients

*Jacque Creech* - Catawba County Health Department; to pursue M.A. in Adult Education, Appalachian State University.

*Teresa Ellen* - Craven County Health Department; to pursue BSN at East Carolina University

*Michelle Iverson* - Cabarrus County Health Department; to pursue BSW at UNC-Charlotte

\**Jennifer Luker* - Jackson County Health Department; to pursue Registered Dietician at Western Carolina University

\**Retha McIver* - Robeson County Health Department; to pursue BSW at Pembroke State University

*Ginny Middleton* - Jackson County Health Department; to pursue MSN/nurse practitioner at UNC-Chapel Hill

*Jennifer Oppenheim* - Mecklenburg County Health Department; to pursue Registered Dietician at Winthrop University

*Joette Ross* - Catawba County Health Department; to pursue RN at Caldwell Community College

*Jason Watson* - Jackson County Health Department; to pursue MPA at Western Carolina University

*Tara Young* - Macon County Health Department; to pursue MS at Western Carolina University

\*Recipients of Glaxo Wellcome sponsored child health initiative scholarships



Have a  
Joyous and Safe  
Holiday Season

## "Greetings From The West"

It's hard to believe that it is time for the Affiliates to begin plans for their 1997 Annual Meetings, but it's true! WNCPHA is now getting underway with plans for our next meeting in Boone. We had a great time this past May as we celebrated our Fiftieth Annual Meeting at the Grove Park Inn in Asheville. The Association presented four awards to very deserving individuals during the banquet. The E. Stanley Hunter Award for Excellence in Public Health Administration was given to Carl Tuttle of Appalachian District Health Department. The Exemplary Service Award was presented to Belinda Allison of Jackson County Health Department. The WNCPHA Special Award was given to John S. Folger, Jr., M.D. of Transylvania County. The W. A. Broadway Award was presented to Bonnie H. Stilwell, R.S. of Union County. Additionally, several sections presented awards during business meetings. We congratulate all of Western's award winners.

Plans for our 51st meeting focus on the future as we look toward the next 50 years. We've discussed managed care and change in public health. Now it's time to chart our course and plow ahead as we determine the active role public health will take in enrich the well-being of North Carolina's citizens. As we prepare for the meeting on May 20-23, 1997 at the Appalachian Conference Center at the Quality Inn, we invite you to join us. Stay tuned for further details as they become finalized.

We encourage any public health worker or supporter to join us in WNCPHA, just as we implore our members to support and join our sister organizations - NCPHA & EDNCPHA. Through our cooperation we can increase our credible voice for public health interests in North Carolina.

David Stone  
President, WNCPHA

**Continuing Education Opportunities**  
**Sponsored by the UNC School of Public Health**  
**For more information call: 919-966-4032**

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- Internet 101: A Basic Overview for Local, Regional, and State Public Health Providers (PHITN video conference) - December 17
- Outbreak Control and Investigation: Your Epi-team in Action - January 8, Greenville
- Managing Priorities - January 10, Greenville; February 6, Charlotte
- Nursing Home Administration - January 13, Chapel Hill
- On-site Wastewater: Repairing Small Systems - January 22, Wilmington; February 26, Greenville
- Strengthening Supervisory Skills for Health and Human Service Professionals - January 23, Wilmington
- Public Swimming Pools: Plan Review, Permitting and Inspection - February 5, Charlotte
- 1997 State Immunization Conference - February 5, Greensboro
- 19th Annual Minority Health Conference Communities of Color Fighting Back: Our Role in the Cancer Crisis - February 13, Chapel Hill
- Basic Supervision for Health and Human Service Professionals - February 27, Chapel Hill

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***OOPS!!!!***

When designing the 1997 membership application, I mistyped the amount of the section dues for Management Support. Inadvertently, I gave this section a \$10.00 raise!! I have made the correction on the copy of the application provided in this Newsletter; however, the first renewal notice states the incorrect amount. The correct dues for membership in the Management Support Section is \$3.00 To those of you who have already paid the additional dollar, please call me if you wish to be refunded your dollar. Otherwise, we will consider this additional dollar as a donation to the Management Support Section. I apologize for my error and for any inconvenience this may have caused.

Deborah Rowe

**Resolution Results**

The Resolution "Stop Tobacco Sales to Minors in North Carolina" was passed by vote of the general membership as follows: support: 347, Oppose: 9. A copy will be forwarded to members of the General Assembly, APHA, Southern Health Association and the Tri-Agency Council in North Carolina.

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***Attention!!***

Watch for the 1997 Public Health Month T-shirt coming to your health department soon! Your local PHM Coordinator may have a sample shirt for you to see prior to ordering your shirt. We changed to a white shirt with a design printed front and back without increasing the cost! Cost will be \$10.00 for M, L, XL and \$11.50 for XXL. Profits from the T-shirts sales are used to purchase stickers, posters and other free items that are distributed to local health departments to promote public health.

Vicki Hill, Chairperson  
Public Health Month

**NCPHA HAS ENTERED CYBERSPACE...**

NCPHA e-mail address:  
ncpha@interpath.com

NCPHA Home page address:  
<http://www.ehnr.state.nc.us/EHNR/SCHS/ORGs/NCPHA/index.html>



# 1997 Public Health and Community Health Legislative Conference

April 1, 1997

North Raleigh Hilton

Raleigh, North Carolina

Join public health and community health leaders from throughout North Carolina to be informed about and discuss current health legislation recently passed and critical issues to be decided by the N.C. General Assembly during this year's long session. Invited speakers will focus on:

- Major issues and funding priorities for the 1997 session.
- Specific public health related legislation.
- An update on late-breaking issues.

The conference will also include lunch meetings with members of the sponsoring organizations. Plan now to attend this informative event. A brochure with detailed program information will be sent to you in early 1997. For further information or to register before then, please call the UNC-CH Center for Distance Learning and Health Communications at 919/966-4032.

Please cut on this line

REGISTRATION FORM (HCE64697)

To register immediately, fax your registration form to 919/966-5692, call 919/966-4032 or e-mail information to oce@unc.edu.

## 1997 Public Health and Community Health Legislative Conference

- This confirms my fax registration.       This confirms my telephone registration.  
 Enclosed please find a check or purchase order for \$ \_\_\_\_\_

Bill my:  Mastercard       Visa  
Account number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name \_\_\_\_\_ Soc. Sec. No. \_\_\_\_\_

Agency \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

County of Residence \_\_\_\_\_ E-mail \_\_\_\_\_  
*(if in North Carolina)*

Business Phone \_\_\_\_\_ / \_\_\_\_\_ Home Phone \_\_\_\_\_ / \_\_\_\_\_

Job Title/Position \_\_\_\_\_ Fax \_\_\_\_\_ / \_\_\_\_\_

Occupation \_\_\_\_\_

Conference Registration Fee: \$45

Please answer the following if appropriate:

I have special needs for overnight accommodations, learning aids, and/or facility accessibility information. Please contact me at my business/home phone (*circle one*).

*We ask that you voluntarily provide your Social Security Number with the understanding that it will be used only as an identification number for internal record keeping and data processing operations at the University of North Carolina at Chapel Hill.*

*Admission to School of Public Health programs is without regard to race, sex, national origin, color, religion, handicap, age or veteran's status.*

Please return this form

along with your check or purchase order payable to Center for Distance Learning and Health Communications (CDLHC) to:

Registrar  
Office of Continuing Education  
UNC-CH School of Public Health  
CB #8165, Tate-Turner-Kuralt Building  
Chapel Hill, NC 27599-8165  
State Courier 17-61-04

## **BEHIND THE SCENES OF THE GLAXO WELLCOME CHILD HEALTH RECOGNITION AWARDS**

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Welcome to the first of a series to familiarize our membership with the activities of Glaxo Wellcome in recognizing the many resourceful efforts of public health practitioners to improve the health status of children in North Carolina. Glaxo Wellcome Inc is based in the Research Triangle Park and is the nation's leading research-based pharmaceutical firm, whose people are committed to fighting disease by bringing innovative medicines and services to patients throughout the world and to health care providers who serve them

Our Association is incredibly fortunate to have this private/public partnership with Glaxo Wellcome. In fact, it is an enviable model among other agencies and even states. Hopefully, many of you have had an opportunity to attend one of the Child Health Recognition Awards ceremonies held at the Annual meeting. The ceremony is not only a recognition of specific efforts but a celebration of public health endeavors occurring right here in North Carolina. Media packets about the award recipients are shared with our state legislature, members of Congress and other interested parties throughout the nation.

Glaxo Wellcome also provides monetary grants to each of the award recipients of the health department and public health staff awards to use for special projects. Two NCPHA members also receive scholarships in the name of the individual award recipient.

Now that you are familiar with the "end result," let us focus on what goes on behind the scenes to accomplish this program. Beginning the first working day after the Annual Awards Ceremony, the Glaxo Wellcome Child Health Recognition Award Program Team meets to evaluate the program and start the planning of the next year's program. This team consists of eight members of Glaxo Wellcome, representatives from Capital Strategies (public relations firm contracted to promote and administer program), and a representative from NCPHA. This team meets monthly to review the details of the program. The team is responsible for: determining the award criteria, planning & distributing nomination forms, selecting nomination review committee members, coordinating with NCPHA Vice-Chair for Education, contacting nominees, designing and editing video & booklet, and preparing media packets about award recipients.

This past month we reviewed the award criteria, determined the application process and deadline. Applications will be mailed early next year to health departments so look for them around the middle of March. The 1997 video and booklet will include both award recipients and other noteworthy projects targeting child health initiatives. Many child health focused events occur throughout the year; therefore, Glaxo Wellcome is interested in capturing them as they happen!! Segments could be included in the 1997 video. If you are interested in having your upcoming events considered, please contact Kristi Reeves at 919-828-0806, ext 124. The Glaxo Wellcome Child Health Recognition Awards Team will review each request and evaluate it based on award focus and criteria. Topics for the 1997 award will again address the following:

Lead Poisoning	Dental Health
Substance Abuse	Rabies
Nutrition	Immunization
Injury Prevention	

The 1997 booklet will also showcase how previous winners use their monetary grant and health departments who have adopted programs based on the accomplishments recognized with these awards. We need your help on this project!! If you have been a recipient of a Glaxo Wellcome Child Health Recognition Award or if you or your agency has incorporated any ideas/ activities/programs as a result of these Awards, please share this with Kristi Reeves!! We want to celebrate all of our successes in promoting child health!!

Do not wait until the applications are received to start your nomination process. Start now!! Photograph or videotape your events; collect public announcements and newspaper articles. Solicit testimonials or community involvement. All you need is enthusiasm, innovation, dedication, and a pioneering spirit!!

## CHILD HEALTH RECOGNITION AWARDS

For the Program's fourth year, Glaxo Wellcome would like to have *your suggestions* for programs to be included in the 1997 Child Health Recognition Awards video to premier at the Awards Ceremony as a part of the NC Public Health Association's annual meeting on September 12, 1997 in Winston-Salem.

The focus of the Awards will again be on preventive health services for children. Consideration will be given to preventive health services in the following area:

- |  |                    |
|--|--------------------|
| *Dental Health                                       | *Rabies Prevention |
| *Nutrition   | *Lead Poisoning    |
| *Substance Abuse<br>(alcohol, tobacco & other drugs) | *Immunizations     |
|  | *Injury Prevention |

Selections will also be made based on how well health departments:

- |                                |                                  |
|--------------------------------|----------------------------------|
| ❖ Assess their community needs | ❖ Obtained measurable objectives |
| ❖ Used innovative approaches   | ❖ Collaborated with others       |
| ❖ Efficiently used resources   | ❖ Improved access to services    |

If your health department has creative and successful programs that meet this criteria, we would like to know about them. Below please list briefly suggestions for the 1997 video and fax to Kristi Reeves at (919) 834-7959. If you have any questions, please call Kristi at (919) 828-0806, ext. 124.

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**FIRST RENEWAL NOTICE!!!!**  
**N.C. Public Health Association**  
**1997 Membership Renewal Application**  
 Membership Year is October 1, 1996 through September 30, 1997

NAME \_\_\_\_\_ Present Position \_\_\_\_\_

New Member  Renewal  Number of years you have been a member \_\_\_\_\_

Home Address \_\_\_\_\_

Employer & Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E Mail \_\_\_\_\_

Do you wish to receive your correspondence at your residence  Office

Are you eligible for Life Membership? Yes  Date of Retirement \_\_\_\_\_  
**Life membership requires retirement plus 25 years of membership in NCPHA or 15 years with a sister state association and 10 years with NCPHA.**

The NCPHA is currently composed of eighteen sections. Our Bylaws state "An individual must be a member of NCPHA to qualify for membership in any Section" All Sections participate in central collection of dues. Send your Section dues with your NCPHA dues. Please mark each section with which you wish to become affiliated.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Public Health Management \$3.00   | <input type="checkbox"/> Health Education \$5.00   | <input type="checkbox"/> Vector Control \$3.00           |
| <input type="checkbox"/> Nursing \$4.00                    | <input type="checkbox"/> HIV/STD Control \$6.00    | <input type="checkbox"/> Environmental Health \$10.00    |
| <input type="checkbox"/> Comty Hlth Assistant/Tech. \$3.00 | <input type="checkbox"/> Health Promotion \$5.00   | <input type="checkbox"/> Statistics/Epidemiology \$2.00  |
| <input type="checkbox"/> Management Support \$3.00         | <input type="checkbox"/> Dental Health \$5.00      | <input type="checkbox"/> International Health - \$5.00   |
| <input type="checkbox"/> Nutrition \$5.00                  | <input type="checkbox"/> Physician Extender \$5.00 | <input type="checkbox"/> Maternal/Child Health \$2.00    |
| <input type="checkbox"/> Laboratory \$4.00                 | <input type="checkbox"/> Social Work \$3.00        | <input type="checkbox"/> Children w/Special Needs \$5.00 |

**ANNUAL DUES SCHEDULE**

If your salary is \$0 - \$20,000/Yr, Your dues will be \$25.00 \_\_\_\_\_  
 If your salary is \$20,001 - \$35,000/Yr, Your dues will be \$35.00 \_\_\_\_\_  
 If your salary is over \$35,000/Yr, Your dues will be \$45.00 \_\_\_\_\_  
 If you are a member for the first time, deduct \$10.00 \_\_\_\_\_  
 If you are a returning member and renew before 12/31/96, deduct \$5.00 \_\_\_\_\_  
 If you are retired or a full-time student, deduct 50% \_\_\_\_\_  
 If you wish to join a section, add Section dues \_\_\_\_\_  
**TOTAL DUES** \_\_\_\_\_

Recruited by: \_\_\_\_\_

Please make check or money order payable to NCPHA and send to:  
 1009 Dresser Court  
 Raleigh, NC 27609

## Calendar of Events

January 16 PHTIN	Health Policy Information via Teleconference
January 27 NC	NCPHA Nominating Raleigh, Committee
February 1	NCPHA Newsletter deadline
April 1-30	Public Health Month
April 22 Atlantic Beach	NCPHA Governing Council Meeting
April 23-25 Atlantic Beach	Eastern District Public Health Association Annual Meeting
May 1	NCPHA Newsletter Deadline
May 21-23 Boone	Western NCPHA Annual Meeting
September 9 Winston-Salem	NCPHA Governing Council Meeting.
September 10-12 Winston-Salem	NCPHA Annual Educational Conference



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(919) 872-6274  
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Deborah Rowe, Administrative Director

Authors are responsible for views  
expressed in signed articles



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# NORTH CAROLINA PUBLIC HEALTH ASSOCIATION NEWSLETTER

## ANNUAL EDUCATIONAL CONFERENCE "PUBLIC HEALTH: VISIONS FOR CHANGE - SHAPING THE FUTURE" SEPTEMBER 18 - 20, 1996 ADAM'S MARK HOTEL, CHARLOTTE, NC

Managed Care - we have all heard it, we are all anxious about it, and we know very little about it. Public health delivery of services - what are the changes in Mecklenburg, Cabarrus, or Wake County? How do our County Commissioners, County Managers, and Board of Health members feel about managed care and public health? What role will the State play in local public health issues? Will change affect us or can we affect change? Enough questions!!! What we need are some answers!! Come to Charlotte in September, and NCPHA will try to answer some of those questions for you.

The Program Committee has worked diligently this year to bring you a three day conference that is filled with educational opportunities, a trade show, and occasions for peer exchange and recognition. In addition to the excellent workshops sponsored by our seventeen sections, we are sponsoring several **Plenary Sessions** which will include *New Directions in Automation* (back by popular demand), *International Health Initiatives*, *The Institute of Medicine's Future of Public Health Report - Eight Years Later*, *Violence Prevention*, and *Change is the Name of the Game* (a humorous look at how change affects our life). Two NCPHA Showcases will be held: one featuring the different models of public health delivery in our state; and one to focus on various topics. An additional General Session will be held on the different approaches to Health Care Delivery with Jeff Koeze moderating a panel consisting of various policy makers.

NCPHA is indeed fortunate to have **Glaxo Wellcome** present the *1996 Child Health Recognition Awards* during our Friday session. Dr. William H. Foege, Executive Director of the Task Force for Child Survival and Development, will be our guest speaker. Dr. Foege

is an epidemiologist who is widely recognized as a key member of the successful campaign to eradicate smallpox in the 1970's. He continues to broaden public awareness of the issues of child survival and development, the global tobacco plague, medical ethics, preventive medicine, and injury control. Award nominees will be recognized and recipients will be announced during this ceremony. Following the ceremony, we will enjoy a wonderful luncheon honoring those award recipients and nominees, compliments of Glaxo Wellcome. **ONLY PRE-REGISTERED PARTICIPANTS WILL BE PROVIDED A TICKET FOR THE GLAXO WELLCOME CHILD HEALTH RECOGNITION AWARD LUNCHEON. YOU MUST CHECK ON YOUR PRE-REGISTRATION FORM THAT YOU PLAN TO ATTEND THIS SESSION AND YOUR PRE-REGISTRATION FORM MUST BE RECEIVED BY CHARLOTTE-AHEC NO LATER THAN SEPTEMBER 1, 1996.** We have to strictly enforce this procedure so that Glaxo Wellcome can provide the hotel with a guaranteed number for lunch.

Speaking of change, for the first time, the Charlotte AHEC will be awarding CEU's for attendance at this meeting, if requested. The Conference Announcement was also mailed under separate cover by the Charlotte AHEC in June, 1996, in an effort to get the information to NCPHA members and interested parties in plenty of time for pre-registration. Please refer to this publication for details concerning individual workshops, business meetings, and registration information. Additional copies may be obtained from the NCPHA office, if necessary. **Registration will also be handled by the Charlotte AHEC** so be sure you mail them your pre-registration by September 1, 1996.

(Continued on page 2)

Pre-registration costs for the three day conference will only be \$75.00 for members and \$110.00 for non-members. If you can only attend for one day, your cost will be \$45.00 for members and \$80.00 for non-members.

We have even changed the entertainment as you requested in last year's evaluation forms. We will continue our traditional dance on Wednesday evening, following our Membership Reception. However, we will have a comedian to entertain us following the Annual Awards Banquet on Thursday evening. Your entertainment is part of the registration package; however, you must purchase a separate meal ticket if you wish to join your public health family in recognizing their special talents and contributions at our Annual Awards Banquet.

Be sure to make your **hotel reservations** by calling the Adam's Mark (704/372-4100) **no later than August 20, 1996**. Rates are \$59.00 per night for single and \$64.00 per night for double, excluding tax. *Requests after this date will not be assured of receiving this special convention rate.*

We hope you will agree that the Queen City will be the place to be on September 18-20 for public health practitioners and friends. Be informed, be prepared, and be receptive to change!

Richard K. Rowe  
Vice President of Education

### CALL FOR MEMORIALS

Each year at the NCPHA's Annual Business Meeting, we pay tribute to our public health friends who died during the year. Please forward any names of public health officials who have died since September, 1995, to our NCPHA Secretary, Ms. Patti Smith, c/o NCPHA Headquarters, 1009 Dresser Court, Raleigh, NC 27609. Patti will need this information by September 1, 1996.

### Public Health Month Site Representatives:

There will be a training workshop preceding the NCPHA Annual Conference on Tuesday, September 17, 1996 at the Adams Mark, Charlotte. So mark your schedules and plan to join us at the workshop and at the NCPHA Awards Banquet on September 19th, when the 1996 Public Health Month Award recipients will be announced!

### President's Report - Dicie Alston

The annual Public Health Leadership conference was well received this year. There were over 100 participants representing more than 30 counties. Ms. Carmen Buell Hooker, co-chair for the NC Health care Reform Commission gave a motivating presentation on working effectively in the legislative process. Feedback from the participants indicated that the new one day format was highly successful.

On September 30, a "town meeting" will be conducted via the public health training network sponsored by the Centers for Disease Control and Prevention. Former Surgeon General C. Everett Koop and APHA Executive Director Fernando Trevino will be among the invited speakers. The "town meeting" is designed to solicit comments from public health practitioners on health care initiatives. Discussion will specifically target strategies to promote collaboration between public and private health care providers on improving the access to health care. More information about the time, locations and the call-in telephone number will be available to local health departments at a later date. See you in Charlotte!

**DON'T FORGET TO VOTE FOR THE  
1996-97 OFFICERS  
BY RETURNING YOUR BALLOT  
BY AUGUST 15, 1996**

The Pride in Public Health (PIPH) Committee is approaching the end of its second year working to improve public health practice and we've made fabulous accomplishments!!

The PIPH Committee continues to sell a variety of promotional items to help public health employees show their identify with and pride in public health. Proceeds from these sales [which to date is over \$4200.00], will continue to support the public health awareness program.



Have you seen this logo? It's been appearing on more public health agencies' correspondence. The PIPH Committee has been working with numerous public health organizations on integrating the logo and slogan into their media

information, stationary or business cards.

We are pleased to announce that Christopher Cooke has accepted the position of coordinator for state public health awareness program. This position is a collaboration between DEHNR and the UNC School of Public Health. The position is designed to promote how public health efforts affect every citizen in North Carolina. In addition, the position will work on strategies to assist agencies in improving budget and policy priorities for public health programs. Christopher has already been involved with the first series of media training for local health department staff.

Our PIPH Campaign is beginning to capture the interests outside of North Carolina!! Practioners from other state health departments and professional associations have show great interest I our state's innovative approaches in promoting public health efforts. Our model has the potential of being replicated in other states and possibly on a national level. Once again, North Carolina is on the cutting edge of public health practice.

Johanna Reese.

## News From the Field

### Bob Parker Attends Special White House Event

On March 20, Bob Parker, Health Director at the New Hanover County Health Department was invited by the White House and the Campaign for Tobacco Free Kids to a gathering in the State Room, of the White House to hear President Bill Clinton speak on how we must prevent kids from gaining access to tobacco products. President Clinton was presented the Mike Synar Award by the campaign for Tobacco Free Kids for his support of the proposed Federal Drug Administration (FDA) Regulations which seek to prevent kids from gaining access to tobacco. Approximately 200 people attended the gathering. Mr. Parker states that it was a grand event.

### Cumberland County Dental Department Sponsors Poster Contest

"Discover the Clues to a Healthy Smile" was the theme for the 1996 Children's Dental Health Month Poster Contest sponsored by the Cumberland County Health Department and the Healthful Living Program of the Cumberland County Schools. Hundreds of 3rd grade students in 40 public and private schools in Cumberland County participated. One winner was selected from each of the 40 schools and awarded a trophy. Each school winner then advanced to the district contest, where the nine district winners were each awarded a \$50.00 savings bond. The grand prize winner for the county was Elliott Hooker of Vanstory Elementary who won a \$100.00 savings bond. The county and district winners were honored at a special awards ceremony in February at the Health Department.

*Best Wishes!!* Jeff Koeze has announced his resignation from the NC Institute of Government. He will be returning to Michigan to work with his family's business. Jeff has been an immeasurable resource to NCPHA and the entire public health community. NCPHA wishes continued success in his future endeavors.

**BYLAWS AND MANUAL OF PROCEDURES**  
**Karen Foster, Chair**

On May 21, 1996, the NC Public Health Association Governing Council approved the following Bylaw and Procedure changes. Procedures are approved and accepted by vote of the Governing Council. Bylaw changes must be approved by membership at the Business Meeting during the Annual Educational Conference on September 18, 1996. Bylaws changes are designated by bold, underlined type.

1. **Adult Health Section name change to Health Promotion Section**

JUSTIFICATION: Health promotion is a more accurate statement of what members are trying to accomplish (i.e. promote health for all, not just care), will be more inclusive than the former name (e.g. activities no longer directed exclusively towards adults) and will coincide with the NC Division of Health Promotion.

2. **Request for New Section entitled International Health Section**

JUSTIFICATION: 54 NCPHA members have requested the establishment of this new section to provide a focus for persons involved or interested in international health care issues. It will serve as the focal point that identifies issues, develops strategies, and promotes activities in the area of international health.

3. **Members-At-Large shall be duly elected by the full membership.**

- ▶ Current Bylaws state that Members-At-Large shall be elected by the membership at the Annual Meeting.

**Members-At-Large shall serve from the beginning of the Association's Fiscal Year in the year in which they are elected until the close of the Association's Fiscal Year Three (3) years later.**

- ▶ Current Bylaws state that the Members-At-Large shall serve from the close of the Annual Meeting at which they are elected until the close of the Annual Business Meeting three (3) years later or until their successors are duly elected.

- A. For the Manual of Procedures, the Governing Council approved for six Members-At-Large to be elected to represent one of six geographical regions statewide.

*REGION I* consists of Cherokee, Clay, Graham, Swain, Macon, Jackson, Haywood, Transylvania, Madison, Buncombe, Henderson, Avery, Mitchell, Yancey, McDowell, Polk, and Rutherford Counties.

*REGION II* consists of Ashe, Watauga, Alleghany, Wilkes, Surry, Stokes, Rockingham, Alamance, Guilford, Forsyth, Yadkin, Caldwell, Alexander, and Burke Counties.

*REGION III* consists of Stanly, Randolph, Montgomery, Union, Cabarrus, Mecklenburg, Rowan, Davidson, Iredell, Davie, Cleveland, Catawba, Lincoln and Gaston Counties.

*REGION IV* consists of Caswell, Person, Granville, Vance, Franklin, Warren, Halifax, Nash, Northampton, Wilson, Edgecombe, Johnston, Wake, Chatham, Durham, and Orange Counties.

*REGION V* consists of Harnett, Lee, Moore, Richmond, Anson, Scotland, Hoke, Bladen, Cumberland, Robeson, Sampson, Columbus, Brunswick, New Hanover, Pender, Onslow, and Duplin Counties.

*REGION VI* consists of Wayne, Lenoir, Jones, Carteret, Craven, Pamlico, Beaufort, Hyde, Dare, Martin, Tyrell, Washington, Bertie, Hertford, Gates, Pasquotank, Perquimans, Camden, Chowan, Pitt, and Greene Counties.

(Continued on following page)

- B. For the Manual of Procedures, Governing Council approved a change that allows the nominees for Member At Large in 1997 to be selected from Region I and Region VI to serve those areas. In 1998, nominees for Member At Large will be selected from Region II and region IV to serve those areas. In 1999, Nominees for Member at Large will be selected from Region III and Region V to serve those areas.

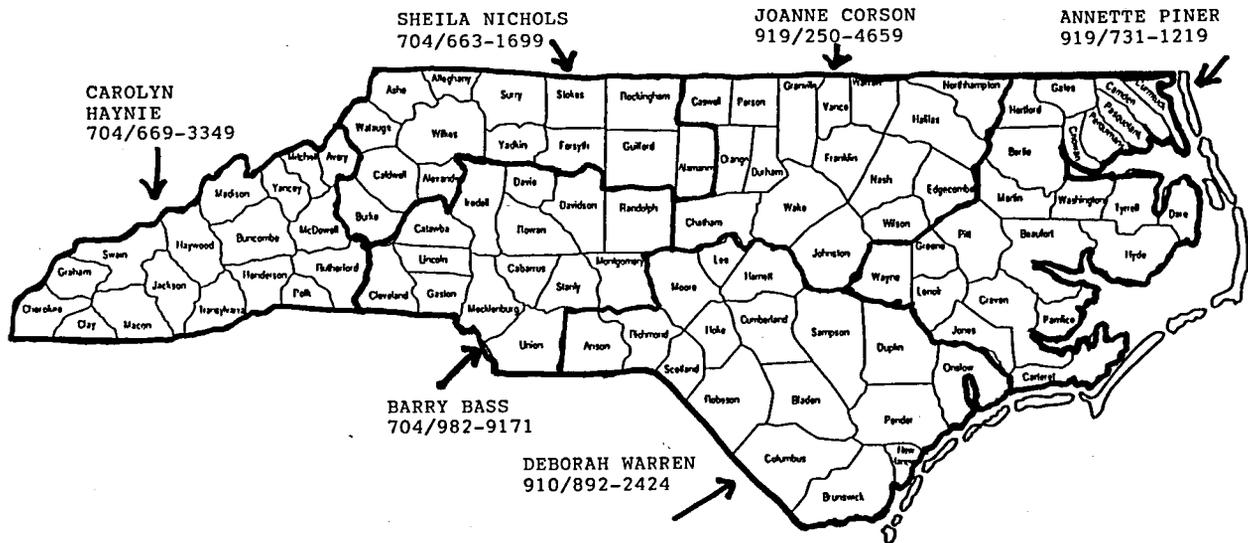
**JUSTIFICATION:** Members-At-Large serve as representatives of the Association as opposed to representatives of Sestions. Having the Members-At-Large selected from six geographical areas will helpt facilitate proper statewide representation. These Members-At-Large will be the liaison between the local agency representative and NCPHA Membership and Legislative Committee [see map below].

4. **DELETE One (1) person, serving as the Alternate Reprerentative of NCPHA or APHA and to Southern Health, shall be elected by the members for a three (3) year term to coincide with the terms of APHA and Southern Health Association Representatives. He shall be a member of APHA and Southern Health Association with NCPHA being responsible for payment of dues**

**JUSTIFICATION:** This change was presented through the presidential appointed Efficiency Study Task Force. This Task Force was given the charge to review all aspects of the Association to ascertain wherere expenditures may be reduced and revenue increased. The Task Foce felt that the elimination of the office of APHA/SHA Alternate would not diversely affect the Association. Only once, has the Association had to ask the Alternate to represent NCPHA at APHA or Southern Health Association Meetings.

- A. For the Manual of Procedures, the Governing Council agreed to allow the President and/or Executive Committee to designate an alternate in the event the APHA or SHA Representative cannot attend the affiliate meeting or can no longer serve in that office pending Bylaws approval by the full membership.

### North Carolina Counties



The current six people serving as a Member-At-Large have greatly expanded the role and responsilites of this office. The Member-At-Large for your area will assist in disseminating information to you through your Agency Representative and is there for your input on the Association's mission and practices. Remember, your Member-At-Large is *your voice* on Governing Council.. Let them hear from you!

# Section Reports

## Children with Special Needs

We are pleased to be able to offering two timely and important sessions for our members. Dr. Adrian Sandler from Asheville will be speaking on "Managed Care and Children with Special Health Care Needs." His focus will be on what a managed care system for children with special health care needs should be and also what it should not be.

We are sponsoring with the Social Work and Physician Extenders Sections a panel that will discuss the impact of managed care on public health and the implications for health care in the future. The panel will be multi-disciplinary with a parent's perspective. We hope to see you in Charlotte. Don't forget to attend the business meeting. Your input and comments are vital to our growth and continuation as a Section.

Liz Reeser, Chair

## Environmental Health

On Thursday, September 19th, the Environmental Health Section has a full day of educational topics planned beginning at 10:30 a.m. Topics include:

- "Alternative/Innovative System Approval Process," which systems are currently approved and discussing the three tiered permitting process; Speaker - Steve Steinbeck, On-Site Wastewater Services Branch, NC DEH.
- "Changes in the Large System Approval Process"; Speaker - Steven Berkowitz, On-Site Wastewater Engineering Branch, NC DEH
- "On-site Wastewater Legislative" recently adopted by General Assembly and Commission for Health Services; Speaker - Bill Jeter, On-site Wastewater Section, NC DEH.
- Present and future technologies and strategies related to "Integrated Pest Management) in the Vector Control Pest

Control; Speaker - Jim Erickson, Environmental Health Supervisor, Mecklenburg Co. Health Dept.

- How the "New APA Rulemaking Process" will effect public health programs; Speaker - Bart Campbell, NC DEH
- Update on "Foodborne Trends"; Speaker - Susan Grayson, NC DEH
- Information on how the "Plan Review Application and Guidelines Process" is working in the field; Speaker - Charles McKenzie, Regional Lead Specialist, Asheville Health Office
- "Foodservice and Other Environmental Health Issues of the 1996 Olympics"; Melinda Scarborough, Environmental Health Director of Swimming Pools, Tourist Courts and Foodservice Programs.

Also, at the conclusion of our Educational Session on Thursday, we will draw five lucky winners of our scholarship raffle. Each winner will receive \$500.00. Buy your ticket - only 500 raffle tickets will be sold!!

Connie Pixley, Chair

## Health Education

The Health Education Section would like to invite you to tour Discovery Place as **our** guest!! We will have a private tour of this unique facility. Discovery Place has designed several new exhibits on health topics that integrate a "hands on" approach to learning. Come join us for a interactive and fun learning opportunity! The tour is Wednesday, September 18. Meet in hotel lobby at 1:45 pm. For more information about the tour, call Ruth Jones, Program Chair at 704-884-3135.

Other events of interest: The Section Business and Awards luncheon will be Thursday, September 19 - luncheon reservation information will be forthcoming.. The Section is co-sponsoring two educational sessions on (Continued on page 6) Thursday. At 1:30, along with Public Health Management and the Management Support Sections, Dr. Bob Hurley will speak on Medicaid and managed care and its implications for public health. Immediately following this presentation at 3:30, "Desktop Dining" will discuss ways to eat healthy and maintain proper nutrition in the work place. This

session co-sponsored with the Nutrition Section, along with the NC Cattlemen's Beef Council.

Ruth Jones  
Vice Chairperson

### Laboratory

The Laboratory Section along with the HIV/STD and Statistics/Epidemiology Sections will be sponsoring a program entitled "The Future of Public Health Under Managed Care" on Wednesday. The invited speakers are Karen White of the Centers for Disease Control and Prevention's Managed Care Workgroup and Chris Hoke, our Deputy State Health Director. Their presentation will provide insight on how the CDC is responding to the course of privatization, along with how public health will change and respond to managed care on both the federal and state level.

On September 19, the Laboratory Section will hold its annual meeting with a program entitled "Effects of Managed Care on Public Health Laboratories." C. Ann Pontius, President of the Laboratory Compliance Consultant, Inc. firm in Raleigh and Jeff Koeze with the Institute of Government in Chapel Hill will provide guidance on how we, in our laboratories, can support our facilities when managed care moves into our communities. During the business meeting, the Laboratorian of the Year Award will be announced and we will be voting on changes in our Section Bylaws and Manual of Procedures. Plan to have lunch with us at 11:30 on Thursday!!

Pamela Sharpe, Chair

### MCH

Looking for a session that won't put you to sleep after lunch during the Annual NCPHA meeting? Well, look no further! MCH and Nursing Sections are combining efforts to provide a fast-paced, fun filled hour of activities that will leave you energized and ready to return to your place of work and make a difference! Join Barbara Bland, of Bland and Associates, on September 16 at 1:20 p.m. to experience "Zapp or Sapp. It's Your Choice!" After being "zapped," continue the fun by joining your

MCH colleagues for a "Healthy Break" Reception at 3:30 p.m. followed by the MCH awards presentation and election of 96-97 officers. MCH Section is looking forward to greeting old friends and welcoming new friends at the Adams Mark in September.

Kelly Isenhour, Vice-Chair

### Nutrition

And Away We Go!!! A phrase that will describe the past years for the field of nutrition. We are making strong moves forward in the pursuit of the role of medical nutrition therapy in the health care field. On the federal campaign level for H.R. 2247, legislation that would provide coverage of medical nutrition therapy services of registered dietitians and nutrition professionals under Medicare Part B; we have grown from 28 co-sponsors to 75 co-sponsors which include 11 Republicans. Two of our House of Representatives that are currently sponsoring the bill are Eva Clayton and Mel Watt. For more information you can call 1-800-877-0877, ADA's Washington Hotline.

On the state campaign level, in the Managed Care Health Benefit Plan for the state of North Carolina, the "health care provider" defined previously did not list dietetics/nutrition services. To date, these services are now also included as "health care providers." A letter of collaboration between the Nutrition Section of NCPHA and the North Carolina Association of Local Nutrition Directors was done in support of this measure.

We have an exciting program planned for our nutrition section during the Annual Meeting in Charlotte. On Thursday, September 19, "Redefining Nutrition Under a Changing Health Care System" will be our morning session, followed by the luncheon/business meeting with the presentation of the Bertlyn Bosley Award. The afternoon will have "New Perspectives in Diabetes Management" with Jan Schladensky, RD and "Desktop Dining Survival" with Jodie Shield, RD from Chicago. The latter is co-sponsored with Health Education. Sponsors for our

entire program include Clinitec, NC Cattleman's Beef Council and the Southeast Dairy Council. Come and enjoy!! Celia Witt has done a great job in planning our programs!

Phyllis Smith, Chair

### **Public Health Management**

The Section has several interesting educational sessions planned and confirmed which are in keeping the Annual meeting's theme. On Wednesday afternoon, Stephen T. Daly, Director of Provider Partnerships Atlantic Health Plans, Inc, an HMO in Charlotte, will speak on "Mainstreaming of Community Health Services into the Managed Care Environment." This presentation will address the importance of community health services in the continuum of community care and correlate that importance back to the need to mainstream health services into the general managed care environment. This session will provide the opportunity to gain the perspective of someone who represents a managed care organizations. The Section business meeting will immediately following this presentation.

An Thursday, the Section, along with Health Education and Management Support, will sponsor "Managed Care: Everywhere - Implications for Public Health Departments." The featured speaker is Robert E. Hurley, Ph.D., Associate Professor at the Medical College of Virginia. Dr. Hurley will discuss the implications of managed care for public health departments with particular emphasis on Medicaid managed care.

Finally, if you haven't already done so, please mail your Association and Section dues to Deborah at the NCPHA office. I look forward to seeing you in September.

George R. O'Daniel, Chair

### **Social Work**

On Thursday, September 19th, the Social Work and Physician Extenders Sections will co-sponsor an educational session entitled "The Marriage of Managed Care and Public Health." The invited

speakers include: Dorothy Bon, chief Pubic Health Social Worker, Ron Jandebour, FNP, Jimmie Butts, FNP , and Dr. Ann F. Wolfe, Director for the Division of Maternal and Child Health. The program will discuss the impact of managed care on public health and its implications for health care in the future. The Section will hold its business meeting on Thursday. A fund raiser for the Section is also being planned.

Lois Hinton  
Historian/Publicity

**ANNUAL EDUCATIONAL CONFERENCE  
REGISTRATION WILL BE MAILED  
TO THE MEMBERSHIP  
BY CHARLOTTE AHEC.  
FOR ADDITIONAL COPIES  
PLEASE CONTACT NCPHA HEADQUARTERS.  
PRE-REGISTRATION DEADLINE IS  
SEPTEMBER 1, 1996**

## WOOD ENDOWMENT UPDATE.....

As of May 15, 1996, pledges and contributions to the North Carolina Public Health Association (NCPHA) Wood Endowment exceeded \$55,000. The following lists those who have given a contribution to the Endowment since inception in 1994 through May 1, 1996. Pledges are not listed in the honor roll. If you contributed after May 1, 1996, your name will appear in future Honor Rolls. The Newsletter will periodically list the honor roll of contributors. Contributions can be sent to:

Wood Endowment  
c/o NC Community Foundation  
333 Fayetteville Street Mall, Suite 1410  
Raleigh, NC 27601

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Rhonda Ashby  
Verna Barefoot  
Elaine Barnes  
Michael P. Bell  
Pauline Blair  
Malcolm Blalock  
Thomas Blum  
Becky S. Bowden  
Debbie Branch  
Denise Brewster  
Tom Bridges  
Gayle Brown  
Claudia Bryant  
Nellie Callaway  
Elaine Caras  
Linda Charping  
Barbara Chavious  
Richard Clayton  
Marjorie Cole  
Joanne Corson  
Elizabeth Coulter  
Stacy Covil  
Mary Davis  
Cheryl Deal  
Tamara Dempsey-Tanner  
Frances DeVane  
Leah Devlin, D.D.S.  
W. Rodwell Drake, M.D.  
Maida Dundon  
George Elliott  
Tracy Enright  
Howard M. Fitts, Jr.  
Barry Goldstein  
Patricia Gottschall  
Granville-Vance Health Dept  
Phyllis Gray  
Ann Grush  
Rita Gunter, M.D.  
Anna Hamilton  
Robert Hanes  
Thornton B. Haynes  
Mr. & Mrs. Charles Hensey  
Marion Highriter

Martin P. Hines, M.D.  
Chris Hoke  
Kay Holder  
Curtis Holloman  
Cherry Horn  
Tamara Hower  
Michel A. Ibrahim, M.D.  
Eunice Inman  
Charlie Jackson  
David Jacobs  
Thomas Johnson  
James Jones  
Jonathan Kotch, MD  
Jean Lassiter  
Robert Leddy, D.D.S.  
Teme Levbarg, PhD  
Ronald H. Levine, M.D.  
Sharon Martin  
Steve Martin  
David McBrayer  
Janet McCumbee  
David McDaniel, D.M.D..  
Judy Melvin  
Jack Moore  
Pearl Moore  
Sarah Morrow, M.D.  
Carolyn Morton  
Billie Murrell  
Maye Myers  
NC Assoc. of Local Health Directors  
NC Medical Society  
NC Public Health Assoc  
NCPHA CHAT Section  
NCPHA Health Education Section  
NCPHA Management Support Section  
NCPHA Nursing Section NC  
SOPHE  
Sharon Nicholson-Harrell, D.D.S.  
Estelle O'Brien  
Susan M. O'Brien  
Regina Parham  
Robert S. (Bob) Parker  
Ona Pickens

Terry Pierce  
Shellie Pfohl  
Liz Reeser  
Michael Rhodes  
Mr. & Mrs. Richard Rowe  
Dennis Salmen  
E. Daniel Shingleton  
J. Dale Simmons, M.D.  
Smith's Addressing Machines  
Jean Spratt, D.D.S.  
James Sprunt  
Tim Stephens  
Tom Stich  
Justine Strand  
James B. Tenney, M.D.  
Erma Thomas  
Hugh Tilson, M.D.  
Carl Tuttle  
Emily Tyler  
V.H. Tynes, D.D.S.  
C. Scott Venable  
Patricia Vick  
Deborah J. Warren  
Sam West  
Thad B. Wester, M.D.  
Lorey White  
Allen Whitehead  
Jo Williams  
Newsom Williams, PhD  
Celia Witt  
Ann Wolfe, M.D.  
Don Womble  
John D. Wood  
E. Jenner Wood  
Leonard Wood

**UPCOMING CONTINUING EDUCATION  
OPPORTUNITIES**

- Onsite: Wastewater Supervisory Training and Repairing Small Systems, Asheville, Aug. 7
- After the Baby is Born: Homevisiting in the Postpartum Period, PHTIN Teleconference, Aug. 13
- Management Support Supervisors Annual Conference, Boone, Aug 15
- 13th Annual School Nurse Conference, Chapel Hill, Aug 15
- Immunization Update 1996" PHTIN Teleconference, September 19, 1996.
- Public Swimming Pools: Plan Review, Permitting, and Inspection Wilmington, Sept 25
- Public Health Leadership Development Course, Chapel Hill, Oct 7
- Nursing Home Administration, Chapel Hill, Oct 7
- Public Health Social Work Annual Conference, Winston-Salem, Oct 7
- HIV Counseling & Testing Workshop, Raleigh Oct 8
- Fifth Annual Health Carolinians Conference, Raleigh, Oct 21
- Seafood Quality and Safety, Pine Knoll Shores, Oct 23

For more information call the UNC School of Public Health, Continuing Education at 966-1104

**NORTH CAROLINA  
PUBLIC HEALTH ASSOCIATION, INC  
1009 DRESSER COURT  
RALEIGH, NC 27609  
(919) 872-6274  
FAX (919) 878-4312**

*This Newsletter is a publication of the North Carolina Public Health Association.*

Deborah Rowe Administrative Assistant

Dicie Alston, President  
(704) 264-4995

Tamara Dempsey-Tanner  
Vice-President for Communication  
(919) 918-4086

Authors are responsible for views expressed in these articles

**NORTH CAROLINA PUBLIC  
HEALTH ASSOCIATION  
1009 DRESSER COURT  
RALEIGH, NC 27609**

July, 1996

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**PUBLIC HEALTH:**  
*Visions for Change*  
*~Shaping the Future~*



*September*  
*18 - 20, 1996*

*Adams Mark Hotel*  
*Charlotte,*  
*North Carolina*

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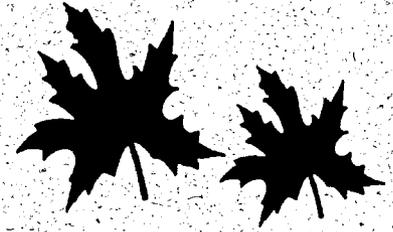
*sponsored by the*  
*North Carolina Public Health Association*  
*in cooperation with the*  
*Charlotte Area Health Education Center,*  
*a division of Carolinas HealthCare System*

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Dear Colleague:

*Fall, the season of change. Just as we prepare to see the change in nature, we, too, should prepare for the change in health care. As we strive to be receptive to new ideas and change, we should also use our expertise to assist the policy makers in formulating an improved public health system.*



*We would like to extend a personal invitation to the 85th Annual NCPHA Educational Conference where we will be exploring the new concepts and models of health care delivery. This conference will afford you the opportunity to become more knowledgeable about managed care, new service areas, various populations and related issues, and provide you with the insight and tools necessary to become comfortable with change. We hope you will become an active participant in this conference and as a result, be better prepared to enhance public health services through transformation.*

Handwritten signature of Dicie Alston in black ink.

Dicie Alston  
President, NCPHA

Handwritten signature of Richard K. Rowe in black ink.

Richard K. Rowe  
Vice President of Education, NCPHA

### **About Our Keynote Speaker**

**Edward H. O'Neil, Ph.D.** is Director for the Center for the Health Professions at the University of California, San Francisco. He is also Executive Director for the Pew Health Professions Commission whose mission is to assist workforce policy makers and educational institutions produce healthcare workers who meet the changing needs of the American healthcare system.

Dr. O'Neil's presentation, *Public Health: Visions for Change, Shaping the Future*, will provide an overview of health reform as it relates to the evolving healthcare marketplace, managed care in North Carolina and its implications for healthcare professionals.

### **Program Credit**

The Nursing division of the Charlotte Area Health Education Center has been granted approval as an Approved Provider of continuing nursing education by NCNA which is accredited by the American Nurses Credentialing Center's Commission on Accreditation. (Contact hours per day).

Application for credit has been made from the Commission on Dietetic Registration.

The Charlotte Area Health Education Center will award 0.1 continuing education unit for each hour of education completed at this conference.

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## Exhibits

Demonstrations and displays of specific products and services will be on exhibit throughout the NCPHA Annual meeting. Anyone interested in providing an exhibit at the conference should contact Deborah Rowe, NCPHA Administrative Assistant, at (919) 872-6274, Raleigh, North Carolina.

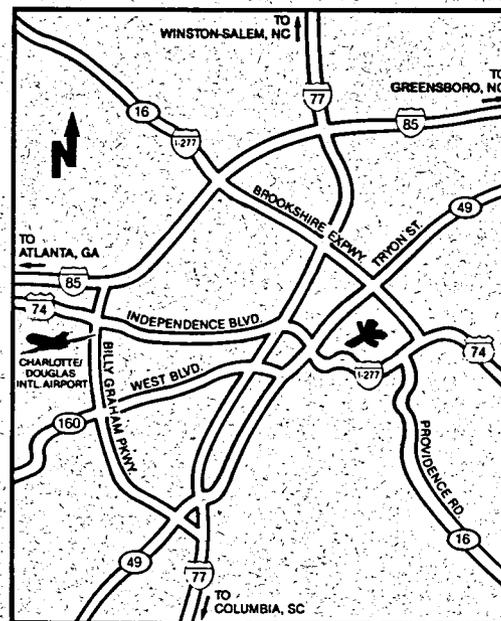
## Location and Lodging

The **Adams Mark Hotel** in Charlotte, North Carolina is the host hotel for the 1996 NCPHA Annual Meeting. All educational sessions and luncheon/banquet events will be held at the Adams Mark located at 555 South McDowell Street, Charlotte, North Carolina 28204.

A limited block of rooms will be available on a first-come, first-served basis by calling the Adams Mark. Please see page 10 for more details regarding hotel room reservation.

### DIRECTIONS:

Adam's Mark Charlotte is just 15 minutes from Douglas International Airport. From I-277, exit Fourth Street and turn left. Take Fourth Street to South McDowell and turn left. The Adam's Mark is 2 blocks on the left.



## Travel Arrangements

Carolinas HealthCare System (CHS) Travel, the official travel agency for this meeting, provides personalized, reservations and discounted fares on the official carrier, USAir. Call Monday through Friday from 8:30a.m. to 5:00p.m. toll free at (800) 852-9811 or locally at 355-5400.

## ADA Information

If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act in order to attend this program, please contact Julie Parks at (800) 874-2417 or (704) 355-3696.



# Wednesday, September 18, 1996

9:00 a.m. - 3:30 p.m.

## Registration

10:00 a.m. - 11:00 a.m.

## General Session

### Invocation/Welcome

*Ann Schrader, Chair, Mecklenburg County Commissioners, Charlotte, NC*

*Harry Nurkin, PhD, President and CEO, Carolinas HealthCare System, Charlotte, NC (Invited)*

*Stephen R. Keener, MD, MPH, Director, Department of Public Health, Carolinas HealthCare System, Charlotte, NC*

### Keynote Address (W1)

**Public Health: Visions for Change, Shaping the Future**

*Speaker: Edward O'Neil, Ph.D., Director, Center for the Health Professions, University of California, San Francisco, CA*

11:15 a.m. - 12:00 p.m.

## Business Meeting

*Dicie Alston, Presiding*

12:00 p.m. - 5:30 p.m.

## Exhibits

12:00 p.m. - 1:30 p.m.

## Lunch

12:00 p.m. - 1:30 p.m.

## Life Members/Past President Luncheon

1:30 p.m. - 3:00 p.m.

## Plenary Sessions:

### International Health Initiatives in Mecklenburg County (W2)

*Presenters: Denisa Leach, Chair, International Health Care Task Force, Charlotte, NC*

*Sara Torres, President National Association of Hispanic Registered Nurses*

*Maria Soler, Health Educator, Drug Education Center, Charlotte, NC*

*Christina Miasas, Hispanic Program Coordinator, United Way, Charlotte, NC*

This session will focus on issues and practical experience in working with Hispanic populations, the development of health programs for Hispanics, and practical experience in working with Hispanics.

1:30 p.m. - 3:00 p.m.

### "The Future of Public Health Report" Eight Years Later (W3)

*Speaker: Ms. Lil Mood, SC Department of Health and Environmental Control, Columbia, SC*

As a former member of the IOM Committee, Ms. Mood will review the Institute of Medicine's 1989 Report on the Future of Public Health to ascertain whether the public health system has followed the recommendations outlined.

### New Directions in Automation (W4)

*Sponsored by the State Center for Health and Environmental Statistics, Raleigh, NC*

This workshop will provide a "hands-on" approach to several existing and new computer/communications systems available within the NC public health system.

1:30 p.m. - 3:00 p.m.

*The following business meetings and/or workshops will also be held during this time:*

### Children With Special Needs

**Business Meeting/Workshop: Managed Care and Children with Special Health Care Needs (W5)**

*Speaker: Adrian D. Sandler, M.D., Asheville, NC*

This session will review the health care requirements of children with special needs and how a managed care system should respond to these specific needs.

### Adult Health

**Workshop: Profiles in Control (W6)**

*Speaker: TBA*

An in-depth seminar to help health care providers prepare for the new Diabetic Patient-Team approach to the self-care and management of a chronic disease which has multiple complications.

### Laboratory / HIV / STD Control / Statistics and Epidemiology

**Workshop: The Future of Public Health Under Managed Care (W7)**

*Speakers: Karen White, Centers for Disease Control, Atlanta, GA*

*Chris Hoke, J.D., Deputy State Health Director, NC DEHNR, Raleigh, NC*

The Centers for Disease Control and Prevention's managed care work group will provide an overview of how public health, public health employees, and its diverse sections will be affected under managed care fundamentals. This discussion will include information on how various departments of the public health sector will change and respond to the age of managed care. Privatization will also be discussed. This course will also provide an overview of how the state of North Carolina is responding to changes under the managed care system.

1:30 p.m. - 3:00 p.m.

**Environmental Health Section  
Business Meeting**

**Vector Control  
Business Meeting**

**Public Health Management**

**Workshop: "Main Streaming of Community Health Services into the Managed Care Environment" (W8)**

*Speaker: Stephen T. Daly, Director*

*Atlantic Health Plans, Inc., Charlotte, NC*

This session will address the importance of community health services in the continuum of community care and to correlate that importance back to the need to mainstream health services into the general managed care environment.

**Management Support**

**Workshop: Shaping Up for Fitness (W9)**

*Speaker: Shellie Pfohl, Governor's Council on Physical Fitness & Health, Raleigh, NC*

This session will provide an opportunity to increase our awareness of good health and physical exercise in order to keep in shape for the future.

**Community Health Assistants/Technicians/Nursing Sections**

**Workshop: Health Care in a Time of Transformation (W10)**

*Speaker: Barbara Carraway, Cumberland County Health Department, Fayetteville, NC*

This session will demonstrate the skills required to provide quality healthcare during a period of transformation.

3:00 p.m. - 3:30 p.m.

**Refreshment Break with Exhibitors**

3:30 p.m. - 5:00 p.m.

**Plenary Sessions:**

**International Health (W11)**

*Presenters: Denisa Leach, Chair International Health Care Task Force, Charlotte, NC*

*Suzanna Young, Program Manager, Migrant and Refugee Health Branch, NCDEHNR, Raleigh, NC*

*Gary Black, Health Educator, Department of Public Health, Carolinas HealthCare System, Charlotte, NC*

*Linda Holland, Executive Director, International House, Charlotte, NC*

*Carem Alphanadary, Director, Community Services and Education, Charlotte, NC*

See next column for description:

3:30 p.m. - 5:00 p.m.

**International Health (W11) con't**

This session will focus on the practical methods for working with those of other cultures. The presenters will address migrant and refugee health care in North Carolina, computer technology and video development, important services for internationals, and services offered by the Charlotte International House, as well as enabling internationals to receive community resources.

**New Directions in Automation (W12)**

Repeated Session. (See Page 4 for description).

3:30 p.m. - 5:00 p.m.

*The following business meetings and/or workshops will also be held during this time:*

**Public Health Management**

Business Meeting

**Adult Health**

**Workshop: Exercise for Your Health's Sake (W13)**

Business Meeting

*Speakers: Priscilla Laula, Department of Public Health, Carolinas HealthCare System, Charlotte, NC*

*Yo Eilmes, Department of Public Health, Carolinas HealthCare System, Charlotte, NC*

This session will provide a light, yet sensible approach to exercise for all adults.

**Community Health Assistants/Technicians**

Business Meeting/Awards

**Management Support**

Business Meeting

**Environmental Health**

Business Meeting

**HIV/STD Control Section**

Business Meeting

**Health Education Section**

*Discovery Place \*See Page 9 for more details.*

5:00 p.m. - 5:30 p.m.

**New Member Reception**

6:00 p.m. - 7:30 p.m.

**Membership Reception**

9:00 p.m. - 1:00 a.m.

**Dance**

# Thursday, September 19, 1996

7:30 a.m. - 3:30 p.m.

## Registration

8:30 a.m. - 10:00 a.m.

## General Session

### New Approaches to Health Care Delivery (T1)

*Moderator: Jeff Koeze, J.D., Ann Arbor, MI*

*Panelists: Ron Aycock, NC Association of County Commissioners, Raleigh, NC*

*T. Reginald Harris, MD, Chair, Cleveland County Board of Health, Shelby, NC*

*Ronald Levine, MD, State Health Director, Raleigh, NC*

*Richard Stevens, County Manager, Wake County, Raleigh, NC*

*Paul Halverson, Dr. PH, Clinical Assistant Professor, University of North Carolina, Chapel Hill, NC*

10:00 a.m. - 10:30 a.m.

## Refreshment Break with Exhibitors

10:30 a.m. - 12:00 p.m.

## NCPHA Managed Care Showcase (T2)

Round table discussions of five new health care delivery systems developed in North Carolina.

Table 1 : *Cabarrus County Health Department, Concord, NC*

Table 2 : *Carolinas HealthCare System, Charlotte, NC*

Table 3 : *Cleveland County Health Department, Shelby, NC*

Table 4 : *NC DEHNR - Division of Health Promotion, Raleigh, NC*

Table 5 : *Wake County Department of Public Health, Raleigh, NC*

10:30 a.m. - 12:00 p.m.

## Plenary Session:

### Violence Prevention: A Cognitive - Behavioral Approach (T3)

*Speaker: John Janowiak, Ph.D., Appalachian State University, Boone, NC*

This session will include introductory training in Rational-Emotive Education using a multi-disciplinary approach, integration into a formal public health program, and application of concepts into daily living to provide coping strategies for preventing emotional disturbances.

10:30 a.m. - 12:00 p.m.

*The following business meetings and/or workshops will also be held during this time:*

## Physician Extenders Section

### Workshop: *The Future of Health Care (T4)*

Business Meeting

*Speaker: Joy Reed, RN, Director, Office of Public Health Nursing, NCDEHNR, Raleigh, NC*

A presentation of current issues and projections for the future of public health and the current health care system.

## Nutrition Section

### Workshop: *Redefining Nutrition Under a Changing Health Care System: Looking for Resources in all the Right Places (T5)*

*Panelists: Kim Pennington, R.D., L.D.N., Pediatric and Adolescent Nutritionist, Pediatric Wellness Consultants*

*B.J. Ratcliffe, R.D., L.D.N., Nutrition Educator, Department of Public Health, Carolinas HealthCare System, Charlotte, NC*

*Becky Freeman, R.D., L.D.N., Durham County Health Department, Durham, NC*

This session will educate public health nutritionists and others concerning the role nutrition will play in managed care. This session will also inform the participants of available resources for nutrition programming.

## Environmental Health

### Workshop: *Alternative/Innovative System Approval; Three Tiered Permitting (T6)*

*Speaker: Steve Steinbeck, P.G., On-Site Wastewater Services Branch, Division of Environmental Health, NCDEHNR, Raleigh, NC*

This presentation will describe the alternative/innovative system approval process and briefly describe the systems currently approved. The three tiered permitting process will be reviewed.

### Workshop: *Large System Approval Process Changes (T7)*

*Speaker: Steven Berkowitz, P.E., On-Site Wastewater Services Branch, Division of Environmental Health, NCDEHNR, Raleigh, NC*

This presentation will discuss recent changes made to facilitate the permitting of large on-site wastewater systems.

### Workshop: *On-Site Wastewater Legislative Update (T8)*

*Speaker: Bill Jeter, Chief, On-Site Wastewater Services Branch, Division of Environmental Health, NCDEHNR, Raleigh, NC*

This session will discuss legislation adopted recently by the General Assembly or the Commission for Health Services and the related environmental impact.

## Thursday, September 19, 1996

10:30 a.m. - 12:00 p.m.

**Dental Health Section  
Business Meeting**

11:30 a.m. - 1:30 p.m.

**Laboratory Section  
Award Luncheon (T9)**

12:00 p.m. - 1:30 p.m.

*The following luncheons and/or business meetings will be held during this time:*

**Environmental Health  
Award Luncheon (T10)**

**Nursing Section  
Award Luncheon (T11)**

**Statistics/Epidemiology  
Luncheon (T12) / Business Meeting**

**Health Education  
Award Luncheon (T13) / Business Meeting**

**Nutrition Section  
Award Luncheon (T14) / Business Meeting**

**Social Work Section  
Luncheon (T15)**

1:30 p.m. - 3:00 p.m.

*The following business meetings and/or workshops will be held during this time:*

**Public Health Management / Management Support /  
Health Education Section  
Workshop: "Managed Care, Everywhere - Implications  
for Public Health Departments" (T16)**

*Speaker: Dr. Bob Hurey, Associate Professor, Medical  
College of Virginia*

This session will address the implications of managed care for public health departments with particular emphasis on Medicaid managed care.

**Dental Health  
Workshop: RJR - Our Role in Your Future (T17)**  
*Speaker: Ben Ruffin, Vice President, R.J. Reynolds  
Corporate Affairs, Winston Salem, NC*

This session will stimulate awareness and increase the knowledge of the role that corporations play in our communities.

**Social Work Section  
Business Meeting**

1:30 p.m. - 3:00 p.m.

**Environmental Health / Vector Control  
Workshop: Integrated Pest Management - Vector and  
Pest Control in the 90's (T18)**

*Speaker: Jim Ericson, R.S., Environmental Health  
Supervisor, Department of Public Health, Carolinas  
HealthCare System, Charlotte, NC*

This presentation will outline principles of Integrated Pest Management (IPM) and discuss present and future technologies and strategies related to IPM in vector and pest control.

**Workshop: Foodborne Trends (T19)**

*Speaker: Susan Grayson, Division of Environmental  
Health, NCDEHNR, Raleigh, NC*

Update on emerging and potential Foodborne pathogens.

**Workshop: NEW APA Rulemaking Process (T20)**

*Speaker: Bart Campbell, Division of Environmental  
Health, NCDEHNR, Raleigh, NC*

This presentation covers highlights of the rulemaking process changes and how these changes will effect public health programs.

**Nursing / Maternal & Child Health / Community  
Health Assistants / Technicians**

**Workshop: "ZAPP or SAPP" It's Your Choice (T21)**

*Speaker: Barbara Bland, Bland & Associates,  
Kannapolis, NC*

Join us for a fast-paced, full-filled hour of activities that will leave you energized and ready to return to your place of work and make a difference!

**Laboratory**

**Workshop: Effects of Managed Care on Public Health  
Laboratories (T22)**

*Speaker: C. Anne Pontius, MT (ASCP), CLS (NCA)  
Laboratory Compliance Consultants, Raleigh, NC*

*Jeff Koeze, J.D., Ann Arbor, MI*

This session will provide guidance on how we, in our laboratories, can support our facilities when managed care moves into our communities.

**Nutrition Section**

**Workshop: New Perspectives in Diabetes Management  
(T23)**

*Speaker: Jan Schladensky, R.D., LDN, CDE, Diabetes  
Nutrition Specialist, Carolinas Diabetes Center,*

*Carolinas HealthCare System, Charlotte, NC*

This session will educate and update participants on carbohydrate counting / Diabetes.

3:00 p.m. - 3:30 p.m.  
Nutrition Section Break

3:00 p.m. - 3:30 p.m.  
Beverage Break

3:30 p.m. - 5:00 p.m.  
Plenary Session  
**Change is the Name of the Game (T24)**  
*Speaker: Priscilla White, SC Department of Health & Environmental Control, Columbia, SC*  
This session will take a humorous look at how change affects our life.

**NCPHA Showcase (T25)**  
**Table 1: "ACCESS" Access to Community Care and Effective Services and Supports**  
*Mary Nadolski, MSN, RNC, Department of Public Health, Carolinas HealthCare System, Charlotte, NC.*

**Table 2: "Marketing Public Health"**  
*Carl Grysczynski, Whiteville, NC*

**Table 3: "Black Churches Take on the HIV/AIDS Crisis"**  
*Brenda Crowder Gaines, HIV/STD Control Branch, NCDEHNR, Raleigh, NC*

**Table 4: "Teleconferencing"**  
*NCPHA Management Support Section, Andrea Savage, PPCC Health Department, Elizabeth City, NC*

**Table 5: "Rabies Impact on Public Health"**  
*Nilla "Dicke" Sloop, Wake County Animal Control Program, Raleigh, NC*

3:30 p.m. - 5:00 p.m.  
*The following business meetings and/or workshops will meet during this time:*

**Social Work / Physician Extender / Children with Special Needs Sections**  
**Workshop: The Marriage of Managed Care and Public Health (T26)**

*Speakers: Dorothy Bon, LCSW, MPH, Division of MCH, NCDEHNR, Raleigh, NC*  
*Ron Jandebaur, FNP, Charlotte, NC*  
*Jimmie Butts, FNP, Cary, NC*  
*Ann F. Wolfe, MD, MPH, Director, Division of MCH, NCDEHNR, Raleigh, NC*

In this session, the participants will discuss the impact of managed care on public health and implications for health care in the future.

3:30 p.m. - 5:00 p.m.  
Nursing Section  
Business Meeting

**Environmental Health**  
**Workshop: Plan Review Applications & Guidelines (T27)**  
*Speaker: Charles McKenzie, Regional Lead Specialist, Asheville, NC*

This session will inform participants of how the plan review application and guidelines process is working in the field.

**Workshop: Food Service and Other Environmental Health Issues of the 1996 Olympics (T28)**  
*Speaker: Melinda Scarborough, Environmental Health Director of Swimming Pools, Tennis Courts and Food Service Programs, Atlanta, GA*

This session will inform participants of environmental health issues dealt with by local, state, and federal environmental health agencies during the 1996 Olympics.

**Health Education / Nutrition Section**  
**Workshop: Desktop Dining Survival (T29)**  
*Speaker: Jodie Shield, MEd, Senior Partner, JM and Associates, Kildeer, IL*

Coffee Breaks, staff meetings, birthday celebrations, lunches on the run or at your desk. Today's workplace can be an obstacle course of donuts, candy machines, fast food and other high-fat "treats". Since many people's social lives are spent at the office, it's only natural that food and eating have become an important part of the workday. In this session, you'll learn ways to help clients survive this potential nutrition minefield, and discover new ways to eat more healthfully at work.

**Maternal and Child Health**  
Business Meeting

**Laboratory Section**  
Business Meeting

6:00 p.m. - 7:00 p.m.  
**Reception**  
\*Sponsored by the UNC School of Public Health and the School of Public Health Alumni Association

7:00 p.m. - 9:00 p.m.  
**Awards Banquet**  
**Ticketed Function**

9:00 p.m.  
**"Lighten Up"**  
**Frank King, Comedian**

**Friday, September 20, 1996**

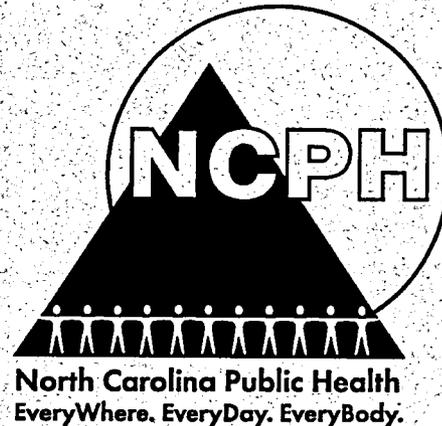
7:45 a.m. - 8:45 a.m.  
**1997 Governing Council Orientation Breakfast**

9:00 a.m. - 10:00 a.m.  
**Business Meeting**

10:00 a.m. - 10:30 a.m.  
**Beverage Break**

10:30 a.m. - 12:00 p.m.  
**General Session**  
**Glaxo Welcome Child Health Recognition Awards (F1)**  
*Speaker: William H. Foege, MD, Task Force for Child Survival and Development*

12:00 p.m.  
**Glaxo Welcome Luncheon**  
**Ticketed Function**



## **Discovery Place Science Museum**

On Wednesday afternoon, as part of the Health Education section meeting we will be going to Discovery Place Science Museum. Discovery Place is a "hands-on" learning center offering a variety of health education opportunities. The program will tour the section on Heart Disease and Hypertension. The charge per person will likely be under \$10.00. We will be meeting in the hotel lobby for car-pooling. If you have any questions or would like more details regarding the Discovery Place tour, please contact Ruth Jones at the Transylvania County Health Department at (704) 884-3135. We would like to invite anyone who is interested from other sections of NCPHA to join us.

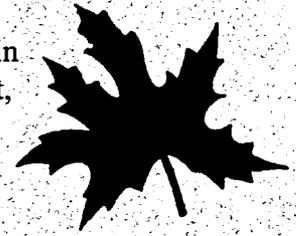
## **Charlotte, North Carolina**

Welcome to Charlotte, the Queen City. The Adams Mark Hotel is located in uptown Charlotte along with some of our area's biggest attractions, such as the new Panthers Stadium and the Discovery Place Science Museum. In the heart of uptown, see Founder's Hall, a spectacular soaring atrium with shops and restaurants. Also, enjoy nightlife entertainment at Cityfair or spend an evening at the elegant North Carolina Blumenthal Performing Arts Center scheduled to feature the acclaimed *Phantom of the Opera* musical this fall season. Explore our majestic tree-lined streets and charming neighborhoods. Take in a show, try a new cuisine, or just relax in Charlotte's sunny, optimistic spirit, evident everywhere you go.

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## Registration Information

- ◆ Registration deadline is September 1, 1996.
- ◆ Full payment MUST accompany the registration form. If paying by credit card, you may fax the completed form to (704) 355-7825.
- ◆ A full refund will be granted only to those whose cancellations are received in writing at the AHEC Allied/Public Health office (1356 East Morehead Street, Charlotte, NC 28204) by September 1, 1996. An 80% refund will be granted after September 1, 1996. No refunds after September 15, 1996.
- ◆ See registration form on adjoining page for fee information.
- ◆ Make checks payable to Charlotte AHEC.



If you are not a current NCPHA member and wish to register as member, you may send a separate check or money order made payable to NCPHA for the appropriate amount along with the registration form and payment.

### NCPHA Annual Dues (October - September):

If salary is less than 20,000	=	\$25.00
If salary is \$20,000-\$35,000	=	\$35.00
If salary is over \$35,000	=	\$45.00
First time member discount	=	\$10.00
Student/Retiree	=	Half of appropriate fee

## Hotel Reservation Information

Reservations at the **Adams Mark Hotel**, Charlotte should be made by August 20, 1996. Room rates for a limited time are \$59.00 for a single room and \$66.00 for a double room. The phone number is (704) 372-4100 or (800) 444-2326.

Other nearby hotels include:

- The Government House**, Charlotte at (704) 372-7550 or (800) 762-1995.
- The Westin Hotel**, Charlotte at (704) 377-6664 or (800) 228-3000.
- The Radisson Plaza**, Charlotte at (704) 377-0400 (800) 333-3333.
- Holiday Inn Center City**, Charlotte at (704) 355-5400 or (800) 465-4329.
- The Dilworth Inn**, Charlotte at (704) 355-6500.

## Contact Information

For more information regarding program content, please contact Deborah Rowe, Administrative Assistant, North Carolina Public Health Association at (919) 872-6274 or Robert Weaver, MPH, Director, Allied/Public Health Education, Charlotte AHEC at (704) 355-3696.

For more information regarding program location and/or registration information, please contact Julie Parks at (800) 874-2417 or (704) 355-3696.

# Public Health: Visions For Change ~ Shaping the Future

## Personal Information:

PLEASE PRINT OR TYPE ALL INFORMATION REQUESTED

First Name	MI	
Last Name		
Social Security Number	Degree(s)	
Work Telephone Number	Home Telephone Number	
Employer		
Position		
Home Mailing Address		
City	State	ZIP (+4)

NCPHA Annual Membership Dues Enclosed (separate check made payable to NCPHA enclosed)

## Session/Workshop Registration:

PLEASE CIRCLE ALL SESSION/WORKSHOP NUMBERS WHICH YOU PLAN TO ATTEND:

W1	W2	W3	W4	W5	W6
W7	W8	W9	W10	W11	W12
W13					
T1	T2	T3	T4	T5	T6
T7	T8	T9	T10	T11	T12
T13	T14	T15	T16	T17	T18
T19	T20	T21	T22	T23	T24
T25	T26	T27	T28	T29	
F1					

The burgandy session/workshop number is located at the end of the session or workshop title listed in the agenda. Please refer to pages 4 - 9 for this information.

**Mail Form & Payment to:**  
 Charlotte AHEC  
 Attn: Registrar/AH  
 Post Office Box 32861  
 Charlotte, NC 28232-2861

Phone (704) 355-3696 FAX (704) 355-7825

## Participant Registration Fees:

FULL CONFERENCE:

- Pre-Registration (Member) \$ 75.00
- Pre-Registration (Non-member) \$110.00
- On-site Registration (Member) \$ 95.00
- On-site Registration (Non-member) \$120.00

ONE DAY: Day Must Be Designated: \_\_\_\_\_

- Pre-Registration (Member) \$ 45.00
- Pre-registration (Non-member) \$ 80.00
- On-site Registration (Member) \$ 55.00
- On-site Registration (Non-member) \$ 90.00

Student & Retiree: Half of Appropriate Fee: \$ \_\_\_\_\_

- Awards Banquet (Thursday Evening) \$ 25.00
- Glaxo Luncheon (Friday Afternoon) \*

\*You must be Pre-Registered for the conference and have checked this box by September 1, 1996 to obtain complimentary ticket for Glaxo Wellcome Child Health Award Luncheon on Friday, September 20. (Unchecked forms will not receive complimentary ticket for this function).

Board of Health Member - No Charge

## Total Enclosed:

Participant Registration Fee

Add \$25.00 for each guest attending the Awards Banquet (Thursday)

TOTAL ENCLOSED:

## Discovery Place Visit (Wednesday Afternoon):

- Participant Will Attend Discovery Place
- Participant Will NOT Attend Discovery Place

## Payment Options:

- Check or Money Order Enclosed
- Charge my:  VISA or  Mastercard \_\_\_\_\_ / \_\_\_\_\_  
Exp. Date

Account Number \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

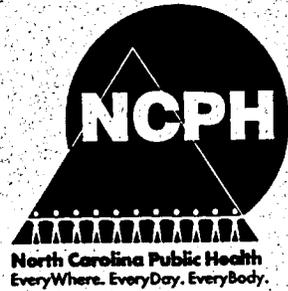
Cardholder's Signature \_\_\_\_\_

### FOR OFFICE USE ONLY:

C6703 CA IN MC VISA P F  
 CK# \_\_\_\_\_ Amount \$ \_\_\_\_\_

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# LEGISLATIVE ALERT

A CALL TO ACTION

Vol. 2 No. 2

JUNE, 1996

## 1996 LEGISLATIVE SESSION IN FULL SWING

### 1996 LEGISLATIVE CONFERENCE

The Public Health and Community Health Legislative Conference was held in Raleigh on May 30, 1996, with over 120 people in attendance, which included public health practitioners, board of health members, primary care practitioners, and hospital administrators. This strong show of interest in legislative issues supports NCPHA's commitment to continued efforts in providing a forum for NCPHA members to be kept apprised of public health legislation.

Representative Martha Alexander, 56th District, Charlotte, provided an overview of the 1996 Session, with Anna Wasdell and Linda Attarian providing updates on the Health Care Reform Commission, Blue Ribbon Task Force on Medicaid, and the Public Health Study Commission. A panel discussion on how to work effectively in the legislative process was conducted by Carmen Hooker Buell, Co-chair of the Health Care Reform Commission; former Senator Howard Lee; Louis Latour, Wilson County Health Director; and Mike Reavis, Yadkin County Environmental Health Specialist. The common theme: Know the issue - know the legislator! Though lobbyist may have more daily access to legislators, legislators are more concerned with constituents' views. Prior to contacting your legislator, you need to

have the facts. Present a concise fact sheet along with you letter of support or opposition. Legislators rely on the information provided, so be brief, but be exact. Develop a relationship with your legislator so that your legislator knows you personally and values your public health opinion.

### PUBLIC HEALTH GOVERNANCE LEGISLATION:

**SENATE BILL 709: ALLOW CONSOLIDATED HUMAN SERVICES** - Will allow the consolidation of County Human Service Agencies, will provide that the membership of a consolidated Human Services Board shall be appointed solely by the Board of County Commissioners and to change the status of county employees of a consolidated county Human Services Agency with regard to their coverage under the State Personnel Act. The human services director of a consolidated county human services agency shall be appointed and dismissed by the county manager with the advice and consent of the consolidated human services board. This bill applies to counties with population in excess of 425,000, with the Board of Commissioners having a county manager.

**SENATE BILL 1238: CONSOLIDATION INCENTIVE FUNDING** (Sponsors: Senators

Cooper; Martin of Guilford, Hartsell, and Forrester) - an act to promote efficiency/effectiveness in the local public health delivery system by appropriating funds to the Department of Environment, Health and Natural Resources (DEHNR) to create incentives for small county health departments to form district health departments. Counties with populations of 75,000 or less shall be eligible to receive incentive funding. Counties will populations above 75,000 and district health departments in existence shall be eligible for incentive funds only if they district with a county with a population of 75,000 or less. Funding shall be limited to three consecutive yearly allocations.

**HOUSE BILL 1271: Public Health Authority Act** (Sponsor: Representative Edwards) - This bill will authorize the establishment of local public health authorities as recommended by the NC Public Health Commission to provide an additional and alternative method for counties to provide public health services by allowing county or counties to form (or join) public health authority that replaces and has functions, assets and liabilities of the county or district board of health. Provides for creation of public health authority boards, as policy-making, rule-making, and adjudicatory bodies composed of at least 19 members appointed by board of commissioners.

**NCPHA'S POSITION: Governance**

issues will be better addressed by Associations more directly involved in governance matters. NCPHA will keep membership informed, but will concentrate more on public health programs/functions.

### LEGISLATION

#### SENATE BILL 595 - LEAD ABATEMENT CERTIFICATION:

Will ensure that contractors performing lead abatements are qualified. It will meet federal requirements, allowing Dept. Of Commerce to spend the \$8 million in available funds. A lead certification program will save NC taxpayer's money by preventing/reducing lead poisoning and its consequences in our children. NCPHA SUPPORTS.

HOUSE BILL 264: GRADUATED DRIVERS LICENSES - All drivers less than age 18 be required to pass through two provisional driving levels demonstrating competency before they achieve full provisional licensure (level three). NCPHA SUPPORTS.

HOUSE BILL 879: LOCAL GUN PREEMPTION - Will not allow any county or municipality to regulate in any manner the possession, ownership, discharge, storage, transport, carrying, transfer, sale, purchase, licensing or registration of firearms. NCPHA OPPOSES

AMEND CONFIDENTIALITY GENERAL STATUTES - to broaden access to confidential records for the purposes of child fatality review and prevention. NCPHA SUPPORTS

AMEND N.C.G.S. 14-41 - Strengthens the law governing the abduction of children. Includes DSS in the list of legal custodians from whom abducting children in their custody is a crime. We also recommend increasing the age of children who are protected by this law from fourteen to eighteen. NCPHA SUPPORTS

AMEND N.C.G.S. 7A-517 - To improve the definition of dependent juvenile to protect children who may be excluded from the definition of dependency. Under the current definition, a child whose parent is incarcerated could not be declared dependent. Deleting the phrase "due to physical or mental incapacity, would enable a local DSS to provide assistance or placement to a broader range of juveniles. NCPHA SUPPORTS

APPROPRIATIONS:  
Appropriate \$3.2 million to reduce child abuse and neglect by expanding Maternal Outreach Worker initiative in the Division of Maternal & Child Health. NCPHA SUPPORTS  
Appropriate \$1.25 million for community-based intervention efforts to combat the AIDS/HIV epidemic and for pharmaceuticals to treat the opportunistic infections associated with AIDS. NCPHA SUPPORTS

NC Public Health Association  
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Raleigh, NC 27609

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# NORTH CAROLINA PUBLIC HEALTH ASSOCIATION NEWSLETTER

## FROM THE PRESIDENT...

NCPHA sponsored two Members-At-Large/Agency Representative meetings in December 1995. The meetings were held at the Pitt County Health Department and the Catawba County Health Department. The meetings discussed membership recruitment, communicating legislative issues and how to utilize the Members-At-Large as a liaison between health department staff and NCPHA.

In February, I represented the Association at an Advisory Committee that had developed the NC Cancer Control Plan. This Advisory Committee was the result of a joint proposal of the North Carolina Division of the American Cancer Society and the Cancer Subcommittee of the North Carolina Medical Society. The NC Cancer Control Plan outlines prevention and early detection/education initiatives, in addition to legislative proposals. NCPHA will keep the membership abreast on the actions and issues presented by this group.

Dicie Alston

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## THE QUEEN CITY WELCOMES NCPHA!

Be prepared to be treated as royalty when you join us in the Queen City for the 1996 Annual Educational Conference which will be held September 18-20, 1996, at the Adams Mark Hotel in Charlotte. Dr. Stephen Keener, Medical Director of the Mecklenburg County Health Department and his Local Arrangements Committee will host our Association for this exciting event.

The theme for the meeting is "Public Health: Visions for Change - Shaping the Future". The first General Session will begin at 10:00 a.m. on Wednesday to set the tone of the conference by removing our personal blinders to change. A second General Session is planned for Thursday morning with a panel discussion of state and county officials on their concept of public health delivery. Friday's General Session will once again focus on Glaxo Wellcome's Child Health Recognition Award ceremony/luncheon. Due to the overwhelming popularity of this event and the space limitation for meal functions, **YOU MUST BE PRE-REGISTERED TO RECEIVE A TICKET TO THIS LUNCHEON.** We will continue the NCPHA Showcase as well as repeating some popular plenary sessions from last year and adding some new session. NCPHA will be working with the Charlotte AHEC this year to offer CEU's for program participants.

Andrew Lloyd Weber's *The Phantom of the Opera* will be performed at the NC Blumenthal Performing Arts Center during our stay in Charlotte. We will consider offering group tickets with transportation provided if we have at least 20 people committing to a 8:00 p.m. performance on Wednesday evening, September 18th. Please call the NCPHA Headquarters by May 1st if you are interested in pursuing this alternative entertainment. Group tickets and transportation will cost approximately \$60.00 - \$70.00, depending on theater seat locations. If you prefer to pursue purchasing individual tickets, please call the Arts Center at 704/379-1000.

Room reservations must be made at the Adams Mark no later than **August 20, 1996**. Room rates are \$59.00/single and \$66.00/double. Reservations made after August 20th will not be eligible for this discount rate, so call the Adams Mark at 704/372-4100 and make your reservations today. Be sure to tell them that you are with the NC Public Health Association.



## PRIDE IN PUBLIC HEALTH Update

The public health awareness efforts in North Carolina are in full swing. Your Pride In Public Health committee has been working closely with representatives from the University of North Carolina at Chapel Hill School of Public Health; the Department of Environment, Health and Natural Resources and local health departments to put all the pieces in place for a public awareness program that truly includes everyone in public health.

We have developed a position through the School of Public Health for a statewide coordinator to help local health departments raise public awareness at the grassroots level. A training program to begin in the spring will teach local health department contacts to work with the media outlets in their counties. The training will take place partly through a teleconference on May 8 followed by three on-site training sessions in the western, central and eastern parts of the state.

Each health department will be receiving a packet of camera-ready public health logos and slogans with guidelines on how to use each.

The partnership of organizations involved in this program has decided to apply to register our logo as a trademark with the state and is considering doing the same at the federal level. This will give us some control over how it is used, but still allow the flexibility for other public health organizations to use it according to our guidelines.

Since this awareness program will be ongoing, the Pride In Public Health committee is petitioning the By-Laws committee to become permanent. If approved, the membership will be voting on our request at the September conference. Please consider this need carefully.

The committee is applying for an American Public Health Association mini-grant to help our awareness efforts. If awarded, we would use the money for a baseline evaluation survey to compare to a later survey after several years of awareness raising. Wish us luck!

Finally, PIPH is committed to keeping you and others in public health informed on all of our activities. We will be presenting an overview of what we are doing and why at the Eastern and Western district conferences. If you have any questions or suggestions, call Johanna Reese at (919) 715-3204.



## Video Info

If you want to order the video "Do You Know What Public Health Does For You?," contact Superior Duplication Services in Durham at (919) 956-5566. This video is a great way to demonstrate to the public health community why our public awareness program is so important. The video costs \$7.10 and comes with a guideline sheet about who should see the video and possible discussion after viewing. Call Johanna Reese if you have questions about the video at (919) 715-3204.



## GONE, BUT NEVER FORGOTTEN AND ALWAYS APPRECIATED

Dan Shingleton, NCPHA Development Specialist, did not renew his contract with us for this year. Dan has been diligent in his efforts to recruit and maintain membership and interest in our Association. Though he will no longer be a "paid" staff of our Association, we can continue to look forward to his presence as a "volunteer". He has brought a visibility of our Association to those working in local county health departments throughout the state. We can never fully express our gratitude for his commitment and energy on behalf of NCPHA. We will never say "good-bye", we will only say "well done".

## APRIL IS PUBLIC HEALTH MONTH

Public Health Month Award recipients  
will be honored at the NCPHA Annual  
Awards Banquet on Thursday,  
September 19 in Charlotte

## APHA REPORT

The 123rd Annual Meeting of the American Public Health Association was held in San Diego, CA in October and was attended by over 12,000 public health professionals from around the world. The theme of this year's meeting was *Decision Making in Public Health: Priorities and Ethics* and the keynote speaker was former Surgeon General C. Everett Koop.

Koop attributed most of the problems in life to three main causes: greed, racism and invalidation of personal responsibility. In his travels around the country, he has talked to health professionals who are more discouraged than he's ever seen. He urges those of us in the public health community, who have "a calling, not a career" to respond in three ways:

- ▶ Grumble
- ▶ Advocate for candidates, programs and offices
- ▶ Articulate for public health message and become confrontational at times.

I was honored to be able to make a presentation at the Affiliates' Leadership Day on "The Campaign for Public Health" and to share information on the collaborative efforts that took place in NC during the past year to develop the "Pride in Public Health" campaign and the media training project that has been proposed. Affiliate representatives from at least a dozen other state public health associations have requested materials and further information, in order to initiate similar projects in their states. They were greatly impressed with the cooperation and collaboration that took place between NCPHA, DEHNR, and individual representatives from other state and local public health organizations in accomplishing this goal. Once again, the message that we, in public health, need to market our programs, services and our profession itself was reiterated by all in attendance...and once again, it appears that North Carolina is ahead of the pack in these marketing initiatives.

Again, I want to thank the members of NCPHA for providing me the opportunity to represent our state and our association on the APHA Governing

Council. During the coming year, I will also serve and an appointed member-at-large on the Committee on Affiliates, and look forward to another avenue for advancing the "NC perspective" within the leadership of APHA.

Barbara Chavious  
APHA Representative

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### Child Health Recognition Awards Focus on New Topic

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For the third consecutive year, Glaxo Wellcome is sponsoring the Child Health Recognition Awards Program. The 1996 focus will be on honoring those who provide preventive health services for children. Preventive health services may include, but are not limited to: dental health, nutrition, substance abuse, rabies prevention, lead poisoning, and immunizations. As in the previous years, a local health department, public health staff personnel and an individual citizen will be recognized.

Applications will be reviewed by a selection committee made up of community health service delivery experts. The Committee will evaluate applicants on their ability to assess their communities' needs, employ innovative approaches, maximize resource, exhibit measurable results, demonstrate collaborative efforts and partnerships for improved access.

Nominations must be received by 5 p.m., Friday, May 31, 1996. Awards will be presented at the Closing General Session during the North Carolina Public Health Association's meeting in September. For more information or to receive an application packet, call the North Carolina Partnerships for Children's office in Raleigh at (919) 821-7999.

## QUESTIONNAIRE RESULTS

This is the second report in the series of responses from the summer Membership Questionnaire. This particular report concerns NCPHA's publications. We will include your responses to our questions on the Annual Educational Conference in the next issue of the Newsletter. We always welcome your input, so please feel free to let us hear from you! Your response to the following questions were:

### 1. Do you have any recommendations concerning any NCPHA publication?

#### COMMENTS RECEIVED:

1. *The more frequent, the better.*
  2. *Don't change format of Newsletter if you lose news from sections.*
  3. *Enjoy format.*
  4. *Legislative Alert should encompass environmental health legislation as well as public health legislation.*
  5. *Need more articles that are topic specific*
  6. *The layout of the Newsletter is a little dull, but I do usually read it.*
  7. *Legislative Alerts are great*
  8. *Suggest to those writing section updates that they write more than a rehash of September meeting - news on members, news about their area of interest.*
  9. *Legislative Alert is invaluable. I hope members act on recommendations.*
- Newsletter - good communication tool. Journal - I thought it was exceptional - a definite professional promotion of NCPHA, but I also acknowledge the work in soliciting/reviewing articles and soliciting monetary support. I don't want to see it totally written off - maybe a Journal every other year?*
10. *Timely distribution - I have little recollection of Journal.*
  11. *Continue Newsletter - say twice a year and add a couple of short versions along with the Legislative Alert. If Journal cannot be afforded, then discontinue.*
  12. *Should include information concerning local health departments. Probably the bulk of the membership comes from "the trenches". We, that work hard and are paid poorly, would appreciate pats on backs in areas such as this.*
  13. *Newsletter need more local input*
  14. *If Newsletter and Journal could be mailed together*

15. *Legislative Alert best idea - stronger promotion of Newsletter articles among the different sections needed -not all submit regularly - guidelines for submission may help.*

16. *Just keep the membership informed on what's going on and what they can do to help.*

**NCPHA response:** The NCPHA Vice President of Communication and staff greatly rely on information submitted by sections, committees and local health departments for inclusion in the Newsletter and Legislative Alert. We have requested information on discipline/program specific issues to be included in section reports and have solicited information from local health departments on current issues, innovated programs, etc. We solicit articles from authors on specific topics for inclusion in the Journal. Information is only as good as the reporter. Be a good reporter and let us hear about your successes, concerns, and issues. The membership is eager to hear about what is going on in different areas of the state and in other program areas.

### 2. Would you prefer:

A. **Maintain Newsletter in current format with 3 issues per year with no Journal? ( 18 )**

B. **Change format of Newsletter to that of the Legislative Alert with 5 issues per year plus one Journal? ( 28 )**

#### COMMENTS RECEIVED:

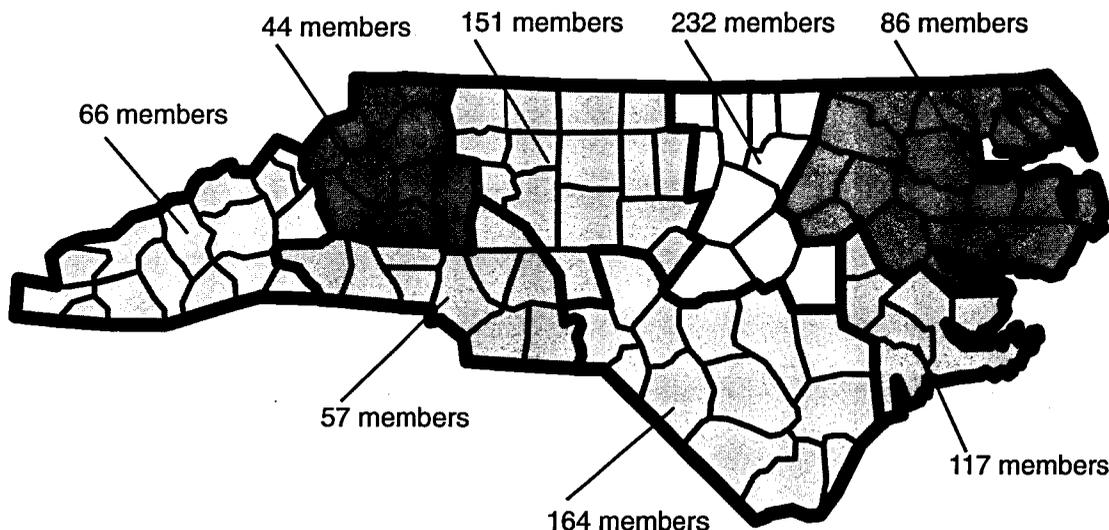
1. *Only because it would increase member's awareness of what NCPHA and its committees are working on throughout the year*
2. *Question articles enough for 5 issues*
3. *Maintain as is! Like section updates in Newsletters, reports from annual meeting, etc.*
4. *Maintain Newsletter and Legislative Alert & one Journal*

**NCPHA response:** We are attempting to change the format of the Newsletter in an effort to reduce the cost of printing. Please bear with us in this trial period of "informal" reporting. We are attempting to provide the same services in a less expensive manner to keep up with the rising cost of printing. We will print one Journal this summer and Legislative Alerts as needed.

## NCPHA - WHERE ARE YOU?

Have you ever wondered why it takes so long to receive your Newsletter or other correspondence from NCPHA headquarters? As you know, we use the bulk mailing process to distribute information to our members. This process saves the Association several thousand dollars annually. All correspondence has to be sorted according to zip codes and "bagged" by Zip Code Zones. Each bag must contain at least 125 pieces in order to be delivered directly to that zone; otherwise it goes into the "state" bag, is delivered to the state facility in Greensboro and is then sorted prior to delivery. That can take another five - seven days.

We have indicated where our 917 members (as of January 16, 1996) live or work according to Zip Code Zones. You can see why it may take longer for you to receive your mail if you fall into one of the zones with less than 125 members. Set a goal of having at least 125 members in your zone by the end of this year. Not only will you receive your mail earlier, but you will also enjoy having a larger network in which to interact.



### NCPHA CANDIDATES FOR 1996-97

(candidate information sheet and ballots will be mailed in July)

#### President Elect:

Georgena Chandler - Asheville Regional Office, DEHNR

William (Bill) Smith - Robeson County Health Department

#### Vice-President for Communication:

Tamara Dempsey-Tanner - Research Assistant, UNC-CH

Kathy Renfrow - Johnston County Health Department

#### Vice-President for Education:

Karen Foster - Guilford County Health Department

Erma Thomas - Goldsboro, Dental Health-DEHNR

#### Secretary:

William Burgess - Carteret County Health Department

Delance Ellis - Wilson County Health Department

#### Treasurer:

Brenda Dunn - Chatham County Health Department

Debra Springer - Wake County Health Department

#### Member-At-Large - East:

Ann Grush - Raleigh, State Laboratory

Eunice Inman - Robeson County Health Department

#### Member-At-Large-West:

Ellen Edmonds - Mecklenburg County Health Department

Carmine Rocco - Guilford County Health Department

## SECTION REPORTS

### ENVIRONMENTAL HEALTH

The Sections fund raising activity this year involves selling raffle tickets for the 50/50 Scholarship. For just \$10.00, you could be a part of a \$2500.00 purse - five \$500.00 prizes!! Only 500 tickets will be sold so there's a 1 in 100 chance of winning. The drawing will held Thursday, September 19 at the Annual NCPHA Educational Conference in Charlotte. You do not have to be present to win!! For tickets contact Robert Bennett [910-433-3660], Nancy Deal [919-338-4490], Tim Warren [910-570-6367], David Cunningham [704-283-3553] or Charles Stephens [704-586-8994].

Five hours of continuing education training will be available at the Annual Conference in Charlotte. Topics include: vector/pest management, on-site wastewater program, trends in foodborne outbreaks, and food service and other environmental health issue of the 1996 Olympics.

The Section's Annual Poster Contest is underway. The theme is "*Be Cool - Be Safe at the Pool*" and is open to 4th, 5th and 6th graders. County winners will be chosen by March 1st and sent to the educational districts for judging.

The Interstate Environmental Health Seminar will be held at the Canaan Valley Resort and Conference Center in Davis, West Virginia, July 24-26, 1996. For reservations call 1-800-622-4121.

Connie Pixley, Chair

### SOCIAL WORK

The Section celebrated March as Social Work Month Celebration. The goal was to encourage all county health departments to participate in a tree planting ceremony to honor the memory of loved one who died from violence and to recognize those individuals who are still living in violent conditions. The tree

planting ceremony was scheduled for March 4 at noon followed by a moment of silence to remember these individuals. The tree will be a reminder of our quest as social workers to help society replace violence and hate with love and caring.

Past Section Chair Karan Caraway was presented an award recognizing her contributions and services to the Section at our meeting held on December 11, 1995.

Lois Hinon  
Publicity/Historian

### NURSING

Nurses...Mark your calendars for the 2nd Annual "Nurses Day at Camp Caraway." It is scheduled for May 9. More details will follow in the upcoming weeks.

Several members have expressed an interest in learning more details about the merger between the Mecklenburg County Health Department and the Charlotte-Mecklenburg Hospital Authority. Our thanks and appreciation goes to Polly Baker, Nursing Supervisor with the Mecklenburg County Health Department for compiling the following synopsis.

*"Key features of the Interlocal Cooperation Agreement between Mecklenburg County and the Charlotte-Mecklenburg Hospital Authority [with respect to the Mecklenburg County Health Department.*

- Agreement was effective October 1, 1995
- The Hospital Authority will operate on behalf of the Mecklenburg County Health Department the following programs: clinic, community services, outreach, case management, and support services to include laboratory and pharmacy. (Continued on following page)

## NURSING (continued)

- Mecklenburg County will continue to operate environmental health services, vital records, and the regulatory aspects of communicable disease follow-up and STD/HIV/TB tracking.
- County Funding for contracts services and indigent health care will remain at the 1995-96 level through fiscal year 2001.
- County Health Department employees working in the program which provide services to be performed by the Hospital Authority were offered positions at the Hospital Authority with no loss in salary and with comparable benefits.
- The Hospital Authority in collaboration with the SHEPS Center at the University of North Carolina will evaluate the impact of the agreement on the population served.
- The Hospital Authority has established a new department under its Division of Education and Research to perform the Public Health core functions on behalf of the Mecklenburg County Health Department and its Board of Health (the Mecklenburg Board of Commissioners.)
- The Hospital Authority will be working toward expanding the contracted services to provide in the future more clinic locations and extended hours of operation.

In taking this approach to the delivery of Health Department services, it is hoped that the continuum of care for underserved citizens will be smooth, fragmentation will be reduced, and efficiency will be increased. In addition, the Mecklenburg County Health Department will be able to place more emphasis on the core functions of Public Health -- assessment of community problems, policy development and community leadership to address these problems, and assurance that the policies are carried through and that they are effective."

Janet McCumbie, Chair

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## UPCOMING CONTINUING EDUCATION EVENTS SPONSORED BY THE UNC SCHOOL OF PUBLIC HEALTH

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### May 1996

- Managing Priorities, May 1 - Chapel Hill
- 23rd Annual Regional Conference on Maternal and Child Health, Family Planning, and Services for Children with Special Health Care Needs, May 5-7, Asheville
- Orientation Program for Public Health Social Workers, May 15-17, Browns Summit
- Basic Supervision for Health & Human Service Professionals, May 15-16, Greenville
- Groundwater Protection: Private Wells & Public Health, May 15-17, Fayetteville
- The Cutting Edge: Innovative Approaches in Community and Public Health Nursing, May 19-21, Chapel Hill
- Sexually Transmitted Disease Nurse Training Module (Teleconference), May 21 and each Tuesday through July 9, 1996, Asheville, Chapel Hill, Wilmington and Winston-Salem
- On-site Wastewater: Repairing Small Systems, May 29-31, Site TBA

### June 1996

- HIV Counseling & Testing Workshop Series, June 4-6, Elizabeth City
- Seafood Quality & Safety for Environmental Health Specialists, June 5-7, Winston-Salem
- Adult Physical Assessment, Begins June 10, Fayetteville
- Lead Investigation and Abatement for Environmental Health Specialist, June 12-14, Greenville
- Strengthening Supervisory Skills, June 13-14, Greenville; June 27-28, Asheville
- Summer Minority Health Institute, June 16-21, Chapel Hill
- N.C. Public and Community Health Leadership Conference, June 25-26, Raleigh
- N.C. Environmental Health Law, June 26-28, Asheville

For more information call 919-966-4032.

## SCHOLARSHIPS

The NCPHA Scholarship Committee is accepting applications for its 1996 scholarship awards. The following is the criteria for scholarships eligibility:

1. Awarded to present or prospective workers in public health in North Carolina for graduate or undergraduate study in a public health discipline or prerequisite to such training that begins in the year the scholarship is awarded (i.e. a scholarships presented in 1996 would be used for 1996-97 academic year.)
2. Awards for public health training shall not be limited to study in a school of public health, but shall be for a regular academic program in an accredited educational institution which should advance the individual's competence in public health work.
3. The applicant must agree in writing that it is his/her intent to work in a public health agency for 2 years in North Carolina following the completion of training.
4. Applicant must be a paid member of NCPHA.
5. The following factors will be taken into account in selecting Scholarship recipients:
  - ▶ Acceptance at an accredited educational institution
  - ▶ potential contribution of service to the people of North Carolina
  - ▶ reasons for seeking additional training and relationships of the program of study to career expectations
  - ▶ financial need

In addition, Glaxo Wellcome has established two \$500.00 NCPHA scholarships. Additional criteria for these two awards includes a demonstration that the advanced degree will be used towards preventative health services for children.

Deadline for scholarship application is JUNE 15, 1996. Scholarships will be presented during the NCPHA Awards Banquet, September 19, 1996.

For a scholarship application or more information please contact:

Belinda Allison, Chair  
Scholarship Committee  
Jackson County Health Department  
102 Scotts Creek Road  
Sylva, NC 28779  
704-586-8994

## RESOLUTIONS

The Resolutions Committee is requesting that all proposed resolutions be mailed to the NCPHA office by May 31, 1996. This will allow the publication of the recommended resolutions in the July newsletter. Publication of the proposed resolutions allows all NCPHA members to consider them prior the Annual Meeting.

The Resolutions Committee procedures allow resolutions to be submitted no later than 10 working days before the Annual Business Meeting. This, however; does not allow the total membership to fully consider any merits of a resolution prior to the discussion at the business meeting. Therefore, your prompt consideration in submitting proposed resolutions by the requested deadline is most appreciated. If there are any questions about the format for submitting resolutions, please contact me 919-250-4447.

Debra Springer, Chair



**NCPHA has a new  
FAX number:**

**919-878-4312**

## AWARDS COMMITTEE

We know that there are many deserving individuals out there but the Awards Committee of NCPHA must rely on the nominations received by membership. Nominations need not be lengthy but must be descriptive in outlining the reasons that the nominee is worthy of the award.

Nominations for NCPHA awards shall be submitted on the form [found on the back of this page] Headquarters. A person or group nominated in previous years and not selected may be renominated by submitting current information on the appropriate form. Supporting material may be submitted.

THE DEADLINE FOR RECEIPT OF AWARDS NOMINATIONS IS MAY 1, 1996.

### DESCRIPTION OF NCPHA AWARDS

- REYNOLDS AWARD:* The Reynolds Award is bestowed upon the individual member of NCPHA who has made the greatest contribution to public health in North Carolina during the past Year or recent past.
- RANKIN AWARD:* The Rankin Award is conveyed to an individual in recognition of notable service to public health in North Carolina over a period of years.
- DISTINGUISHED SERVICE AWARD:* Recognizes individuals in other organizations or professions who have made significant contributions to public health in North Carolina.
- NORTON GROUP AWARD:* The Norton Award is presented to an agency or organization for outstanding work in public health in North Carolina during the past year or recent years.
- CITATION OF MERIT:* The Merit Citation is conferred upon individual members of NCPHA who, by long years of noteworthy service or by lustrous enterprise within the recent past, have singularly advanced public health in the Tar Heel State.

Please return information to: **AWARDS COMMITTEE**  
**NC Public Health Association**  
**1009 Dresser Court**  
**Raleigh, NC 27609**

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### *SERVICE AWARD ELIGIBILITY*

The North Carolina Public Health Association awards those who have worked in public health over twenty-five years at the Annual Awards Banquet each year. If you, or someone in your area, deserve this recognition, please include the following information for each recipient. Years of full time service must have occurred by December 31, 1995.

1. NAME
2. CLASSIFICATION
3. DATES OF SERVICE
4. EMPLOYER

please indicate category for years of service:

25 years                      30 years                      35 years                      40 years

All submission must be received by August 20 for inclusion in the annual program.

Mail to:                      NC Public Health Association  
   1009 Dresser Court  
   Raleigh, NC 27609

**NCPHA AWARDS NOMINATION FORM**

\_\_\_\_\_  
Name of Award Calendar Year

\_\_\_\_\_  
Name of Nominee Title

\_\_\_\_\_  
Place of Employment

\_\_\_\_\_  
Business Address Telephone

\_\_\_\_\_  
Home Address Telephone

\_\_\_\_\_  
Nominated by:

**REASON NOMINEE DESERVE THIS AWARD:**

Please attach a resume of not over three pages, including this one. This should include public health experience (with dates, if possible), education, outstanding public health achievements, organizational affiliations, offices held, important boards and appointments, and previous awards.

## NEWS FROM THE EAST....

The 36th Annual Educational Conference for EDNCPHA will be held April 24-26 at the Sheraton Resort in Atlantic Beach. The theme *Public Health - Sailing into New Horizons* pledges to provide an element to interest every health care professional.

The opening session speakers include Jeff Koeze on Health Care Reform and its effect on public health in NC and former NC Speaker of the House, Joe Mavretic who will discuss Health Care management and its impact on public health. The closing session on Friday will include Charles (Chuck) Hamm who promises to renew our enthusiasm by "Getting More Smileage out

of Life and Work." Throughout the conference, we have planned plenty of opportunities to network with your peers in the variety of educational sessions or during the evening activities.

Full Conference member preregistration is \$45.00 and due no later than **April 12th**. Hotel accommodations can be made by calling the Sheraton Atlantic Beach at 919-240-1155. Room rates are \$70.00 per night

Margaret Allsbrook, President  
Eastern District NCPHA

## NEWS FROM THE WEST.....

WNCPHA will be celebrating its 50th Annual meeting at the Grove Park Inn, Asheville, May 22-24. **Everyone is invited** to reminisce with us as we celebrate the theme "*As Time Goes By, The First Fifty Years.*" See...the premier video of the history of WNCPHA listen...to retired public health workers as they share stories from the past.. **Take...**a historical public health tour of Asheville led by our own public health historian, Dan Shingleton. **Enjoy...** the many educational sessions offered. Or...just take the time to hear the words of a mountain ballad or music of the past five decades. Step back in time and watch the classic movie "Casablanca" at 1940's prices!! Experience these events firsthand...

Preregistration deadline is May 8. The preregistration fee is \$85.00 which includes admission to all conference meetings meals and special activities. Onsite registration is available but **no** meal tickets will be sold at this time. Preregistration forms may be obtained from David Stone at (910) 771-4600 or Carolyn Haynie at (704) 251-6761.

For Hotel reservations, contact the Grove Park Inn *before* April 11 at (704)252-2711 or 1-800-438-5800. A block of rooms has been reserved for the conference rate of \$110.00/night plus tax. Overflow space has been reserved at the Hampton Inn, Tunnel Road, (704) 255-9220.

Debbie Edwards, President  
WNCPHA



## **NCPHA CALENDAR**

April 24-26, 1996 Atlantic Beach	EDNCPHA
May 20 Asheville	Executive Committee meeting
May 21 Asheville	Governing Council
May 22-24	WNCPHA
September 18-20 Charlotte	NCPHA

**NORTH CAROLINA  
PUBLIC HEALTH ASSOCIATION, INC  
1009 DRESSER COURT  
RALEIGH, NC 27609  
(919) 872-6274  
FAX (919) 878-4312**

*This Newsletter is a publication of the North Carolina Public Health Association. The next edition will be in July, 1996. Articles should be submitted by May 1, 1996*

Deborah Rowe Administrative Assistant

Dicie Alston, President  
(704) 264-4995

Tamara Dempsey-Tanner  
Vice-President for Communication  
(919) 918-4086

Authors are responsible for views expressed in these articles

**NORTH CAROLINA PUBLIC  
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RALEIGH, NC 27609**

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