

NCPHA e-newsletter

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

July 2014

President's Comments

– Joanne Rinker, President



Greetings, NCPHA members!

I hope all of you are staying cool through this hot start to summer. I am so excited about all of the activities that are happening at NCPHA. Fall Educational Conference Planning is almost wrapped up. The theme this year is *From Evidence to Innovation: Full Spectrum Public Health*. Lisa Harrison, NCPHA President-Elect and Granville Vance District Health Department Director's vision this year is to inspire our public health workforce for strategic, effective, change in anticipation of and response to an ever-evolving landscape of healthcare delivery in the U.S., realizing never before have we been in such a volatile change environment. Leadership and 21st century problem solving is needed now more than ever before.

With this in mind, we will have an exciting start to the conference with our new slate of officers, the All-Star Awards, our keynote speaker, NC GlaxoSmithKline Foundation Child Health Recognition Awards Luncheon, an afternoon panel including the current Acting Surgeon General, Rear Admiral Boris Lushniak, and of course, the 5K And that is all part of day 1!!

Stick around for all of the section sessions, and this year take advantage of the Certified Health Education Specialist (CHES) and general continuing education unit (CEU) option offered through Eastern Area Health Education Center (EAHEC) for those who attend the full program. The CEU credit will be offered for only \$20 and it can be selected in conjunction with conference registration.

The NCPHA survey was completed by almost 25% of our membership. We had a lot of volunteers willing to help with NCPHA events. We will use that list to form groups who want to work on fundraising, social events, membership drives and other activities. As committees form, you will be notified. Additionally, if you did not complete the survey, but are interested in becoming more active in our organization, please inform me or one of the other officers so we can get you more productively involved.

Looking forward to seeing all of you in September!

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Links:

Award nomination forms:

ncpha.memberclicks.net/index.php?option=com_content&view=article&id=34:award-descriptions&catid=20:site-content&Itemid=152

5k registration (available soon):

ncpha.memberclicks.net

UPCOMING EVENTS

Summer Lunch and Learn Webinar Series:



The Southeast Public Health Training Center, part of the North Carolina Institute for Public Health, is pleased to announce a **FREE** Lunch and Learn Webinar Series highlighting hot topics in public health.

Participants are invited to join us from 12:00 to 1:00 pm each month to learn more about these emerging issues specific to public health in North Carolina:

June 24, 2014: *The Drug Overdose Prevention Law and Use of Naloxone*

July 22, 2014: *Social Media and Public Health*

August 5, 2014: *Refugee health – Who, What and Where?*

During each webinar, an overview of the issue will be provided including its relevance to you as a North Carolina practitioner, as well as strategies to enhance your knowledge and recommendations for how you can learn more. Each webinar will include ample time for interaction with the webinar's presenter and panelists.

Need more information? Want to register? Click here: nciph.sph.unc.edu/tws/summer-webinars

2014 Fall Educational Conference (FEC):

The 2014 FEC will be held September 17-19 in Wilmington at the Hilton Wilmington Riverside. The theme for this year's conference is *From Evidence to Innovation: Full Spectrum Public Health.* The FEC is one of the major benefits of your NCPHA membership. Not only do you get a reduced registration rate, there are awards, scholarships, and mini-grants available only to our members. Be sure to check the below deadlines so you won't miss any of the FEC opportunities!

Upcoming Deadlines for the 2014 Fall Educational Conference (FEC):

July 11: Deadline for submitting nominations for the NCPHA Scholarships, Major Awards and the Dr. Ann Wolfe Mini-Grants. To obtain a nomination form go to: ncpha.memberclicks.net/award-descriptions

August 1: Deadline for submitting nominations for the *NCPHA All-Star Awards* and names for the *Service Awards* – awarded for 25, 30, 35 or 40 years of service. You do not need to be a NCPHA member to receive a service award. Submit names for the service awards to Kim Dittmann at kdittmann@ncpha.org.

August 22: Deadline for making hotel reservations for the FEC at the conference rate. Go to ncpha.memberclicks.net/fall-educational-conference for more details.

August 29: Deadline for submitting names for the NCPHA Memorials. Names are read on **Friday, September 19** during the business meeting. Names for memorials can also be submitted to Kim Dittmann (email above).

September 10: Deadline for registering for the FEC at the regular rate. Walk-in rates begin at the conference.

September 17-19 Conference Dates: Go to: ncpha.memberclicks.net/fall-educational-conference to register.

Looking Forward to Seeing Everyone at the Conference!

In-home multi-component, multi-trigger intervention for pediatric patients with asthma



As part of a comprehensive approach to asthma management, Community Care of Wake and Johnston Counties, in partnership with Wake County Human Services and Wake County Environmental Services, conduct in-home multi-trigger, multi-component interventions for pediatric patients with asthma.

Evidence Based

NIH Guidelines of Asthma Management 2007

- Exposure to allergens (Evidence A) or irritants (EPR-2 1997) to which patients are sensitive increases asthma symptoms and exacerbations
- Clinicians should evaluate the potential role of allergens, particularly indoor inhalant allergens (Evidence A), in patients with persistent asthma
- Patients who have asthma at any level of severity should reduce exposure to allergens to which the patient is sensitized
- Reducing exposure to indoor allergens can improve asthma control and, a multi-faceted approach is required

Community Preventive Services Task Force 2008 available at: thecommunityguide.org/asthma/index.html

- Based on strong evidence of effectiveness in reducing symptom days, improving quality of life or symptom scores, and in reducing the number of school days missed, the Task Force recommends the use of home-based, multi-trigger, multi-component interventions with an environmental focus for children and adolescents with asthma defined as:
 - Trained personnel making > 1 home visit
 - Focus on reducing exposures to > 1 asthma triggers in the home through environmental assessment, education, and remediation
 - Additional components, such as self-management training, social support, and coordinated care are included for most programs

American Journal of Preventive Medicine 2011;41(2S1):S5–S32

Home-based, multi-trigger, multi-component interventions with an environmental focus are effective in improving overall quality of life and productivity in children and adolescents with asthma. The effectiveness of these interventions in adults is inconclusive due to the small number of studies and inconsistent results.

Patient Identification

- Hospital Admissions, Emergency Visits, Direct Primary Care Physician (PCP) Referrals and Priority Patient List (PPL)

Services Provided

- Home visit by RN Care Manager and Environmental Specialist (0.5 FTE of Wake County Environmental Services Specialist dedicated to this project and funded by Wake County Human Services)
- Assessment of multiple triggers (e.g., Dust Mites, Chemical Irritants such as pesticides, Pests, Second-Hand Smoke, Mold and/or Excessive Moisture, Combustion By Products, Warm Blooded Pets)
- Education on general asthma management and specific control of identified triggers
- Supplies based on need: Mattress and pillow encasings, Hepa Vacuum, food containers to aid in roach control
- Follow-up home visit at 6 weeks and 1 year
- Medication reconciliation by network pharmacist
- Written reports to family, PCP, and Landlords (with permission from family)
- Resources for renters' advocacy, if needed

Results

- Database tracks costs 1 year pre- and 1 year post-intervention for patients receiving in-home environmental assessments– on average, >\$700 decreased cost per patient
- Overall Network Asthma rates have declined from 2003 to 2012
- Asthma Emergency Department (ED) rate decreased from 40 visits/1000 Medicaid/Medicare patients (MM) to 17 visits/1000MM
- Asthma Inpatient rates decreased from 8.3 hospitalizations/1000MM to 1.9 hospitalizations/1000MM

Highlights of the 2014 NCPHA Spring Conference



Communities Transforming

For a healthier North Carolina

Five years ago NCPHA initiated a spring conference, which is emerging as an additional way to keep connected to state and national trends in public health. This year the spring conference, held on May 13 at the McKimmon Center, NCSU, focused on the relationship between federal prevention programs and the impact federal funding has had at the local level. One hundred thirty-five people attended.

Trinity Tomsic from the non-profit group “Federal Funds Information for States,” provided an overview of how dollars from federal prevention programs, like the Prevention and Public Health Funds, get allocated to the states (see her slides on the NCPHA website www.ncpha.com). More reductions in public health funding are anticipated in the 2015 budget to be released in October 2014.

Jean Wilkerson, Lead Coordinator, Region Ten Community Transformation Grant (CTG), Pitt County Health Department, discussed the accomplishments of the CTG alliance in eastern North Carolina. The CTG funding was initiated through the Prevention and Public Health Funds of the Affordable Care Act. Congress did not allocate funding to the Centers for Disease Control and Prevention (CDC) to keep the CTG regional groups fully intact, which impacts all statewide teams, but the success of the local partnerships has made an impact. Many alliances and partnerships with county and local governments, non-profit organizations and volunteers will continue during the transition.

The CTG Project aims to create healthier communities by implementing sustainable policy, systems and environmental changes supporting tobacco-free living, active living, healthy eating, and the delivery and use of clinical preventive services. To learn more about statewide CTG activities, go to: publichealth.nc.gov/chronicdiseaseandinj/ctg.

Two luncheon speakers provided food for thought. Jan O’Neill, Community Coach from the University of Wisconsin Population Health Institute County Health Rankings & Roadmaps program, delivered an invigorating luncheon presentation on how to use the County Health Ranking for community health improvement. Much of what influences our health happens outside of the doctor’s office – in our schools, workplaces and neighborhoods. No single sector alone can tackle the health challenges in a community. Public health, as a neutral, respected, knowledgeable party, has a special role to play when it comes to bringing partners together. Her session focused on public health’s new role in creating a culture of health, and how the County Health Rankings & Roadmaps data, tools, and support can help support this paradigm shift. Ms. O’Neill’s slides can also be found on the NCPHA website under Events, Spring Conference.

Brad Wilson, CEO of Blue Cross Blue Shield of North Carolina, discussed prevention programs at the local level. He stated that the Affordable Care Act (ACA) enrollment has been less than anticipated, with more unhealthy people than younger and healthier people getting coverage. New models of care delivery and an increase in primary care physicians are needed throughout the state.

In addition, during lunch, Representative Marilyn Avila was the recipient of the Senator William Purcell Award for Excellence in Health Policy. Her representative accepted the award.

Nancy Winterbauer and Colleen Bridger, co-chairs of the Academic-Practice Based Research Section, hosted a session on how to package “messages” so that decision makers will listen and be motivated to take pro-public health actions. Another segment of the session included how to use effective analogies to describe complicated public health concepts such as social determinants of health.

Jan O’Neill moderated an afternoon breakout session, which provided examples from North Carolina-based county health departments that used the County Health Rankings and Roadmap for community health improvement. Representatives from Buncombe, Halifax, Rockingham, and Durham Counties showcased their programs and accomplishments. Slidesets are on the NCPHA website.

Overall, survey results indicated participants strongly agreed that the meeting objectives were met. Location and topic for next year’s spring meeting will be announced in early 2015. In the meantime, don’t forget to register for the Fall Educational Conference to be held in Wilmington in September. Check out: ncpha.memberclicks.net/fall-educational-conference for more information.

Suzanne Lea, Chair, Public Awareness Committee

Catawba County Public Health Honored With President's Council On Fitness, Sports & Nutrition Community Leadership Award



The President's Council on Fitness, Sports & Nutrition (PCFSN) has selected Catawba County Public Health to receive a 2014 PCFSN Community Leadership Award. The award is given annually to individuals or organizations who improve the lives of others within their community by provid-

ing or enhancing opportunities to engage in sports, physical activities, fitness or nutrition-related programs.

With a focus on nutrition, Catawba County Public Health received this award for the launch of its farmers market in 2013. The market was considered a success in its first year for increasing access to fresh fruits and vegetables for Women, Infants, and Children (WIC) program participants through improved utilization of WIC farmers market nutritional program vouchers.

"Catawba County Public Health has worked consistently to promote the importance of good nutrition throughout the community," said Shellie Pfohl, executive director of the President's Council on Fitness, Sports & Nutrition. "Because of Catawba County Public Health's efforts and contributions, the Catawba County community can embrace a healthier and more active lifestyle. Together we are all working to make our nation a healthier one."

This year, the President's Council presented the Community Leadership Award to 44 recipients across the country for making sports, physical activity, fitness, and nutrition-related programs available in their communities.

"Our farmers market is a great example of Catawba County Public Health's role beyond our walls," said Doug Urland, Health Director, Catawba County Public Health.

"With a focus on all county residents, our role is to improve the health of the community through prevention. Providing easy access to nutritious foods at the market is just one way we're working to help prevent many chronic diseases, including obesity and diabetes."

Open to the public, the Catawba County Public Health Farmers Market is held every Thursday from 11:00 a.m. – 2:00 p.m. in Public Health's parking lot. Cash, Debit, Electronic Benefit Transfer (EBT), WIC Farmers Market Nutrition Program and Senior Farmers Market Nutrition Program vouchers accepted.

About Catawba County Public Health

Catawba County Public Health, located off Fairgrove Church Road behind Catawba Valley Medical Center in Hickory, N.C., works to protect, promote, and improve the health of all county residents. For more information, please call (828) 695-5800 or visit www.catawbacountync.gov/phealth.

About the President's Council on Fitness, Sports, and Nutrition

The President's Council educates, engages and empowers all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. PCFSN is a committee of volunteer citizens who advise the President through the Secretary of Health and Human Services. Through its partnerships with the public, private, and nonprofit sectors, PCFSN promotes programs and initiatives that motivate people of all ages, backgrounds, and abilities to lead active, healthy lifestyles. For more information about the Council, visit www.fitness.gov or follow @FitnessGov on Twitter.

Kelly Schermerhorn, Public Information Officer,
Catawba County

CATAWBA
COUNTY
Public
Health

Farmers Market
Farm Fresh & Family Friendly



2014 Public Health Matters 5K & Urban Hike

The 5th Annual Public Health Matters 5K & 1 Mile Urban Hike marks the first return location for our event. If you participated in the 2010 event, you may remember the amazing course-beautiful homes, scenic river views, and for the most part a **FLAT** run. The planning committee is excited to offer a familiar course this year and hopeful for a record turnout from NCPHA membership.

Registration forms are currently under construction and will be e-mailed to the membership once completed. Early registration fees are \$20/participant; after September 1 the fee will go to \$25/participant. As always fabulous technical race shirts are promised to those who register by the early registration deadline. Custom pottery awards will be given to overall winners and by age group for best race times.

This event is a wonderful way to spread the word that Public Health does matter in North Carolina and as a mechanism to burn some calories yourself. While the 5K is the headliner of the event, the one mile walk typically garners more participants. We hope you choose to participate in either the 5K run or the one mile walk and take this opportunity to get some exercise with friends! If you have any questions about the event, please contact Lillian Henderson at: Lillian.Henderson@DavidsonCountyNC.gov or via phone (336) 242-2379.



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