

NCPHA e-newsletter

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

MARCH 2011

Salute! Cherokee County believes in partnerships

What do a local radio station, the Coalition for Safe and Drug Free Cherokee County, a local taxi company, Murphy Medical Center, Cherokee County School Systems, a three-county Medication Management Program, and the Interstate Committee of Preparedness have in common? They are all partners with the Cherokee County Health Department providing solutions to health concerns in the region.

“The shifting health care environment has been challenging. Our efforts to implement and deliver public health services have expanded the development of several community partnerships and creative public health services. Community partnerships facilitate enhanced access to target populations and improve community health”. – Candice Laney, RN, Assistant Health Director/Nursing Supervisor, Cherokee County Health Department

The local radio station promotes Heart A+, which stands for Help Eliminate Alcohol Related Traffic Accidents. Heart A+ is also supported by the Coalition for safe and drug-free Cherokee County. A local taxi service offers bars and restaurants vouchers for a free safe ride home.

Murphy Medical Center and the Cherokee County School System are both part of a community coalition group working on such joint projects as health fairs, immunization rates, and childhood obesity.

Cherokee County Health Department provides the medication management program for Cherokee, Clay and Graham county residents. The program assists individuals who meet specific eligibility requirements to receive prescribed medication at little to no cost to participants.

Cherokee County and counties that border Georgia and Tennessee, as well as preparedness programs in all three states, recognized the need for a collaborative effort on regional disaster planning.

The Interstate Committee on Preparedness has identified areas to share resources and volunteers for an emergency incident or disaster, and to expedite communication in disaster events and networking among colleagues.

“Partnerships are the key to the future in providing services to the public. As budgets get tighter and resources become limited, partnerships will be the only way some programs will continue”. –Jim Higgins, MS, Health Director, Cherokee County Health Department.

From Jones Street, the legislative update from our executive director, will be in the April NCPHA newsletter. Track public health legislation at tinyurl.com/5t6t2vm.

Annual Spring conference registration now open



Don't miss NCPHA's 2nd Annual Spring Educational Conference, May 17th at the Hilton Raleigh-Durham Airport Hotel. This year's theme is entitled *Getting It Done- Strategies for Tough Times*. Sessions include marketing, business techniques for health departments, and the economics of preparedness and prevention.

Governor Beverly Perdue and legislative budget writers

have been invited to speak at the luncheon.

This one day conference will begin with registration at 9:00a.m., and end no later than 5:00 p.m. Contact hours, CEUs, and CHES credits will be offered. Registration discounts are available for NCPHA members who register early. Pre-registration forms must be received at the NCPHA office by Friday, April 29th in order to get the discounted rate. For registration forms and details, go to ncpha.com. Contact jpark@ncpha.org if you have questions.

Last year's annual conference was a successful sold-out event so register today.



Hilton (Raleigh-Durham, RTP)

By George!

By NCPHA President George O'Daniel

Spring has finally arrived and the weather is terrific! During this month people traditionally think of St. Patrick's Day, March Madness, and possibly spring vacations. Although I am not a fanatic, I am a sports "fan." For those of us that enjoy Atlantic Coast Conference basketball, this is normally an exciting time of the year with the ACC season championship, the ACC tournament, and the NCAA tournament with a possible national championship at stake. Knowing that I have a NCPHA e-letter to write and two North Carolina ACC teams vying to get into the Sweet 16 by winning today, I am combining my watching with my writing.

Therefore, the focus of my column this month will be some lessons that we can learn from watching the UNC and Duke NCAA tournament basketball games today.

- Former NC State basketball coach Jim Valvano once said, "Don't give up. Don't ever give up." He also said, "Never give up on the play, the game or yourself." This conveys the importance of persistently trying your hardest and fighting and scrapping until the final buzzer. Don't ever give up just because things don't seem to be going your way and you get behind.

- Duke coach Mike Krzyzewski has been quoted as saying, "Effective teamwork begins and ends with enthusiasm." It is certainly true that a person with a positive attitude and passionate desire to excel can be very motivational and inspirational to others while "one rotten apple can spoil the bunch."

- Just today, UNC coach Roy Williams said, "What is on the front of your jersey is more important than what is on the back." (i.e., the team name is on the front and the individual's name is on the back). Basketball, like public health, is a "team sport" that requires a collective and collaborative effort of all individuals contributing and working well together toward the common good of the team and the goal of "winning the game."

Both NC ACC teams won today in thrilling fashion! However, sometimes you can have a great team and a rational game plan and still not win. When that happens, you must try to learn from your mistakes. Try to determine what you did right and what you did wrong. That will make you get better. If your plays and your strategy aren't working, you have to try to make adjustments. Also, it helps just to get lucky once in awhile. As we face various ever-evolving challenges in public health, sometimes we must adjust our game plan. However, just as in basketball, if we do our very best and give it everything we've got, no matter what the outcome, we can walk away with our heads held high.

I will close with the following Irish blessing or perhaps toast that was noted by Gibbie Harris, Health Director in Buncombe County and President of the NC Association of Health Directors, at our most recent monthly Health Directors meeting, which was on St. Patrick's Day:

*May You Have the Hindsight to Know Where
you Have Been,
The Foresight to Know Where You Are Going,
And the Insight to Know When You're Going
Too Far.*



Where are they now?



Every year the Association gives scholarships to people either starting their public health studies or continuing their public health career growth. In 2008 at the annual conference Rachel Ward was handed such a check.

Rachel writes, "I completed my Master of Public Health degree at East Carolina University in 2009, and my graduate certificate in epidemiology at the University of North Carolina at Chapel Hill in December 2010. I currently work for the Brody School of Medicine's Division of Nephrology, where I coordinate a kidney disease education project. My husband, a 4th year medical student, and I will travel to Zambia in April. There he will provide medical care in the local hospital and I will help with a community health assessment.

I will begin my doctoral studies in Community Health at East Tennessee State University in the fall. My long-term goal is to work on public health nutrition projects in the Appalachians and perhaps overseas."

Upcoming conference dates:

- WNCPHA Annual Conference, Black Mountain, April 28, 2011
- EDNCPHA Annual Conference, New Bern, May 11-13, 2011
- NCPHA Fall Educational Conference, Charlotte, September 21-23, 2011

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