

NCPHA e-newsletter

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

NOVEMBER 2010

Wilmington Highlights Coming Soon! Look for a re-cap of the stellar Annual Educational Conference in the quarterly newsletter scheduled for December.

Salute! Durham County

Durham Health Innovations (DHI), a unique partnership between Duke Medicine and Durham County, funded 10 teams whose members worked collaboratively for more than 18 months to develop ways to reduce death or disability from specific diseases or disorders prevalent in the community. The team projects focused on improved measurable health status, incorporated multidisciplinary partnerships among representatives from Durham and Duke, and used information technology to facilitate the coordination of care.

Broadly, the projects covered adolescent health, asthma and chronic obstructive pulmonary disease, cancer, cardiovascular disease, diabetes, HIV and sexually transmitted diseases, maternal health, obesity, pain management and substance abuse, and seniors' health. Staff from Durham County Health Department contributed to the work of many of the teams while Arlene Sena, MD, MPH, medical director and Michele Easterling, MPH, RD served as co-leaders of the HIV and diabetes teams, respectively. Gayle Harris, Health Director co-chaired the DHI Oversight Committee along with Robert Califf, MD, Vice Chancellor for Clinical Research.

While several of the teams secured grant funding to initiate planned interventions, the work



of the DHI Implementation and Information Technology Committee began in August being led by Michael Ruffin, Durham County Manager and William Fulkerson, MD, Executive Vice President of Duke University Health System.

Hats off to Durham as they partner in unprecedented ways to transform the *City of Medicine* into a *Community of Health!*

ABOVE: Meeting of DHI Team Members L-R: Lloyd Michener, MD, professor and chairman of the Department of Community and Family Medicine, and director of the Duke Center for Community Research; MaryAnn Black, Associate Vice President for Community Relations; and Gayle Harris, Health Director, Durham County.



From Jones Street...

A legislative update from Executive Director Lynette Tolson

NCPHA is gearing up for the 2011 NC Legislative Session. As you are already aware, the state budget is projected to have a \$3.5 billion dollar deficit. Public Health services, programs and staff are among the proposed cuts to help fill the budget crises. In addition, budgets are being reduced at the local level. Public Health infrastructure in our state is being severely bruised to almost the crisis level.

NCPHA is working to build a strong public health voice in North Carolina. With one voice, all of us working together, we can help save our nationally recognized Public Health System. This month, the NCPHA Advocacy committee held its first meeting under the leadership of the new chair – Ms. Peg O'Connell. Peg will be a great asset to our public health family.

The Advocacy committee is comprised of 6 members appointed by the President and 1 representative from each section. Sections that participated in the November meeting include: Nursing, Dental Health, FAMI (Finance, Administration, Management Support, Internet Technology), Epidemiology, Social Work, Laboratory, HIV/STD, and Wellness & Prevention. If your section is NOT listed, we do not have an Advocacy Representative from your section but hope to have one at our December meeting. CONTINUED page 2.

By George!

By NCPHA President George O'Daniel

I am honored to serve as the 100th President of the North Carolina Public Health Association! The past couple of years have been tough economic times, so there was some uncertainty and angst as to how many people would be able to attend the October conference in Wilmington. In the end, we had a reported 475 registered attendees.

Our NCPHA Program Planning Committee began its efforts with a "Build It and They Will Come" philosophy. Our vision was to produce a balanced conference that would contain stimulating educational sessions on current public health issues and concerns, provide CEUs when possible, continue a 3-year focus on our historical roots, add new initiatives like the Public Health Matters 5K and Urban Hike, honor various deserving members with NCPHA and GlaxoSmithKline awards, provide as many scholarships as possible, and just to interweave some fun social and networking events. It was very satisfying to have things come together and to see the results of our collective planning efforts come to fruition!

I extend my sincere gratitude to immediate Past President Mike Reavis, and to the other officers and members of the Executive Committee, to the multidisciplinary Section Chairpersons and their committees, and to all the other Governing Council Chairpersons and their committee members for contributing to making this year a great success for NCPHA.

Kudos are also extended to the many outstanding speakers for their presentations and poster sessions! Finally, I would be remiss if I did not also give a special thank you to our sponsors, our exhibitors, and to those agencies, businesses and individuals who donated door prizes and Silent Auction items.

I hope that you found the *A New Decade for Public Health - A New Century for NCPHA* conference to be educational and worthwhile.

We look forward to "roll up our sleeves" again in helping NCPHA fulfill its vital role of improving the public's health through advocacy, public awareness, professional development and serving as an interface between research and practice!



Outgoing NCPHA president Mike Reavis passes the gavel to the new president George O'Daniel.

NCPHA 2010-2011 Officers

President - George O'Daniel

President - Elect - Gayle Harris

Vice President - Phillip Tarte

Secretary/Treasurer - Tracy Hamilton

American Public Health Association Representative - Carolyn Moser

Southern Health Association Representative - Tom Bridges

Members At Large:

Roxanne Holloman (East)

Djuana Register (East)

Judy Daye (West)

Brittan Williams Wood (West)

Greg Marsh (East)

Susan Clark (West)

Matt Thompson (East)

From Jones Street Continued

The NCPHA Advocacy Committee will be proposing our 2011 Legislative Agenda to the NCPHA Governing Council at the January 14th meeting. Once the Governing Council approves the agenda, we will send it out to the membership and post it on NCPHA.com.

If you would like to be involved in this process, please contact your section chair. We really hope our sections will become more involved in the legislative process this year. If you have any questions, please feel free to contact me at Itolson@ncapha.org

This is going to be a tough legislative session for us all. However, by working together, our voice will be loud and we will be more successful than if working alone.

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