

# NCPHA E-Newsletter

March/April 2018

Newsletter from the NC Public Health Association and the NCPHA Public Awareness Committee

## Message from the President

— Brittan Williams



Spring is officially here, which brings hope of warmer weather and longer days! No matter the season, public health doesn't stop. While we are all insanely busy with our day-to-day public health responsibilities, at NCPHA, planning for the Fall Educational Conference in Charlotte is well underway. As you likely know, this year we are celebrating 100 years of oral health in North Carolina. Each Section is working hard to plan valuable educational sessions that are timely and relevant to their section members. More information regarding the conference will be released in the coming months so stay tuned!

National Public Health Week is just around the corner – April 2-8, 2018. This year's theme is "Changing Our Future Together." You and/or your organization are strongly encouraged to get involved. More information is found at [www.nphw.org](http://www.nphw.org) or on NCPHA's website at [ncpha.memberclicks.net/public-health-week](http://ncpha.memberclicks.net/public-health-week).

As mentioned in the last newsletter, I would still love to see more members get involved this year, particularly new members who have not been involved previously. If you've found value in NCPHA membership, I want to challenge and encourage you to get more involved. If you want to make a difference, reach out to me or the Chair of the Committee or Section and let them know you would like to get more involved.

Happy Spring!

*Brittan Williams*

Brittan Williams, MPH, CHES  
2017-2018 NCPHA President



**Healthiest Nation 2030**

Changing Our Future Together | April 2 - 8, 2018

## INSIDE:

Message from the President  
page 1

Partner Support of Breastfeeding Project  
Focus at the NCDPH  
page 3

Spotlight on Long-Time Member Len Gilstrap  
page 4

Environmental Health Sees More  
Microblading  
page 5

National Public Health Week  
page 6

Catawba County Earns Perfect Score  
page 8

March Forth Campaign  
page 10

Forsyth Co Dental Center Sealants Project  
page 11

Awards and Scholarships  
page 12



# NCPHA Membership Recruitment Challenge!

How many members can you recruit to join NCPHA between April 2, 2018-August 3, 2018?

- MEMBER WHO RECRUITS THE MOST MEMBERS **WINS FREE REGISTRATION TO THE FALL EDUCATIONAL CONFERENCE (\$200 VALUE).**
- ALL MEMBERS WHO RECRUIT AT LEAST TWO MEMBERS ARE ENTERED INTO A RAFFLE FOR A CHANCE TO **WIN A FREE ANNUAL MEMBERSHIP OR \$50 GIFT CARD.** WINNERS ANNOUNCED AT FALL EDUCATIONAL CONFERENCE. YOU DO NOT NEED TO BE PRESENT TO WIN!
  - Additional raffle entry per recruitment over 2 members.
- YOUR FULL NAME MUST BE ENTERED AS THE RECRUITER ON NCPHA MEMBERSHIP APPLICATION FORM.

Join now!  
[www.ncpha.com](http://www.ncpha.com)

Contact  
[kdittmann@ncapha.org](mailto:kdittmann@ncapha.org)  
or [mayom@uncw.edu](mailto:mayom@uncw.edu)  
with questions.

N.C. Public Health  
Young Professionals



# Partner Support of Breastfeeding Project Focus at the North Carolina Division of Public Health

The North Carolina Division of Public Health (NCDPH) was accepted in October 2017 to participate in the Association of State Public Health Nutritionists (ASPHN) Children's Healthy Weight Collaborative Improvement & Innovation Network (CoIIN). North Carolina is one of 20 states involved in CoIIN, and among 11 who are focusing their efforts on breastfeeding. Nine team members currently comprise the NCDPH Breastfeeding CoIIN, including staff from the Children and Youth, Nutrition Services and Women's Health Branches of the Women's and Children's Health Section and staff from the Chronic Disease and Injury Section.

**The first phase of the NCDPH Breastfeeding CoIIN (October 2017–January 2018)** included a needs assessment and project prioritization to determine which of many potential focus areas in breastfeeding the team wanted to target. After reviewing evidence-based literature and opportunities present in NCDPH programs, the team narrowed its focus to impact breastfeeding duration through partners' support of breastfeeding. Breastfeeding support was defined by the team to equal knowledge, attitudes, involvement in decision to continue breastfeeding and practical and emotional support.

## **Phase two of the NCDPH Breastfeeding CoIIN (February–May 2018) is to:**

- Develop and pilot test pre/post questionnaires with a small sample of partners and mothers who have given birth within the last 6 months and are still breastfeeding or who have stopped breastfeeding
- Implement pre-questionnaires with clients of selected DPH programs

## **The goals of the questionnaires will be to measure:**

1. Maternal perceptions of partners' support of breastfeeding
  2. Partners' support of breastfeeding
  3. Pre/post intervention changes as part of the Plan, Do, Study, Act (PDSA) cycle
- Identify curriculum and materials used in DPH programs like Baby Love Plus, Healthy Beginnings, MIECHV, WIC, Triple P, etc., to evaluate the presence of partners' support of breastfeeding language or materials

- Document other partner initiatives in NCDPH where breastfeeding support could be integrated or enhanced

## **Phase three of the NCDPH Breastfeeding CoIIN (June–August 2018) is to:**

- Implement post questionnaires with clients of selected DPH programs and analyze results
- Implement a new PDSA cycle (as appropriate) based on results of the above
- Evaluate DPH program materials and curricula as defined above and strengthen with supportive breastfeeding language for partners
- Evaluate and recommend at least one new policy or practice within NCDPH programs that enhances partner support of breastfeeding and breastfeeding duration

**Year 2 of the NCDPH Breastfeeding CoIIN (September 2018–August 2019)** will be focused, per Association of State Public Health Nutritionists and U.S. Health Resources and Services Administration input, on innovatively integrating and/or enhancing nutrition into the Title V MCH Block Grant Program. The team will likely continue to focus its work on breastfeeding (and lessons learned from Year 1) as a basis for this work.

For more information about the NCDPH Breastfeeding CoIIN, please contact any of the below team members.

Diane Beth, MS, RDN, LDN:  
[Diane.Beth2@dhhs.nc.gov](mailto:Diane.Beth2@dhhs.nc.gov)  
Jessica Bridgman, MPH RDN LDN:  
[Jessica.Bridgman@dhhs.nc.gov](mailto:Jessica.Bridgman@dhhs.nc.gov)  
Tonya Daniel, LCCE, FACCE, IBCLC, CD/BDT(DONA):  
[tonya.daniel@dhhs.nc.gov](mailto:tonya.daniel@dhhs.nc.gov)  
Kelly Kimple, MD, MPH, FAAP:  
[kelly.kimple@dhhs.nc.gov](mailto:kelly.kimple@dhhs.nc.gov)  
Gerri Mattson, MD, MSPH, FAAP:  
[gerri.mattson@dhhs.nc.gov](mailto:gerri.mattson@dhhs.nc.gov)  
Chiara Phillips, MS, RD, LDN, IBCLC:  
[Chiara.Phillips@dhhs.nc.gov](mailto:Chiara.Phillips@dhhs.nc.gov)  
Tara Owens Shuler, M.Ed., LCCE, FACCE:  
[tara.shuler@dhhs.nc.gov](mailto:tara.shuler@dhhs.nc.gov)  
Megan Squires, MPH, MSW:  
[megan.squires@dhhs.nc.gov](mailto:megan.squires@dhhs.nc.gov)  
Karen Stanley, RDN, LDN:  
[Karen.Klein.Stanley@dhhs.nc.gov](mailto:Karen.Klein.Stanley@dhhs.nc.gov)



# NCPHA *Long-Time* *Member* SPOTLIGHT



**Len Gilstrap**

Retired Dec. 1, 2017

Environmental Health Specialist Supervisor (30 years)

Carteret County Health Department

**How long have you been a member?**

NCPHA member since 1990 when I was given an opportunity to attend a conference. Remained a member ever since.

**What is a typical day like for you?**

LOL! Life is good being retired.

**What do you enjoy most or find most valuable about being a member of NCPHA?**

I enjoyed networking with other public health colleagues first and foremost. Not only did it open my eyes to the incredible things that so many people involved in public health do, it made me realize that my job was entangled in practically everything they did. The most valuable have been the friends I've made and the knowledge I've gained by attending conferences.

**What is your favorite tip for someone in public health?**

Get involved! Step outside your comfort zone. Learn about other areas of public health. Don't isolate your knowledge to your profession.

**How do you plan to celebrate National Public Health Week?**

Being out of the workforce, I will use the opportunity to remind friends and family by sharing Public Health Week notifications through social media.







## An Aesthetic Tattoo Art Gains Popularity: Environmental Health Sees More Microblading

Microblading is a type of tattoo. Microblading attracts customers looking to improve or enhance the appearance of their eyebrows and people who suffer from alopecia. The process is considered a tattoo because a pen-like device with a micro scalpel is used to scratch and to etch thin lines the skin. This special tool deposits the ink or colorant closer to the surface than a regular tattoo needle. Practitioners state that this method leaves very fine, crisp, hair-stroke lines that heal thinner and sharper than traditional permanent make-up tattoo styles. Touch-ups are required, and the procedure can be quite costly.

Because microblading is very specialized, aestheticians should seek out good training. There are trainers from around the country who have been holding training sessions in North Carolina. Some provide an extensive curriculum with necessary bloodborne pathogen certifications. The trainers often provide the start-up kit with the equipment, such as disposable microblading equipment, ink caps, lap cloths, masks, eye protection, disinfectants, waiver forms that capture date of birth and proof of identification and aftercare instructions and products.

Reputable trainers who bring courses to North Carolina will know about North Carolina's .3100 Rules Governing Tattooing. However, there are many trainers and new aestheticians who either do not know about Permitting, or maybe they do know and do not apply. Dareen Anderson of Curve Brows, a training group from Atlanta, suggests that there is an inconsistency in the message. Many customers and aestheticians do not know the difference and may believe that the regulatory authority

is either the Cosmetic Arts Board or under the license of a dermatologist like many medical spa clinics.

How much microblading is out there? Wake County reports that out of 162 Tattoo Artist Permits, 77 are doing some form of aesthetic tattooing. Of that number, an estimated 60% are microblading. The interest has increased with aestheticians calling for information on how to get permitted. Hoke County saw its first microblading aesthetician just two weeks ago. Orange County has three now, which is more than 25% of all artists.

These permittees may continue to grow in numbers. Even training aestheticians must be permitted. The nature of their operation causes some new concerns. Training is not required by the Rules, but certainly recommended. Microblading is done in a salon, a private clinical setting or in a spa setting, so the initial review of the plan and issuing the permit has its limitations. For an operational inspection, customers may not consent to having an Environmental Health Specialist (EHS) there to do the inspection. It is awkward, and nothing quite like a tattoo parlor. The industry continues to change and present these challenges.

Suggestions for the field EHS: google microblading in your county to see if anyone is already advertising it, ask a ton of questions, ask about the training, attend training and know the difference in the equipment: disposable pen or the pen with the disposable blade and ink versus colorant.



# HEALTHIEST NATION 2030

National Public Health Week ■ April 2–8, 2018

CHANGING OUR FUTURE TOGETHER



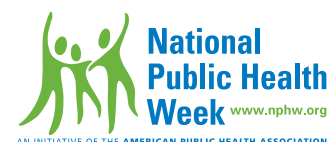
Everyone deserves the opportunity to live a long, healthy life free from preventable disease and injury. In fact, that's what public health workers strive toward every, single day. Inside health departments in every corner of the country, public health workers ensure the basic foundations necessary for good health — clean water, safe food, breathable air and access to life-saving vaccines, just to name a few. But to truly become the healthiest nation by 2030, we must also take momentous steps toward achieving health equity. And achieving health equity means taking on the social determinants of health that often put good health and longevity out of reach for so many in America.

We want to change that dynamic — and it will take all hands on deck to do it. This National Public Health Week (NPHW), we hope you'll join us in engaging all communities and all sectors in a conversation about the role each of us can play to put good health within everyone's reach. Where we live, learn, work, worship and play impacts our health and our opportunity to ward off disease and injury. With that in mind, let's partner across public and private spheres to create healthier people, families, communities and, eventually, the healthiest nation. We can do it — if we work together.

Each day of NPHW 2018 will focus on a different public health topic that's critical to creating the healthiest nation. We hope you'll use each topic to spark new conversations and engage new stakeholders in your community. And, of course, every day of NPHW will be a day to celebrate, recognize and honor the contributions of America's public health workers.

For more information go to [nphw.org](http://nphw.org)

## #SpeakForHealth



## NCPHA E-Newsletter

# 2018 National Public Health Week

Everyone deserves to live a long and healthy life in a safe environment. To make this happen, we must tackle the causes of poor health and disease risk among individuals and within our communities. Where we live, work, worship and play impacts each of us and can determine our health and how long we live. In the workplace, let's partner across public and private sectors to make sure decisions are made with the public's health in mind. Within our communities, let's start new conversations with our neighbors and be advocates for positive change. Working together, we can build healthier communities and, eventually, the healthiest nation. But we need your help to get there.

During each day of National Public Health Week, we will focus on one public health topic. We believe these topic areas are critical to our future success in creating the healthiest nation.

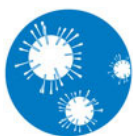
## Monday, April 2: Behavioral Health



### **Advocate for and promote well-being**

Focus on and advocate for improved access to mental and behavioral health services. Use education and training to de-stigmatize mental health diagnoses and encourage people experiencing mental illness to seek treatment. Coverage for mental health services must be on par with physical health services in all health insurance coverage.

## Tuesday, April 3: Communicable Diseases



### **Learn about ways to prevent disease transmission**

Wash your hands. Know your HIV status. Call on employers to support and provide sick leave so sick workers can care for themselves and avoid spreading disease to others. Support comprehensive sexual health education in schools, which can reduce rates of sexually transmitted disease (as well as teen pregnancy). Keep yourself and your families immunized against vaccine-preventable diseases — and get your flu shot!

## Wednesday, April 4: Environmental Health



### **Help to protect and maintain a healthy planet**

Reduce our collective carbon emissions footprint. Transition to renewable energies. Protect our natural resources and use evidence-based policy to protect our air, water and food. Support environmental health efforts that monitor our communities for risks and develop health-promoting interventions. Call for transportation planning that promotes walking, biking and public transit — it not only reduces climate-related emissions, but helps us all stay physically active.

## Thursday, April 5: Injury and Violence Prevention



### **Learn about the effects of injury and violence on health**

Increase funding to programs that reduce and prevent community violence. Advocate for occupational health and safety standards that keep workers safe on the job. Support policies that save those struggling with addiction from a fatal drug overdose. Many injuries are preventable with the appropriate education, policy and safety measures in place.

## Friday, April 6: Ensuring the Right to Health



### **Advocate for everyone's right to a healthy life**

Everyone deserves an opportunity to live a life free from preventable disease and disability. The places where we live, learn, work, worship and play should promote our health, not threaten it. That's why creating the healthiest nation requires a dogged focus on achieving health equity for all.

Join us in observing NPHW 2018 and become part of a growing movement to create the healthiest nation in one generation. During the week, we will celebrate the power of prevention, advocate for healthy and fair policies, share strategies for successful partnerships and champion the role of a strong public health system.







## Public Health Awarded Reaccreditation with Honors *Catawba County Earns Perfect Score*

Catawba County Public Health was awarded Accreditation with Honors status at the North Carolina Local Health Department (NCLHD) Accreditation Board Meeting in Raleigh on December 19, 2017.

Catawba County Public Health is among the first of four health departments in the state to receive the designation with Honors. The accreditation process included a review of activities conducted from 2013 to 2017. Catawba County met all 147 of the accreditation activities and received a perfect score in the review process. Participating in NCLHD Accreditation provides Catawba County Public Health the opportunity to demonstrate the quality of our services and partnerships.

“We are extremely proud of the exemplary work that Catawba County Public Health staff perform daily, and we are thrilled that this process highlighted so many of the impactful things we do. The designation of being

accredited with honors attests to the quality of service our staff provides,” said Catawba County Health Director Doug Urland. “We are pleased that our agency has been recognized as a leader in protecting and promoting the health of the community.”

Accreditation is a continuous process involving consistent planning, review and documentation of services, goals and achievements that meet set standards. This comprehensive process included a review made by a team of public health leaders from across the state that evaluated Public Health’s success in meeting accreditation standards, toured Public Health facilities, and conducted interviews with Public Health staff and community partners.

“So much of our work relies on collaboration with strong community partners, and we are thankful for their shared commitment as we work toward our vision of leading the way to a healthier community,” said Urland.

Photo (L to R): Catawba County Health Director Doug Urland, County Commissioner Barbara Beatty, and Staff Development Specialist Jason Williams received the reaccreditation news in Raleigh on December 19, 2017.





# NCPHA MEMBERSHIP DRIVE!



## HEALTHIEST NATION 2030

April 2 - 8, 2018 | National Public Health Week

### Celebrate National Public Health Week & Join NCPHA!

- ❖ **\$10 discount** for all **NEW** members who join NCPHA April 2-8, 2018!
- ❖ <https://ncpha.memberclicks.net/join-now>
- ❖ Select **“Invoice Me”** for payment. Invoice sent to your email will reflect your \$10 discount.
- ❖ Send a check or log in to pay via credit card.
- ❖ Discount does not apply to renewals.

Contact [kdittmann@ncapha.org](mailto:kdittmann@ncapha.org) or [mayom@uncw.edu](mailto:mayom@uncw.edu) with questions.



# Public Health to Participate in ***March Forth*** Campaign



Despite significant progress in reducing smoking, tobacco use is still the leading preventable cause of death and disease in North Carolina.

Beginning March 4, 2018, public health partners across the state started a “March Forth” Campaign to mobilize local governments and pass comprehensive tobacco-free regulations. By law, N.C.’s local governments can make local government buildings, grounds and public indoor places smoke free or tobacco free (including e-cigarettes). These laws are triply effective in addressing the leading preventable cause of death in our state as they protect

community members from secondhand smoke, provide role modeling which prevents young people from starting to use tobacco products and help tobacco users quit.

Local public health departments are doing everything from holding kick-off events to quietly planning outreach to county and municipality leadership to move the needle towards more smoke-free and tobacco-free places. The March Forth Campaign will continue until March 4, 2019.

The incentive for the campaign comes from the court-ordered release of “corrective statements” from the tobacco industry, with five core messages appearing in 50 newspapers across the country, including *The Observer* in Charlotte. On Sunday, March 4, the fifth and final full-page ad appeared in *The Observer*, focusing on the dangers of secondhand smoke. Television ads are airing on major broadcast channels throughout the year.

The March Forth Campaign should also increase North Carolina counties and municipalities that receive the N.C. Association of Local Health Directors’ Creating Healthy, Tobacco-Free Communities: A Challenge award.

The Tobacco-Free Communities Challenge Award is offered for any North Carolina community or county that adopts policies with no exceptions that make all areas allowed under the law smoke free or tobacco free.

# Forsyth County Dental Center Sealants Project



In 2016, Cleveland Avenue Dental Center implemented a school-based sealants project in Title I Winston-Salem Forsyth County (WS/FC) Elementary schools providing services at more than 15 schools. The school-based sealants project is designed to address underutilization of sealants among underserved children to prevent tooth decay. Our goal is to serve 3,000 students over the next three years enrolled in WSFC by providing oral health education, cleanings as needed and applying fluoride varnish treatment to every student.

Services were provided at Konnoak Elementary, Cook Elementary, Griffith Elementary, Hall-Woodward Elementary, Ashley Elementary and Forest Park Elementary in 2016-2017 school year. The dental center plans to offer services at Easton Elementary, Petree Elementary, Oldtown Elementary and Ibrahim Elementary in 2017-2018 school year, and Kimberly Park Elementary, Cook Elementary, Gibson Elementary and Mineral Springs in 2018-2019 school year.

In 2016-2017 school year, the dental center screened a total of 641 children, placed 785 sealants and completed 367 cleanings. To date, Forsyth County Department of Public Health, Cleveland Avenue Dental Center, is the only dental provider that goes into the school system to offer a sealants project. After sealants are applied, they protect against 80% of cavities for two years and continue to protect against 50% of cavities for up to four years. The Cleveland Avenue Dental Center strives to meet our mission statement of preventing disease and promoting a healthy community through community engagement, regulation, education and partnership.



# Awards and Scholarships

The Nursing Section presents two awards and starting in 2014, two scholarships each year. Link below will guide you to the information you need to nominate a deserving colleague for the Margaret B. Dolan Award or the Direct Service Award. The Section also offers two scholarships annually. All are presented at the annual NCPHA Fall Educational Conference. Again, find applications for these awards and scholarships at the link below.

The Joy F. Reed Leadership Scholarship was initiated in 2014 and is available to a public health nurse currently licensed as a registered nurse in North Carolina who is a member of NCPHA or NCAPHNA and interested in leadership training.

The Nursing Section offers an annual scholarship for \$500 to a nurse currently enrolled in an advanced nursing program (BSN, Masters, etc.)

If you have any questions you can always call or email a member of the Executive Committee for additional information.

The Executive Committee of the Nursing Section this year includes:

Jennifer Lindsay Chair [jlindsay@catawbacountync.gov](mailto:jlindsay@catawbacountync.gov)

Susan Little-Vice Chair, [susan.little@dhhs.nc.gov](mailto:susan.little@dhhs.nc.gov)

Carol Rose-Secretary, [carol.rose@dhhs.nc.gov](mailto:carol.rose@dhhs.nc.gov)

Beth Rowell-Treasurer, [beth.rowell@hth.co.roberson.nc.us](mailto:beth.rowell@hth.co.roberson.nc.us)

Carolynn Hemric-Vice Chair of Education, [Carolynn.Hemric@dhhs.nc.gov](mailto:Carolynn.Hemric@dhhs.nc.gov)

Felicia Reid- Vice Chair of Communication, [FREID@guilfordcountync.gov](mailto:FREID@guilfordcountync.gov)

Link to more information regarding awards: [ncpha.memberclicks.net/nursing](http://ncpha.memberclicks.net/nursing).

---

## Upcoming Public Health Conferences

### Public Health Social Work Conference

April 25, 2018, Colfax, NC

[Registration fee and registration link](#)

### Cancer Survivorship Summit

April 27-28, 2018, Charlotte, NC

[Registration fee and registration link](#)

### NCPHA Fall Educational Conference

September 19-21, 2018, Charlotte, NC

[Sponsor and Exhibitor Information](#)

---

## Contact Us

Lynette Tolson, Executive Director, E-mail: [ltolson@ncpha.org](mailto:ltolson@ncpha.org)

Kim Dittmann, Public Health Administrator, E-mail: [kdittmann@ncpha.org](mailto:kdittmann@ncpha.org)

222 N. Person Street

Suite 208

Raleigh, NC 27601

Phone: 919-828-6201 Fax: 919-828-6203 Website: [ncpha.memberclicks.net](http://ncpha.memberclicks.net)



[facebook.com/ncpha](https://facebook.com/ncpha)

[twitter.com/NCPHA](https://twitter.com/NCPHA)



NCPHA E-Newsletter Editor: Elizabeth Thomas, North Carolina Institute for Public Health

Graphic Designer: Zannie Gunn, [TypeColorShapes.com](http://TypeColorShapes.com)

