

# NCPHA e-newsletter

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

JUNE 2011

## Salute! Guilford County

Guilford County Department of Public Health-  
100 Years Old and Going Strong!

On May 1, 2011, the Guilford County Department of Public Health marked its 100th birthday as NC's first full time county health department and our nation's second. Three events were held to mark the occasion.

On Friday, April 29, past and present health department staff joined local dignitaries and invited guests at a program focusing on the agency's history and plans for the future. Noted speakers included State Health Director Dr. Jeff Engel and Public Health Historian Dan Shingleton of Barton College.

Saturday morning, April 30, the GO FAR Celebrating 100 Years of the Guilford County Department of Public Health event was held in High Point. Thousands of walkers and runners participated, including ten public health staff and family members.

The last event, Fitness by the Fountain Celebrates 100

Years of Guilford County Department of Public Health took place on Monday, May 2. This was the May kickoff to the annual Fitness by the Fountain season in Greensboro and included four free and fun fitness sessions. Hundreds participated. Public Health sponsored health information and screenings at both events.

Over the next few months, the Department will exhibit its Public Health Photovoice in libraries and other settings across the county. Residents will be able to learn more about the unique role of public health through pictures taken by local public health staff.

Special media, including a newspaper insert and radio and TV commercials, was a part of the celebration.

For more information about the celebration, contact Jean Workman at [jworkma@co.guilford.nc.us](mailto:jworkma@co.guilford.nc.us)



## From Jones Street...

*A legislative update from Executive Director Lynette Tolson*

The NC Senate is planning to pass its version of House Bill 200, the 2011 Appropriations Bill, this week. The Senate and House leaders have put together a compromise budget bill that will avoid a conference committee. This means the budget could be finalized this week and sent to the Governor's desk for her signature by the end of this week or early next week. It is reported that the five Democrats needed will vote with the Republicans, which will then override any veto power of the Governor.

The following are links to the money report and the special provisions. NCPHA will be putting together a more comprehensive review of the budget and its impact on public health.

Money Report can be found at:

[ncga.state.nc.us/sessions/2011/budget/2011/MoneyReport-5-31-11.pdf](http://ncga.state.nc.us/sessions/2011/budget/2011/MoneyReport-5-31-11.pdf)

HHS begins on page G-1

DENR begins on page H-1

SPECIAL Provisions can be found at:

[ncga.state.nc.us/Sessions/2011/budget/2011/H200-CSLEf-17.pdf](http://ncga.state.nc.us/Sessions/2011/budget/2011/H200-CSLEf-17.pdf)

Items of interest to public health can be found in the Special Provisions on:

Page 14 – School Nurse Study

Page 15- HWTF Elimination language

Page 101 – Public Health

Page 151 – Division of Environmental Health

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# By George!

By NCPHA President George O'Daniel

My county, which is Onslow, is a coastal county and a military community. As part of this Memorial Day holiday weekend, I just took a stroll on the beach and had the opportunity to reflect a bit on a number of things. Sometimes, as we confront and cope with the many challenges of our own jobs, I believe that it is helpful just to pause and put things into perspective. Memorial Day is more than simply a day off, barbecue, and sales at the mall. It is a time to remember, pay tribute to, and honor those soldiers and Marines who paid the “ultimate price” for our freedom. It’s been almost ten years since the terrorist attacks of 9/11. Our prolonged involvement in Iraq and Afghanistan puts Memorial Day more in focus. Let us never forget the bravery, dedication, patriotism, and sacrifices that our military members make and have made for the “greater good” by their service to our country!

*And I'm proud to be an American,  
Where at least I know I'm free.*

*And I won't forget the men who died,  
Who gave that right to me.*

*~Lee Greenwood*

Next, I would again like to thank all those who served on the Program Planning Committee, as well as our speakers, sponsors, exhibitors and attendees for the fine NCPHA spring educational conference entitled *Getting It Done – Strategies for Tough Times*, which was held at the RTP Hilton in Durham on May 17.

In a struggling economy, as unemployment rates rise, more people lose not only the income from their jobs, but also their health insurance as well. That tends to create an increased demand and need for our services. Health Departments play a vital role in promoting and protecting the health of the public and the environment, and our diversified programs and services help our citizens weather “economic storms.” Looking at the “big picture” from an economic standpoint, our prevention services also help reduce health expense in other more costly settings like hospital emergency rooms.

Consideration is being given to legislative proposals to restructure and drastically change the whole “face” of public health as we have known it in NC for many years. Legislation has been introduced that would allow counties to consolidate public health, social services, and mental health into one politicized human services department with a twenty-five person advisory board, as opposed to each having its own board under the current structure. Regionalization or districting and public health authority models are also being studied.

Public health leadership is continuing to identify and convey concerns while concurrently trying to work collaboratively with legislators to address budget shortfalls and improve operational efficiencies. We trust that any major wide-sweeping changes being considered will be carefully analyzed before being enacted.



Plan to attend the

## Annual Educational Conference in Charlotte, September 21-23

At the Hilton Charlotte University Place



Not only will the public health sessions be interesting, but there are things to do and see, like the nearby UNCC Botanical Gardens, shopping at Concord Mills (3 miles away), Charlotte Motor Speedway (4 miles away). If you plan to stay over, the Carolina Panthers play the Jacksonville Jaguars, Sunday, Sept. 25, at 1 p.m.

## Spring Conference focuses on new ways to do the business of public health

State Health Director Dr. Jeff Engel had a lot of news to share, but he didn't forget the theme of the NCPHA one-day Spring Conference: “*Getting It Done—Strategies for Tough Times*.” He shared two starter ideas for the group: use the QI process to find new operational efficiencies, and partner with the healthcare sector surrounding community benefit and prevention.

That segued perfectly into “Connecting the Dots between Economic Development and Public Health”—how to find and engage business leaders in action plans to upgrade local public health and, in the process, improve the health and availability of workers, which will attract new businesses. Meg Molloy of NC Prevention Partners and one of her business partners, Ken Lewis of FirstCarolina Care, shared examples of how this has worked in various NC counties.

The lunchtime speaker was the dynamic Laura Edwards, the director of Healthy NC 2020. Her presentation is on the NCPHA website.

Armed with WHAT needs to be done, the 125 attendees returned to the HOW—with sessions on how to expand your work collaborations, how to use the growing world of social media, and how to manage disease outbreaks and look at disease prevention's economic impact.

See [ncpa.com](http://ncpa.com) for PowerPoints and other presentation materials.