



# NCPHA Quarterly Newsletter

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April 2011

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## Message from the President

George O'Daniel, President

This newsletter article is my personal invitation to you and a final reminder to join your colleagues at the 2<sup>nd</sup> annual NCPHA Spring Conference, entitled *Getting It Done – Strategies for Tough Times*, which will be held at the Hilton Raleigh Durham Airport Hotel, Research Triangle Park, NC, on May 17, 2011. This educational offering is in addition to our annual NCPHA Fall Conference in Charlotte. Under the leadership of Vice President Phillip Tarte, who has served as committee chairman for this May event, the planning committee has worked diligently to put together a relevant and timely mid-year educational conference. I extend special kudos also to Lynette Tolson and Jennifer Park at the NCPHA office for the many details they routinely handle and coordinate.

For the past several years we in public health, as well as others, have faced and continue to confront, many challenges with regard to the economy. Our public health system has been stressed by increasing demands for services and dwindling resources. Nevertheless, the community remains our “patient” and efforts to protect the public’s health and reduce disease are no less important in such turbulent times. As Public Health Month is being recognized in April, public health is often referred to as the “quiet miracle” because the work of public health agencies is gen-

erally preventive; so our work and value often go unnoticed or are taken for granted.

This conference will highlight public health and its relationship to the economy. Not only does the **economy** impact public health and the budget resources we need to support our services, but **public health** impacts the economy and business as well. Overall health impacts employees, individuals, and communities.

Public awareness of the huge State budget deficit is widespread, and obviously legislation and decisions made at the State level have a trickle-down effect to the local level. Come hear NC State Health Director Dr. Jeff Engel speak about the state budget and the Governor’s consolidation of rural health plan. Also, listen to Dr. Meg Molloy, President and CEO of Prevention Partners, and perhaps a cohort of hers, “connect the dots” between economic development and public health.

You can also plan on having a sumptuous luncheon session featuring invited legislative leaders from the Health and Human Services Appropriations Committee in the NC House and Senate. Afternoon concurrent but twice repeated sessions will include presentations by a panel of seasoned budget gurus who will give you the “inside scoop” on the state budget process and how



it works, thereby providing you insight on what we have to do to get out of this economic quandary; another will focus on salient strategies for marketing public health during the economic crisis and getting people to do healthy things; a third will be on epidemiology preparedness and the economics of outbreaks; and finally there will be one on running a health department initiative as a business.

After registering for the conference, attendees will also be invited to a dinner session on “Communicating with Parents about the Importance of Vaccines.” All in all, it should shape up to be an interesting one-day conference. Hope to see you there!

## NCPHA Wellness and Prevention

### Welcome Laura and Let's Have a Win-Win-Win in NC!

By: Betsy Vetter, Wellness and Prevention Section Advocacy Representative

“According to the Centers for Disease Control and Prevention, substantially increasing the state’s cigarette tax is the surest way to keep kids from starting to smoke and one of the best ways to get adults to quit.”



Press Conference at the NC General Assembly to increase cigarette tax \$1

The Wellness and Prevention Section represents 102 members from across the state actively working to educate North Carolinians about wellness and prevention issues. We also support efforts to secure policy change that will result in a healthier North Carolina.

The Wellness and Prevention Section met via teleconference in March and welcomed our new chair, Laura Edwards. We are excited about revitalizing our section taking on the challenges for making North Carolina healthier. As a section we thank Laura for taking on this role and providing her leadership.

One of the ways North Carolina can take a giant leap towards being healthier is by reducing the use of tobacco products. This

year, the NC Alliance for Health is advocating for increasing the cigarette excise tax by at least \$1.00 and an excise tax increase on other tobacco (non-cigarette) products to a tax rate equivalent with that of cigarettes. According to the Centers for Disease Control and Prevention, substantially increasing the state’s cigarette tax is the surest way to keep kids from starting to smoke and one of the best ways to get adults to quit. For every 10 percent increase in the price of a pack of cigarettes, 7 percent fewer children start to smoke and the same is true for pregnant women. As prices jump up, adult smokers also quit in greater numbers.

In mid-March, bills were introduced to raise North Carolina’s cigarette and tobacco taxes by \$1.00. HB 341 was introduced by primary sponsor Rep. Jennifer Weiss (D-Wake) and SB

338 was introduced by Senator William Purcell (D-Anson, Richmond, Scotland, Stanly). North Carolina currently faces an estimated \$2.7 billion budget deficit. According to the Campaign for Tobacco Free Kids, a \$1.00 tobacco tax increase (including equivalent taxes on other tobacco products) would generate an estimated \$391.5 million in the first year. A recent poll shows that 66% of North Carolinians support a \$1 increase in the cigarette tax to cut the state’s budget deficit and fund public health programs. Raising the cigarette tax will save lives, raise revenue, and save programs – it’s a win-win-win for North Carolina.

You can take action in support of increasing tobacco taxes by visiting

[www.ncforhealth.org](http://www.ncforhealth.org).

## Wellness and Prevention Conference Planning By: Ulva Little

*The Wellness and Prevention Section represents Health Educators and Nutritionists who are employed in public health agencies (State & local), business, industries and organizations.*

The Section has started planning for the Fall NCPHA Annual Conference sessions. The following are suggested topics for our section:

- Generational Communications
- Healthy People 2020 Presentation
- Evidence Based Health Education Practices
- Evidence Based Success Stories one from each of the following regions: northwest, west, southeast,

northeast, central. Please send any stories you have to [ulittle@hokehealth.org](mailto:ulittle@hokehealth.org).

Our next planning committee conference call meeting is May 3<sup>rd</sup>, 3-4 p.m.. Call-in number:

(712) 775-7300. Passcode: 234214#. Please join us on the call to make our section’s educational sessions a great success!

Join the Wellness and Prevention Section on the next conference call! May 3rd from 3:00pm-4:00pm

# Environmental Health Section Update

By: Tony Williams, Co-Chair Environmental Health

The Environmental Health Section recently issued a newsletter to its members and non-members alike. Included in the newsletter was survey to find what the section could do to increase membership among environmental health professionals. EH section used survey monkey made available by NCPHA and found it to be a very useful tool. The 5K planning committee has begun its search for sponsors for this year's

event. We are also working to come up with a logo for the race. Any help in these matters is welcome. Email Lillian Barfield at [Lillian.Barfield@DavidsonCountyNC.gov](mailto:Lillian.Barfield@DavidsonCountyNC.gov) for details.

The section has also been busy with determining what actions to be taken with the various bills and proposed state budget that would impact the environmental

health profession. Bills such as the one that would end the private well program and one that has the potential to remove local boards of health and establish human services boards have been opposed by the section. Thanks for the assistance received by the Executive Director Lynette Tolson, Jennifer Park, the Governing Council, and the Public Advocacy committee with these matters.



## Message From the Chair of Epidemiology

Penny Padgett, Chair

Hello and welcome to the Epidemiology Section of the NCPHA newsletter! We want to thank the members of our section for being active in the organization and we hope that anyone who is interested in becoming a section member will sign up when they renew their membership. I hope this newsletter helps you to stay up-to-date with your association and pique your interest in the upcoming activities.

**SAVE THE DATE!** The Annual Fall Educational Conference will be held September 21-23, 2011 in Charlotte. The leadership of the Epidemiology Section is actively planning for our session which will be held on Wednesday, 21 September from 1:30p.m. – 5:00p.m. Our Epidemiology Section presentations will include an update from the State Epidemiologist as well as sessions on NC DE-

TECT and an online surveillance system for illnesses at work. There will also be a presentation from a graduate student at UNC-Charlotte on his/her research project. For more information about the meeting go to: [www.ncpha.com](http://www.ncpha.com) and click on the link for the 102<sup>nd</sup> conference.

The NCPHA Epidemiology Section is made up of individuals from local and state health agencies, academic centers, students, and other groups. We are also seeking to encourage new recruits into the field of epidemiology, especially young professionals starting their careers in public health. Some of the goals for the coming year include expanding our membership base and making connections with the Schools/Programs in Public Health within the state, creating a directory of individuals who are willing to become mentors to PH students, increasing the training aspect of our sessions at the Annual Educational Conference and improving communications through

our newsletter and via e-mail. We welcome anyone with an interest in epidemiology and preparedness to be an active member of the NCPHA Epidemiology Section. We are excited about the continuing celebration of the first 100 years of the NCPHA and developing a vision for our next 100 years.

Chair: Penny Padgett  
[pjpadgett@ehs.unc.edu](mailto:pjpadgett@ehs.unc.edu), Vice-Chair: Edie Alfano-Sobsey  
[Edie.AlfanoSobsey@wakegov.com](mailto:Edie.AlfanoSobsey@wakegov.com)

Treasurer/Secretary: Amy Belflower Thomas  
[abthomas@pittcountync.gov](mailto:abthomas@pittcountync.gov)

Members at Large: Bill Jones  
[bill.jones@dhhs.nc.gov](mailto:bill.jones@dhhs.nc.gov), Zack Moore  
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[aaron.fleishauer@dhhs.nc.gov](mailto:aaron.fleishauer@dhhs.nc.gov).

Please contact us if you have any questions or comments.





Reedy Creek Park  
Charlotte, NC

## Register for the Public Health Matters 5K Urban Run and Hike

**Date:** Wednesday, September 21, 2011 @ 6:00 PM

**Address:** Reedy Creek Park, 2900 Rocky River Road

**Registration Closing Date:** Monday, September 19, 2011 @ 8:59 p.m.

[CLICK HERE TO REGISTER](#)

**Brief Description:** 5K trail race or 1 mile hike. Early registration fee of \$25.00 closes Thursday, September 1st, 2011. Early registrants are guaranteed technical moisture wicking long sleeve t-shirt and stainless steel water bottle.

**Additional Information:** 5k trail run begins @ 6:00 p.m. 1 Mile trail hike begins @ 6:05 p.m. Age group awards for 5K trail run and door prizes will be given at the conclusion of the race. Food will also be provided.



## Women's & Children's Health Section

### Centering Pregnancy: An evidence-based model of prenatal care delivery

By: Suzanne Knight, RN, BSN  
Vice-chair, WCH Section

“...mothers who participate in Centering have fewer pre-term deliveries, as well as larger infants even if delivered early, this model of prenatal care has been endorsed by the March of Dimes.”

The Women's & Children's Health Section represents approximately 65 public health professionals from diverse fields – nursing, social work, medicine, dentistry, health education, and more. Legislation and topics affecting the health of women and children are often at the root of heated debate and controversy. A key public health indicator is a region's Infant Mortality Rate (IMR). Research related to improving the IMR is constant and ongoing, resulting in the implementation of countless programs. One such program, CenteringPregnancy<sup>®</sup>, is an evidence-based group model of health care delivery featuring assessments, education and support. A

Centering Pregnancy series consists of ten two-hour sessions, attended by 10-12 pregnant women. Women are identified at their first prenatal visit, and Centering sessions begin at approximately week 16. Each session is co-facilitated by a Certified Nurse Midwife or Nurse Practitioner/RN team. After weighing in, self-checking blood pressure, and dipping urine for protein, each mother receives one-on-one private “mat” time with the provider, where her fundus is measured, fetal heart tones are heard, and any concerns or questions that she wishes to share privately are addressed. While mat time is occurring in a corner of the room, the other mothers are socializing, sharing stories and having a healthy snack. The second hour consists of a facilitated educational session, where mothers share the focused

“homework” they completed before their session, play games around the chosen topics, and perhaps watch a DVD or discuss a topic with a “guest” (i.e. nutritionist, dentist, etc.).

Because of the evidence showing that mothers who participate in Centering have fewer pre-term deliveries, as well as larger infants even if delivered early, this model of prenatal care has been endorsed by the March of Dimes. Three local health departments in North Carolina now have trained staff and offer CenteringPregnancy<sup>®</sup> in their prenatal clinics. One of those, Cabarrus Health Alliance, has been offering the model for almost a year, and will be participating in an evaluation process with the March of Dimes, as well as seeking accreditation as a certified Centering Site by the Centering Institute.



## HIV/STD Control Section Update

Pamela Klein, HIV/STD Control Section Co-Chair

The HIV/STD Control Section represents over 50 public health professionals committed to curbing the spread of HIV and STDs in North Carolina. Members of NCPHA's HIV/STD Control Section of the NCPHA include a diverse group of professionals, from county health department and state-level employees to public health students and advocates. The varied backgrounds and experiences of our membership allow for the development and support of HIV/STD prevention and treatment programs. This year's co-chairs are Pamela Klein and Justin Smith.

Our 2010-2011 policy priorities include continued support of:

- Funding of the state's AIDS Drug Assistance Program (ADAP),

which provides life-saving medications to hundreds of individuals within the state living with HIV and is an important component in primary and secondary prevention efforts;

- Needle-exchange efforts in North Carolina, which reduce the spread of HIV and other blood-borne viruses and provide needed medical and social service referrals within the community;
- Important public health initiatives, including age-appropriate, medically-accurate comprehensive sex education in North Carolina school curricula and programs, initiatives, and funding to enhance screening, treatment, and management for HIV/AIDS in the correctional system and to support continuity of care after

release from correctional institutions.

Spring is an exciting time for HIV/STD prevention efforts. April is STD Awareness Month and June 27<sup>th</sup> is National HIV Testing Day. Many of our North Carolina partners will be involved in creating locally-focused events. More information can be found at <http://www.cdcnpin.org/stdawareness> and <http://www.hivtest.org/>.

The HIV/STD Control Section is currently planning for the 2011 Annual Educational Conference in Charlotte. We encourage all interested parties to join the HIV/STD Control Section and to actively contribute to the development of a wonderful 2011 AEC Conference!

## Nursing Section News

**By: Betty Cox, Nursing Section Vice Chair for Communications**

Hello NCPHA Nursing Section Members, Directors of Nursing, Nursing Supervisors and Public Health Nurses!

On behalf of the Nursing Section Executive Committee, we wish you all a very happy spring. Spring is a time of new growth and sunshine. The Nursing Section is growing as well. We had a Statewide PH Nursing Section Conference Call on Wednesday, March 10<sup>th</sup>. It was very well attended with more participation than ever. Lynette Tolson and Joy Reed were guest speakers on the call and discussed the

“Public Health’s Legislative Agenda for 2011”. It was a very informative meeting. The next calls are scheduled June 9<sup>th</sup> and August 18<sup>th</sup> from 11:30 a.m. – 1:00 p.m. Please hold those days on your calendars as you will be receiving more information in the near future. We hope you will join us as continued education credit will be offered again. Joy Reed will be joining us on the calls to discuss hot topics. If you have suggestions for agenda topics, please contact one of the Executive Committee members. Remember the fall NCPHA Educational Conference is September 21-23, 2011 in

Charlotte. Please join our next statewide conference call and share your input for agenda topics and festivities. We look forward to hearing from you. The Nursing Section needs your input and support to make our voices and mission stronger. Please go to <http://tinyurl.com/42pulrt> and consider joining the section or a committee. Thank you for all you do to support Public Health and our profession.



**Spring is a time of new growth and sunshine. The Nursing Section is growing as well.**



## North Carolina Safety Net Dental Clinics: Helping Address Access to Dental Care for Low-Income North Carolinians

By: Debbie Kennedy, Chair of NCPHA Dental Health Section

Over 40% of poor adults have at least one untreated decayed tooth

Currently, many Americans take their oral health for granted and view optimal oral health as a given. Over the last fifty years, dental workforce expansion and the widespread availability of topical fluorides (largely from fluoride toothpaste and fluoridated water) has resulted in significantly improved oral health for most citizens.

However, not all populations have benefitted equally. Dental disease remains a significant public health problem, disproportionately affecting low-income families.

Over 40% of poor adults have at least one untreated decayed tooth and most adults show signs of gum disease ((Centers for Disease Control and Prevention (CDC), 2006)). Furthermore, tooth decay remains the most common, chronic infectious disease of childhood, more common than asthma (Oral Health in America: A Report of the Surgeon General, 2000).

The relationship between good oral health and systemic health is well-established and the conse-

quences of dental disease can be severe. If oral health problems are ignored, they can cause unnecessary pain and suffering, lead to negative consequences for the individual's health and well-being, and even be life-threatening. Each year, approximately 164 million hours of work are lost (CDC, 2006) and 51 million school hours are missed due to a dental related problem (CDC, 2004).

The high cost for dental services, coupled with a shortage of dentists in some rural areas, has resulted in problems accessing quality dental care for many low-income North Carolinians. A system of non-profit safety net dental clinics has evolved to address this growing problem. With more than 130 dental clinics dedicated to serving low-income patients, there are clinics located in most counties in the state. This number is close to three times the number of facilities that existed in the early 1990s. Typically, these clinics are operated by local public health departments, community health centers, volunteer dental groups or other non-profit or-

ganizations. Most are fixed dental facilities, but there are some mobile units that travel to various sites within a county or counties. Most of these clinics accept patients enrolled in Medicaid or Health Choice and many of these clinics also provide services on a sliding-fee scale to low-income patients who have no dental insurance. Many of the clinics see children and a number of them accept adults.

Access to dental care for vulnerable populations is a multifactorial and complex issue. While continued work needs to be done, the dental safety net clinics help ensure that all North Carolinians have access to quality, affordable dental care, which improves lives and gives everyone something to smile about. A current list of dental safety net clinics is available at the North Carolina Oral Health Section's website at: <http://tinyurl.com/3ds6knd>



## Register Today for the NCPHA Spring Educational Conference May 17, 2011

This is a one-day conference scheduled for Tuesday, May 17th at the Hilton Raleigh Durham Airport, Research Triangle Park, NC. This year's Spring Event is entitled *Getting It Done- Strategies for Tough Times*. The conference will begin at 10:00 a.m. with an Opening Session that will bring together a panel discussion on Public Health and Its Impact on the Economy.

The pre-registration fee is \$25.00 for NCPHA members and \$40.00 for non-members. Pre-registration forms must be received at the NCPHA offices by May 5th in order to be provided the discounted rate. On-site registration will also be available; however, space is limited. We hope you will take advantage of this unique training opportunity by completing the registration form that is attached.

Fill out the [registration form](#) and mail to the NCPHA office.

### Dental Health Section References

Centers for Disease Control and Prevention. (2004). Children's Oral Health: Fact Sheets & Frequently Asked Questions. Retrieved August 15, 2010 online at [http://www.cdc.gov/oralhealth/publications/factsheets/sgr2000\\_fs3.htm](http://www.cdc.gov/oralhealth/publications/factsheets/sgr2000_fs3.htm)

Centers for Disease Control and Prevention. (2006). Oral Health for Adults: Fact Sheets & Frequently Asked Questions. Retrieved August 15, 2010 online at <http://www.cdc.gov/oralhealth/publications/factsheets/adult.htm>

US Department of Health and Human Services. *Oral Health in America: A Report of the Surgeon General-- Executive Summary*. Rockville, MD: US Department of Health and Human Services, National Institute of Dental and Craniofacial Research, National Institutes of Health, 2000. Retrieved online August 16, 2010 at <http://www2.nidcr.nih.gov/sgr/execsumm.htm>

## Scholarships, Awards, and Abstract Submissions

### Awards

Do you know someone who works tirelessly to improve the health status of children? Nominate them by May 31st for the NC GlaxoSmithKline Child Health Recognition Award ([nomination form](#)). This award honors North Carolina public health professionals and departments for innovative, creative and successful approaches to improving the lives of our younger generations.

### Public Health All Star Nominations

Is there someone at your office who stands out? Nominate them for the 2011 All Stars Award to be presented at the Annual Conference. Complete the [nomination form](#) and return it by August 1, 2011.

### Scholarships

There are multiple scholarship opportunities at the Annual Educational Conference. The deadline is July 31st for all submissions, so download the [application](#) and submit your information to be considered by the NCPHA Scholarship Committee.

### Research Abstract Submissions

North Carolina Public Health Association annual meeting is in Charlotte September 21-23, 2011. NCPHA is accepting abstracts for poster and student presentations. Submission deadline is June 30, 2011. [Click here](#) to submit your abstracts. Contact LEAC@ecu.edu with any questions.

## Spring Conference Agenda for May 17th

9:00 a.m. – 10:00 a.m.      **Registration**

10:00 a.m. – 11:45 a.m.      **Welcome**

George O’Daniel, President NCPHA, Onslow County Health Director

***Public Health and Its Impact on the Economy***

Jeffrey Engel, MD, State Health Director, Division of Public Health, NC Department of HHS

***Prevention Activities: Public Health Partnering with Business***

Meg Molloy, DrPH, MPH, RD, President and CEO, Prevention Partners

12:00 p.m. - 1:45 p.m.      **Lunch Session: *The 2011-2012 State Budget Update***

Legislative leaders in the Health and Human Services Appropriations Committee in the  
North Carolina House and Senate

1:45 p.m. – 4:15p.m.      **Concurrent Sessions**

***State Budget Process and How it Works***

Robert Powell, Senior Advisor -Governmental Policy, Fuquay Solutions

Robert O. Nelson, Senior Policy Advisor- Higher Education and Finance, Fuquay Solutions

***Marketing Public Health- Getting People to do the Healthy Thing***

Angela Connor, Social Media Manager, Capstrat

***Epidemiology Preparedness and the Economics of Outbreaks***

David Sweat, Food Borne Disease Epidemiologist

North Carolina Division of Public Health, Communicable Disease Branch

***NOT Business as Usual- Running a Health Department Initiative as a Business***

Lydia Lyon, RN, Public Health Nurse Supervisor I, Union County Health Department

Chris Bryce, Segment Account Manager, GlaxoSmithKline Vaccines

4:15 p.m. – 5:00 p.m.      **Closing Session and Adjourn**





## North Carolina Public Health Association

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# HOLD THE DATE

2nd Annual Public Health Social Work Leadership Summit:  
*Advocacy and Action for Social Justice*



**June 3rd and 4th, 2011**  
Aloft Hotel, Chapel Hill, NC  
**Friday June 3<sup>rd</sup>, 2011**  
Registration 4:00-5:00pm  
Summit 5:00pm- 8:30pm  
**Saturday June 4<sup>th</sup>, 2011**  
Summit 9:00am – 3:00pm

*More Details Coming Soon*

## NC Public Health Association's Annual Educational Conference

September 21-23, 2011

Charlotte Hilton University Place

8629 J M Keynes Drive

Charlotte, NC 28262

Date: September 21-23, 2011

**Save the  
Date!**

**Charlotte, NC**

