

NCPHA e-newsletter

E-Letter from the NC Public Health Association and the NCPHA Public Awareness Committee

December 2013

A Note from The President

Greetings and Happy Holiday Season to all of our NCPHA Members



I wanted to take a moment to thank everyone who helped to plan the 2013 NCPHA conference. I will be honest that I have only been in the public health space for about 7 years, but I have attended this conference all of those years and it just gets better and better. It has always been so successful because of the hard work that is done by the section chairs as well as those section representatives who plan the sessions for the conference. This year we made an effort to increase the amount of time each section could spend planning sessions that were relevant to them. In addition to Thursday sessions, sections were able to plan Wednesday afternoon, in an effort to increase potential for CEUs and allow more time for profession-specific topics. It also allowed for participants to be involved in sessions that encouraged post-conference “action items” which made this year’s NCPHA meeting a

jumping-off point to getting some future public health work done. As someone who loves to leave a meeting knowing what the next steps are, this was exactly what I was looking for in a meeting.

Additionally, we got a lot of feedback this year about the need for a conference schedule that is easier to read. Suggestions included listing all sessions occurring at the same time so that you can go to sessions planned by different sections, as well as provide networking opportunities to all participants rather than to only those in certain sections. Comments made through the conference survey will all be considered. Lisa Macon Harrison, President Elect, and I have reviewed these responses and we hear your requests. We will work on these changes in preparation for the annual conference in Wilmington in September 2014. This year I encourage you to start now to prepare for NCPHA in Wilmington 2014. You can get started by:

1. Most of the membership is linked to a section. Join your section calls this year. Choose an activity as a section. Find something you can work on that will improve your profession and grow your members as professionals. Think about what action your section can take this year to improve the public health of NC.
2. Within your organization, encourage other members who are not participating in NCPHA to take an active role as a member, a section participant and an advocate for public health. If you have any questions about WHY they should become an NCPHA member, please connect with Brittan Wood (BWood@phaboard.org) or provide them with this list.
 - a. An improved web site and access to the members-only listserv
 - b. Quarterly newsletters and monthly e-newsletters to stay abreast of and share public health news across NC
 - c. Continuing Education opportunities provided at the Annual Fall & Spring Education Conferences
 - d. Awards, mini-grants, and scholarship opportunities offered annually!
 - e. Networking opportunities, not only at the conferences but through participation in the many Sections that are discipline/issue-specific
 - f. Leadership opportunities through the Executive Committee, Governing Council, Sections, or on the many committees that keep NCPHA running smoothly
 - g. NCPHA is the public health advocacy voice with the NC legislature. The more members we have, the louder our voice will be!
 - h. Last, there are extra miscellaneous benefits, such as discounts at many of North Carolina’s popular theme parks and attractions! Members enjoy discounted tickets to the Biltmore Estate, Wet’n Wild Emerald Pointe, Carowinds, Tweetsie Railroad, Great Wolf Lodge, and the North Carolina Zoo

3. Start walking and running so you will be ready for the NCPHA 5k! Lillian Barfield and the Environmental Health Section does an amazing job organizing the 5k every year. Let’s make this year at Wilmington, the greatest 5k yet!

-Joanne Rinker, President

NCPHA Nursing Section: *Honoring Leadership and Service*

The NCPHA Nursing Section held its annual meeting at the 2013 Fall Educational Conference in Asheville. In addition to the other business conducted at the meeting, the section voted unanimously to create a scholarship award in honor of Dr. Joy Reed. The nursing section has tasked a committee with defining the criteria for awarding the scholarship and determining the amount.

Dr. Reed is currently Head of Public Health Nursing for the North Carolina Division of Public Health, a position she has held since June 1995. In addition, she fills two other roles for the Division: Head of the Local Technical Assistance & Training Branch and Project Director for the new Health Information System. She is also the Division's lead for North Carolina's mandatory accreditation program for local health departments, having served in that role since the idea was first conceived in 2002. She also serves as adjunct faculty at both the School of Nursing and the School of Public Health

at the University of North Carolina at Chapel Hill.

She was a member of the inaugural cohort of the Robert Wood Johnson Executive Nurse Fellows Program, served on the Selection Committee for the Program from 2002-2005 and began her term on the National Advisory Committee in 2009. She has twice served as President of the Association of State and Territorial Directors of Nursing and Chair of the Quad Council of Public Health Nursing Organizations. During her second term, she led the Quad Council in developing a set of national public health nursing competencies. She was Chair of the American Nurses Association committee that developed the Public Health Nursing: Scope of Standards of Practice and served on the last two committees to revise the Scope and Standards of Nursing Administration. She was elected to the North Carolina Board of Nursing in 2004. She serves on the Performance Policy Committee of the Association of

State and Territorial Health Officials and the Standards Workgroup of the national Public Health Accreditation Board. Joy's honors include: selection as the Distinguished Alumnus for Duke University School of Nursing in 2010; induction into the American Academy of Nursing in November 2008; receipt the American Nurses Association's Pearl McIver Award for Public Health Nursing in June 2008.

Joy Reed leaves an impressive legacy as a leader in public health nursing both at the state and national level. This scholarship is intended to reward public health nurses who demonstrate the leadership potential and passion for public health exemplified by Joy Reed's career. Those wishing to honor Dr. Reed by donating to the fund, please make the donation to NCPHA and designate the money for the Joy Reed Scholarship fund.

Pam McCall, Vice-Chair of Communication, Nursing Section

NCPHA Membership Dues Increasing in 2014: *Renew now to get the current rate!*



In March of 2013, NCPHA's Governing Council voted and approved a membership dues increase of \$5.00 for all membership categories effective January 1, 2014. The reason behind the increase is that it was recommended at the strategic planning meeting held in February to implement a small increase annually rather than a jump of \$15-\$20 dollars every couple of years.

You can still renew at the current rate if you submit your renewal by December 31, 2013. Membership Dues can now be renewed online at ncpa.memberclicks.net/member-center-join.

Thank you for your continued support and involvement in NCPHA. While I think we can all agree that NCPHA is a wonderful professional development and advocacy organization for public health...the best is yet to come!

Brittan Wood, Chair, NCPHA Membership & Outreach Committee

Award Winners from the September NCPHA FEC

Major Awards

Citation of Merit	Barbara Stelly, Retired
Distinguished Service Award	Dr. Melva Fager Okun, NC Prevention Partners
Rankin Award	Kenneth Carter, Guilford County Health Department
Partners in Public Health	North Carolina Restaurant and Lodging Association
Norton Group Award	Region 5 of the CTG Project

Dr. Ann F. Wolfe Mini-Grant Winners

- Rockingham County Health Department – Smoking Cessation Classes for Mothers of Small Children or Pregnant Women
- Cumberland County Health Department – The Baby Store Project
- Guilford County Health Department – Centering Pregnancy Group Prenatal Care Model
- Gaston County Health Department – 100 Pack ‘n Plays to low-income families

NC GSK Child Health Recognition Awards

Local Health Departments

- Alamance County Health Department
- Henderson County Health Department
- Dare County Health Department

Lifetime Achievement Award Miriam Labbock, UNC Breastfeeding Institute

Individual Award Kristi Marr, Gaston County Health Department

Public Health Staff Recognition Award Jodi Massey, Granville-Vance Health District

Scholarships

Abigail Newton	Chandler Strickland	Sarah Summers
Amy Bellflower Thomas	Lillian Barfield	Susan Hales
Billie Walker	Linda Swarts	
Carmen Carrick	Lisa Holt	

SAVE the DATE -- Public Health Calendar

December 2013						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	 19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	 23	 24	25
26	27	28	29	30	31	

December 19, NC Association of Local Health Directors’ Monthly Meeting, Raleigh.

January 23-24, State Health Director’s Conference, Raleigh

To view more public health events from across the state, please go the following link: ncpha.memberclicks.net/events. If you have an event you’d like to submit for the calendar, please send it to Kim Dittmann at kdittmann@ncpha.org.

It's Flu Season: Surveillance in North Carolina

Lots of folks get a flu shot each fall. Many employers now require flu shots, especially in hospital settings. The point of a flu shot is to avoid an individual getting sick, and also protects against community spread when someone does contract the flu.

Have you ever wondered how the Epidemiology Section of the Division of Public Health tracks flu occurrence in North Carolina? Unlike most communicable diseases that are under public health surveillance, influenza is not routinely tracked by reporting of individual cases.

Influenza surveillance is conducted using a combination of data sources. These include monitoring of "influenza-like illness" (ILI), virologic surveillance, and reporting of influenza-associated deaths. ILI is primarily monitored through 2 systems: the North Carolina Disease Event Tracking and Epidemiologic Collection Tool (NC DETECT) and the Influenza-Like Illness Surveillance Network (ILINet). ILINet, operated by CDC, is comprised of about 80 providers collecting nasopharyngeal swabs from selected patients and submitting them to the state lab for testing. This helps public health officials determine whether the current year's vaccine is a good match for circulating influenza strains. The third major component of influenza surveillance is tracking of influenza-associated deaths.

Vaccination is the best way to prevent influenza infection. During the 2012–2013 influenza season, the peak occurred in late December, 2 months before the usual peak, and the proportion of all outpatient visits attributable to ILI reached the highest level since ILINet was introduced in North Carolina. Remind your friends and family to get their flu shot. For more information on influenza surveillance, contact the NC Division of Public Health, Communicable Disease Control Branch. (Article adapted from Simeonsson and Moore, 2013; *NC Med J.* 2013;74(5):425-433) www.ncmedicaljournal.com/archives/?74515

Southern Health Association

As many of you know, I shall be retired as of December 1, 2013, and as many retirees have discovered, you just cannot give up public health service completely. It was not by design, but as it turns out during 2014 I will be President of the Southern Health Association (SHA). Along with that honor I will have the opportunity to attend our 8 Affiliate States from Florida to North Carolina and as far west as Arkansas.

This year's annual educational conference will be held in conjunction with the Alabama Public Health Association (ALPHA), April 9 – 11, 2014 in Birmingham. Meetings will be held for two days at the Double Tree Hilton located next to the medical complex, and on one day the entire Alabama School of Public Health facility, located just a few blocks away, will be turned over to ALPHA and SHA to conduct educational sessions. The South Carolina Public Health Association found that having SHA participate with them last year resulted in a three-fold return on their investment. SHA anticipates that our involvement with ALPHA will offer them more opportunity to have skillful speakers with excellent and timely topics as the result of the joint planning efforts with SHA.

I recently asked SHA members to send me quotes as to what Southern Health Association membership has meant to

them. While I want to share all the responses, perhaps Nettie Gerstle from Tennessee has summed it best with the following: "The Southern Health Association has been a wonderful opportunity to expand my knowledge and understanding of public health, especially from a broader regional perspective. The collective public health experience of the Southern Health Association members is a great resource to all its members. It is helpful to hear the challenges other Southern states are having and how they have dealt with those challenges. Through this sharing, the whole group is able to contribute and/or learn best approaches and practices, adding to everyone's public health knowledge and experience."

Another advantage I have found in SHA is the opportunity to socialize with the members. You will never meet a friendlier, more welcoming, and inclusive group of people, or a group that is more committed to public health!"

If you would like to know more about the Southern Health Association and how you can become a member, go to www.southernhealth.net. I would love to see more members from North Carolina participating with us.

Tom Bridges, NCPHA Affiliate Representative

Wellness & Prevention Section Fall Educational Conference Summary

At this year's NCPHA Fall Educational Conference, the Wellness & Prevention Section was in full swing. With 13 presenters providing information and motivation on many different topics, each health educator, nurse, and other public health worker who joined the fun were sure to have left feeling revitalized and encouraged. Throughout the two days of the conference included the following:

“Utilizing Marketing Strategies and Social Media to Take Public Health to the Next Level”- This workshop identify and accessed tangible resources to expand a Public Health marketing campaign, which can include social media as well as identified implementation strategies for marketing, social media and engaging staff and other key stakeholders.

“Innovative Ways to Teach Sex Education”- This workshop was an interactive learning experience for all who joined in. Attendees were able to learn new creative, relevant and effective activities that match present-day learning methods of sex education, as well as inexpensive activities that can be used as primer to a number of different topics.

“The Role of Health Education in Diabetes Self-Management Education”- During this session, health educators were able to understand the changes which are happening in the DSME field. Educators were informed on how to become Certified Diabetes Educators as well as ways DSME can be provided in the public health setting.

“Using the Road Map and BRFSS Data to Address Cognitive Decline & Alzheimer’s Disease in NC”- New toolkits are always being offered in the public health field. In this session, educators were introduced to the toolkit which the Alzheimer’s Association uses. This section was helpful in learning ways to implement the “public health road map for state and national partnership.”

“Healthy Corner Store Initiative Panel”- This panel discussion introduced three different projects throughout the state with regard to the CTG initiative, Healthy Corner Stores. Participants received information on the assessment, implementation and evaluation of projects which have already been completed and were given ways to implement and begin this project in their own communities.

Each year the Wellness & Prevention section recognizes projects and people through awards. There are four different awards which are given, each with its own story. Award nominations are accepted by the awards committee each year 2 months before the Fall Conference. The following are the awards given this year and their recipients.



Wake County – Sparkle Awardee

1. The **Sparkle Project Award** recognizes a model health education and/or nutrition project of two years or less duration or a one-time event in which a health educator and/or nutritionist was involved. 2013 Awardee: Wake County – “Movin and Groovin” Walking Club
2. Model health education and/or nutrition projects of more than two years, in which a health educator and/or a nutritionist was involved in its design and establishment, are eligible to compete for our **Golden Project Award**. 2013 Awardee: Dare County – “Peer Power”
3. We reserve the **Jeanne Palmer Excel Award** for an outstanding health educator in recognition of his/her contributions to promoting the health and well-being of North Carolina residents and/or the health education profession.
2013 Awardee: Andrea Swain – Carteret County

Thank you to everyone who joined us at the Fall Conference! We enjoyed getting to catch up with old friends and learn more about our new ones! We hope to see you all next year in Wilmington!!

A special thank you to the W&P Planning Committee:

Kathie Cox, CHES • Brittany Crump, MPH, CHES • Ulva Little • Larissa Mills, MPH • Ann Staples, MCHES • Brittan Wood, MPH, CHES

APHA 2013 Report



Twelve thousand public health professionals gathered in Boston, November 3 – 6, for the 141st Annual Meeting of the American Public Health Association. The theme for this meeting was “Think Global, Act Local,” with a program presenting the best in public health research and highlighting the best public health practices from around the world.

During this meeting the Governing Council adopted seventeen new policy statements, covering topics ranging from social security to noise pollution.

Policy statements will be available online at www.apha.org/advocacy/policy in early 2014.

Joyce Gaufin, former President of the Utah Public Health Association, began her one-year term as APHA President. Shiriki Kumanyika, PhD, founding director of the MPH program at the University of Pennsylvania, was chosen as President-Elect. Four new members were elected to the Executive Board:

- Gail Bellamy, PhD, Director of the Center for Rural Health Research and Policy at Florida State University
- José Ramón Fernández-Peña, MD, MPA, Associate Professor of Health Education at San Francisco State University
- Ella Greene-Moton, a community activist from Flint, Michigan
- Barbara Levin, MPH, MD, medical director of school-based clinics and a family practice physician in Monroe County, Tennessee

Lisa Carlson, MPH, past President of the Georgia Public Health Association, serves as this year’s Chair of the Executive Board.

APHA also launched its “new brand” with an updated logo and a new tag line: *For science. For action. For health.* Learn more at: www.apha.org/about. In 2014, the association will begin a multi-year strategic planning process. The 2014 meeting will be in New Orleans, November 15 – 19.

Miriam Labbok Receives APHA Award



The Carl Taylor Lifetime Achievement Award from the APHA International Health Section was presented to Miriam Labbok, MD, MPH, IBCLC, Professor the Practice and Director, Carolina Global Breastfeeding Institute, Department of MCH, Gillings School of Global Public Health, UNC Chapel Hill, by Professor Gopal Sankaran. The award honors public health visionaries and leaders who have shaped the direction of international health and/or the development of APHA.

APHA Posters and Presentations from North Carolina Public Health Colleagues

Vienna Barger, DHHS, WCH Branch, Poster: Population Based Prenatal Care Management Services for Low-Income Women.

Kate Berrien, CCNC, Poster: NC's Pregnancy Medical Home: An Innovative Approach to Improving Maternity Care and Birth Outcomes.

Corey Davis, Health Law, Presentation: Longitudinal Legal Assessment and Analysis of Prescription Monitoring Programs; Presentation: Reducing Opioid Overdose by Changing Law and Policy.

Jorge Figueroa, UNC-W, Presentation: Curriculum Mapping for an Undergraduate Program in Public Health – Aiming for a Moving Target.

Heather Parnell, Duke University, Presentation: HIV Testing in the Rural South: A House Party Approach; Presentation: Creating a Coordinated HIV Data System in North Carolina: Laying the Foundation.

Natalie Rich, UNC-CH, Student Wellness, Poster: Adapting and Evaluating a Brief Alcohol Intervention for College Students called Group BASICS (Brief Alcohol Screening and Intervention for College Students).

Diana Sanchez, UNC-CH, Poster: Patterns of and Associations with Testing for Sexually Transmitted Infections Among Students at a Public University in the Southeast.

Jill Simmerman, CTG Coordinator for Buncombe, Henderson and Madison Counties, Presentation: Political Will and CTG Project Strategies in Western North Carolina.

Ashley Tucker, MPH, Department of Public Health, East Carolina University, Poster: An Intermediary Outcome Evaluation of Dare County, North Carolina's "Peer Power" Program

Tessa Walker Linderman, Buncombe County Health Department, Presentation: Facilitated a Work Group to Update the Definition of Public Health Nursing.

Memberclicks, NCPHA's New Database and Website Software

As you have hopefully noticed, NCPHA's website has a new look. In July of this year, we converted our database and website to Memberclicks, an association-based software package. The new software enables us to better manage member profiles, streamlines the renewal process and allows for on-line registration of conferences and other events. Each member's user name is your work e-mail address. You also were assigned a new password. You must login with your user name and password each time you renew your membership, register for a conference or event or make changes to your profile – i.e., mailing address, email address or new employer. If you'd like to edit your profile or change your password to one that is easily remembered, go to bit.ly/1hwNMZY. Click on "Edit" to the right of the information. If you incur difficulties with the website, please contact Kim Dittmann at kdittmann@ncapha.org. We are always happy to help!

Employment E-List

A couple of months ago we created the NCPHA Employment E-List. Public health job announcements from across the state are sent each Friday via the E-List. If you would like to subscribe to the list please contact Kim Dittmann at kdittmann@ncapha.org. Please note - you must be a current member of NCPHA to subscribe.

NCPHA Conference Planning

NCPHA has begun assisting other public health agencies and affiliates with conference planning. Next year both the State Health Director's Conference in January and the Social Work Conference in March are using NCPHA's on-line conference registration abilities and planning assistance to deliver their conferences. Please contact us if we can be of assistance to you!

Contact Us

Lynette Tolson, Executive Director, E-mail: ltolson@ncapha.org
Kim Dittmann, Public Health Administrator, E-mail: kdittmann@ncapha.org
3000 Industrial Drive,
Suite 140
Raleigh, NC 27609
Phone: 919-828-6201

NCPHA E-Newsletter Editors: George O'Daniel & Julie Jacobson Vann

Graphic Designer: Zannie Gunn

