



2018 Child Health Recognition Awards

**Where North Carolina's
public health professionals
are the superstars**



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The Recognition Program



The North Carolina GlaxoSmithKline Child Health Recognition Awards program was created in 1994 to recognize excellence and innovation in child health care and to encourage the development of creative, effective approaches in the field of public health.

The North Carolina GlaxoSmithKline Foundation supports activities that help meet the educational and health needs of today's society and future generations. The Foundation focuses on programs that emphasize the understanding and application of health, science and education at all academic and professional levels.

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Child Health Recognition

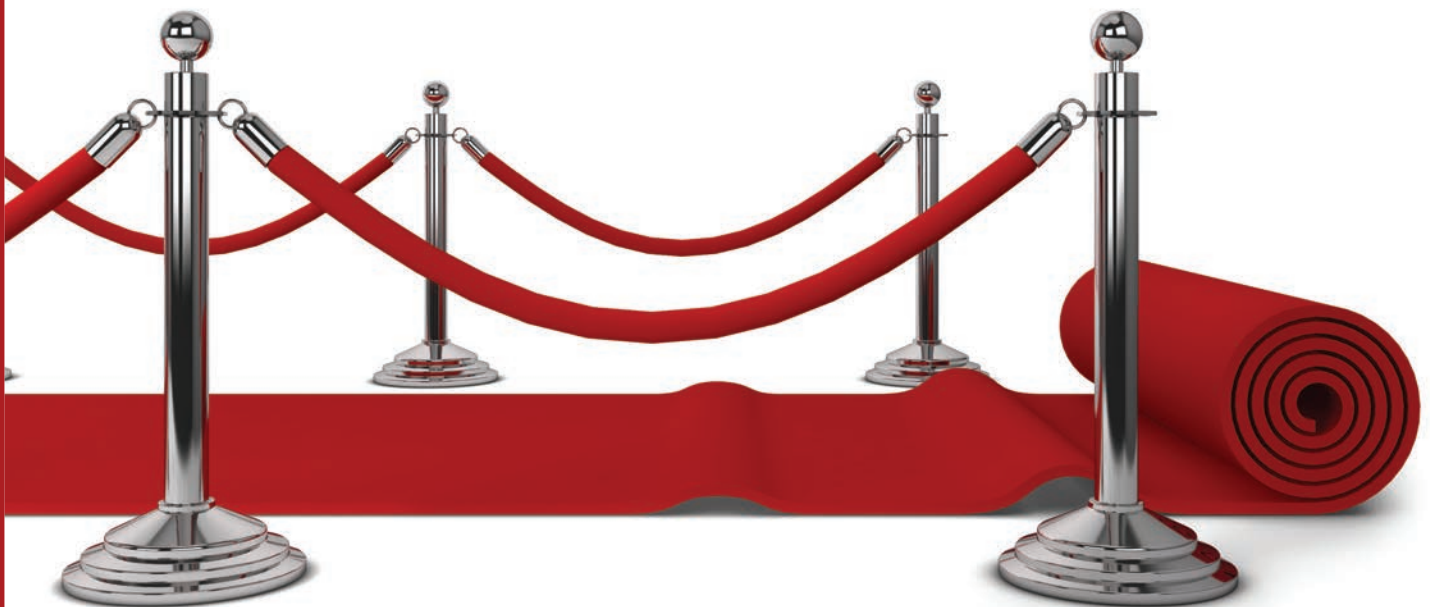
Our 2018 Child Health nominations convey that Star power can take many forms. Our nominees serve as public health professionals in a complex, ever complicated and challenging environment with innovation, perseverance and grace. They demonstrate their star power on a daily basis.

Every day, public health professionals play a starring role in helping children and their parents across this state. They:

- ★ provide immunizations that protect children individually and the community as a whole
- ★ secure dental care and mental health services when needed
- ★ use storybooks to teach young children and their parents to read together and also to gauge important developmental milestones
- ★ take advantage of technology to provide an innovative approach to healthcare
- ★ set the example for active and healthy lifestyles by biking to work and making it possible for kids to bike
- ★ educate daycare staff how to provide healthier meals for children
- ★ teach four year olds the basics of healthy behavior, such as washing their hands, brushing their teeth and staying safe
- ★ prevent lead poisoning through education and abatement techniques
- ★ tackle dangerous mosquito problems through public education and community involvement

All our nominees are bright shining stars in our communities, and the North Carolina GlaxoSmithKline Foundation is proud to honor and thank them for their deep commitment to the health of the state's children with this annual Child Health Recognition Awards program.

We believe they are deserving of the red carpet treatment today and everyday!



2018 Award Recipients

Local Health Department

Chatham County Public Health Department
Immunization Program

Cleveland County Public Health Center
Virtual Care Clinic

Granville Vance Public Health
Innovative Approaches

Public Health Staff

Dorothy Rawleigh
Child Care Health Consultant
Chatham County Public Health Department

Individual Recognition

Mindy Turner, DDS
Pediatric Dentist
Stanly County Dental Clinic

Lifetime Recognition

Jean Kesler Vukoson, RN (Retired)
State Child Health Nurse Consultant
NC DPH, Children and Youth Branch



Lifetime Achievement Award

The Lifetime Achievement Award is given to an individual who has made an outstanding contribution to improving children's health services through a series of achievements over a period of time. A monetary grant of up to \$2,000 is provided for a scholarship in the name of the award recipient.

★ **Jean Kesler Vukoson, RN (Retired)**

State Child Health Nurse Consultant
NC DPH, Children and Youth Branch
5601 Six Forks Road
Raleigh, NC 27609
919.368.6850

From Manteo to Murphy—that's the reach of Jean Vukoson in bringing better health care to North Carolina's children. She spent her career in nursing, beginning with direct patient care and moving on to the public health field in the late 1990s. As a state child health nurse consultant for the last decade of her career, she helped health departments serve as medical homes for children and youth with special health care needs and as resources for children in foster care. She forged relationships between health departments, Community Care of



Jean Vukoson, RN



N.C. networks, school nurses and social services providers to address obesity, asthma and mental health concerns for patients. She also provided mentoring and education to hundreds of enhanced role child health nurses and nurses in all local health departments. By championing health departments across the state as well as the children and families they serve, she exemplifies the highest values of public health care.

★ Denotes 2018 Award Recipients

Individual Recognition

The Individual Recognition Award is given to an individual who has made an outstanding contribution to improving children's health services through a single effort. A monetary grant of up to \$2,000 is provided for a scholarship in the name of the award recipient.

★ **Mindy Turner, DDS**

Pediatric Dentist

Stanly County Dental Clinic

1000 North First Street, Suite 3

Albemarle, NC 28001

704.986.3007

People may think that very young children don't need dental care, but that's when it's most important. Baby teeth help children chew and speak properly and hold space for permanent teeth. Dr. Mindy Turner likes to see patients by their first birthday so she can check for signs of decay and teach parents about proper care. Dr. Turner helped found the Stanly County Dental Clinic in 2002, when it opened to children enrolled in the local Head Start programs. It is now a thriving children's dental clinic. In early years, Dr. Turner collaborated with local school nurses to place sealants on all 2nd and 3rd graders enrolled in the Stanly County School System. She also partners with many other programs and health care providers to promote oral health education and reduce childhood tooth decay. In addition to being the county's only pediatric dentist and running the clinic, Dr. Turner is an adjunct professor at UNC-Chapel Hill Dental School and serves as preceptor for the UNC-Dentistry in Service to Communities Program, providing a clinical site for dental students and dental hygiene students. Thousands of



Dr. Mindy Turner at work

children in Stanly County have benefited from Dr. Turner's big heart and passion for providing dental care for all of them.

★ **Denotes 2018 Award Recipients**

Individual Recognition

Jeannie Walker, RN

Child Health Nursing Director
Caldwell County Health Department
2345 Morganton Blvd. SW
Lenoir, NC 28645
828.426.8507

Jeannie Walker is so determined that children will get the WIC nutrition benefits they need, she once visited a jail to have a mother sign the letter needed for her child to continue to receive the benefits. She often goes above and beyond the call of duty for eligible infants, children and families, routinely asking moms if their children are receiving WIC and if they are not, she explains the process and gives them the phone number to make an appointment. She also develops relationships with foster parents in Caldwell County, encouraging them to enroll eligible children in the WIC program. In Child Health program areas, Jeannie focuses on CC4C, newborn and postpartum care, and school health. During home visits, she'll even help make appointments on the spot for WIC, dental care and car seat checks.



Public Health Staff Recognition

The Public Health Staff Recognition Award is given to an individual who is either a full-time or part-time employee or retiree of a local health department in recognition of outstanding service in preventive health activities in their local community. Awards consist of monetary grants of up to \$1,000, to be used by the grantee for activities such as special projects, personal development or educational materials.

★ **Dorothy Rawleigh**

Child Care Health Consultant
Chatham County Public Health Department
80 East Street
Pittsboro, NC 27312
919.545.8322

Dorothy Rawleigh's colleagues consider her the best Child Care Health Consultant in the state, and for good reason. She has energetically worked on partnerships resulting in healthier food at child care centers, higher immunization rates and better emergency preparedness planning.

She formed a working group with several child care owners, nutritionists and public agencies, and got child care staff excited about healthy food by demonstrating recipes and creating test meals. In the area of immunizations, before she started her job, 62 percent of facilities submitted the required Annual Child Care Immunization Report and just 25 percent of facilities showed all children as up to date on vaccinations. Last year, those numbers soared to 100 percent and 96 percent, respectively.



Dorothy Rawleigh



★ Denotes 2018 Award Recipients

Public Health Staff Recognition

Marie Hemmen

Environmental Health Supervisor
New Hanover County Department of Public Health
230 Government Center Drive, Ste 140
Wilmington, NC 28403
910.798.6715

Mosquitoes aren't just annoying—they also can spread dangerous infectious diseases, such as the Zika virus. Mosquito-friendly environments like the coast, with its salt marshes and woodland pools, present a big challenge. As leader of the county's Vector Control Program, Marie is up to the challenge and tackles the mosquito problem by educating the public about how to successfully control mosquitoes. She embraces every opportunity to work with groups or individuals of all ages. One successful program involved 5th graders. She collaborated with the public school system, building curricula and creating science-based educational materials/presentations on mosquito habitat and control, gaining national recognition for her efforts. She also took advantage of a science venue at the Cape Fear Museum, exhibiting various mosquito life cycle stages and letting children look at mosquitoes under microscopes and build models of the insects. She participates in yearly Earth Day celebrations with displays and literature explaining control methodologies and personal protection. She is an enthusiastic promoter of mosquito control, and spreads the word through media interviews and car magnets.

Doris Hogan, REHS

Senior Environmental Health Specialist
Forsyth County Department of Public Health
799 N Highland Avenue
Winston-Salem, NC 27101
336.703.3099

The children of Forsyth County are lucky to have Doris Hogan on their side when it comes to preventing lead poisoning. Doris fearlessly and tirelessly leads the Childhood Lead Poisoning Prevention Program, helping to monitor children's blood lead levels, provide early intervention and health education, conduct environmental lead investigations and enforce lead hazard abatement and remediation when necessary. Without Doris, this program would not be nearly as successful at improving the health outcomes of children exposed to lead in Forsyth County. She loves what she does every single day and is able to impact the lives of not only the children, but their entire family as well.



Doris Hogan and her colleagues represent their department

Public Health Staff Recognition

Landra Roope, BSN, RN

Child Health Coordinator
Wilkes County Health Department
306 College Street
Wilkesboro, NC 28697
336.651.7450

Landra Roope has a nurse's heart and works tirelessly to make sure that any child in need of healthcare gets it. She assists uninsured, Medicaid and private insurance patients. She performs well child physicals three days a week in the clinic, ensuring that the children are up to date on immunizations, conducting hearing/vision screening if needed and referring the child or family to additional resources and programs that can help. She stays current on all regulations and works hard to obtain additional certifications, such as a SIDS (sudden infant death syndrome) counselor. She also works closely with school nurses to ensure that all student needs are met and help them strive for the best academic outcomes possible.

Richard H. (Dick) Winters, II

Health Policy Coordinator
Mecklenburg County Public Health
249 Billingsley Road
Charlotte, NC 28211
980.314.9067

Dick Winters is all about bicycles. He bikes to work. He helps kids learn how to ride bikes. He helped build a Bike Playground to teach bike safety. In his job focusing on active life initiatives, he works hard to encourage parents and students to walk and bicycle to and from school. He often can be found driving the Trips for Kids truck, moving loads of bikes between schools or picking up donated bikes for this mentoring program for at-risk youth that focuses on bicycling. With grant funding, he helped create the Bike Playground on some basketball courts. It's a miniaturized version of a city street with painted signs, crosswalks and other familiar markings, and is used to teach bike safety. His impact is seen in increased numbers of schools participating in International



Walk to School Day, his advocacy of bike lanes and his support and collaboration in the adoption of Urban Street Design Guidelines for the city of Charlotte, which was one of the first cities in the nation to adopt such guidelines.

Local Health Department Recognition

The Local Health Department Recognition Award recognizes local health departments that have developed an innovative program that has produced measurable, sustainable outcomes. Award recipients receive monetary grants of up to \$5,000 to be used for activities such as special projects, staff development or educational materials.



★ **Immunization Program**
Chatham County Public Health
Department

80 East Street
Pittsboro, NC 27312
919.542.8220

Because of hard work by public health staff and partners, Chatham County is a leader in the state and the country for early child vaccinations. In fact, Chatham regularly ranks #1 in the state in immunization rates among children ages 0 to 36 months. In each of the past three years, these rates have exceeded 90 percent, well above the statewide county average. The Chatham County Health Department has achieved this with an innovative approach blending policy changes, training, tracking, feedback gathering and follow-up with childcare facilities. The staff provided training workshops and technical assistance to help licensed childcare facilities correctly complete and submit the Annual Child Care Immunization report, and sent letters to parents stressing the importance of immunizations early on. In just a few years, the percentage of facilities that submitted the reports rose to 100 percent from 62 percent, and the percentage of facilities with reports showing all children were up to date on immunizations rose to 96 percent, an exciting achievement and indicator of the dedicated and effective work of those involved. Given the critical importance of early childhood immunizations in reducing the spread of disease, this initiative has been at the forefront of Chatham's efforts to promote public health among some of the county's most vulnerable residents.



★ **Denotes 2018 Award Recipients**

Local Health Department Recognition



Virtual Care office visit

★ Virtual Care Clinic

Cleveland County Public Health Center

200 South Post Road
Shelby, NC 28152
980.484.5211

At times, students cannot get to a pediatrician easily due to transportation issues or parental work conflicts. And doctors and nurses cannot be everywhere at once. With an innovative approach using technology, Cleveland County has created a Virtual Care Clinic that brings everyone together. Using telemedicine technology, local pediatricians provide medical care for students ranging from skin infections and rashes to pink eye, asthma flares, stomach viruses, upper respiratory infections and the flu. The clinic has resulted in decreased emergency room use, increased school attendance and increased access to a primary medical home. Before

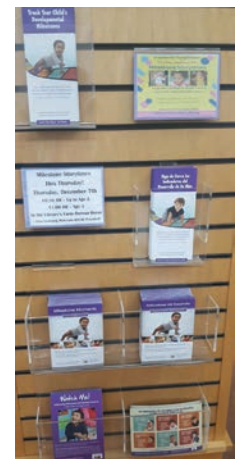
the Virtual Care Clinic, the school nurse sent home one student for illness every 5.4 academic days. Using the clinic, the nurse sent home one student for illness every 10.7 academic days—a 50-percent reduction in absenteeism due to illness. Parents are relieved to have assistance in navigating the health care system and not having to take time off from work. The Virtual Care Clinic has brought better health and more peace of mind to families in Cleveland County.

★ Innovative Approaches

Granville Vance Public Health

115 Charles Rollins Road
Henderson, NC 27536
252.492.7915 x248

The sooner children with developmental disabilities are identified and helped, the better their chances at academic success. The Centers for Disease Control and Prevention provides educational tools and resources through a program called “Learn the Signs. Act Early.” Granville Vance Public Health has created a novel partnership to engage parents by incorporating these materials into library story time programming and library outreach services to child care centers. This leads to early identification of possible developmental disabilities, which means that children can get needed services sooner. For instance, story time books such as “Where is Bear?” and “Amazing Me, It’s Busy Being Three!” are entertaining but more importantly, specifically address key milestones of development for two- and three-year olds. The stories allow parents to get a better understanding of development for their child at this age in a fun and interactive way. The Innovative Approaches project will expand to pediatric dental practices in the next year, with resource bags containing a toothbrush, toothpaste, floss and information to connect families to resources regarding developmental delay concerns. Young children are getting the help they need at an earlier age—when it can make a big difference—thanks to the creativity, dedication and determination of staff at Granville Vance Public Health.



Innovative Approach materials

★ Denotes 2018 Award Recipients

Local Health Department Recognition

Alamance County Children's Dental Clinic

Alamance County Health Department

1914 McKinney Street
Burlington, NC 27215
336.570.6415

Many patients with Medicaid insurance have a difficult time finding a consistent dental home for their children. That's not the case in Alamance County. Its Children's Dental Clinic has provided a consistent presence in the community and has seen the children of children it has served in its 19-year history! The Clinic is self-sustaining through revenues and reimbursements, unusual for a Public Health Department. It also has provided stability with the same core personnel, so patients get to know their health care professionals and benefit from continuous care. The Clinic has strong ties to UNC's Dental School, offering 4th year dental students and dental hygiene students valuable experience, as well as with Alamance County Community College dental assistants, who complete rotations throughout the year.



School Telehealth Program

Alexander County Health Department

338 1st Avenue SW
Taylorsville, NC 28681
828.632.9704 x405

In Alexander County, health care is coming to students in a new way—through cyberspace! The Health



Department is taking advantage of technology to collaborate with the school system to provide a new health service called Telehealth. The school nurses connect students with a health care provider at the Health Department using a safe and secure computer screen to treat illnesses, provide acute care and help students manage already known medical conditions. If the student needs medication, it can be sent to the pharmacy the family normally uses. The health care providers work with the parent or guardian, the school nurses and the child's primary care physician to provide the best care possible. The Telehealth equipment is an effective way to expand medical care to more patients at a lower cost and to patients who often need it the most, including the uninsured, underinsured and low-income families who often face transportation and other barriers to being able to readily seek medical care.

Local Health Department Recognition

LiveWell Early Childhood Program

Catawba County Public Health

3070 11th Avenue Drive SE
Hickory, NC 28602
828.695.6683



Healthy behaviors in early childhood can pave the way for lifelong health. Because many children are in child care for several hours a day, these providers play a vital role in promoting healthy habits, especially in the areas of good nutrition and physical activity. LiveWell Catawba, a nonprofit community health coalition, seeks to create and support a culture of wellness for all people in Catawba County. Catawba County Public Health is the organization's backbone. LiveWell Early Childhood, which grew out of the successful Healthy Child Care Recognition Program, is a collaborative initiative that takes a new approach in encouraging healthy policies, systems and environments for all children, families and staff that are part of the local early childhood system. The changes include boosting recreational enrichment for children in the classroom, building improved outdoor play areas and empowering classroom teachers to include healthy eating and active living in their daily routines and instruction.

The Child Health Clinic

Cumberland County Department of Public Health

1235 Ramsey Street
Fayetteville, NC 28301
910.433.3820

What could be better than getting a brand new book to read and play with while you're getting checked out at the health clinic? Children in Cumberland County know how great it feels! The Child Health Clinic has partnered with Reach Out and Read and the Cumberland County Library system to ensure that each child who comes for a clinic visit receives a new, age appropriate and culturally sensitive book. As the child looks at the book, the health care provider can survey gross and fine motor skills, and cognitive and speech milestones. The provider also models reading the book aloud to the child and explains to the parent what they are doing and why it's important to read out loud with children. After observing how the parent and child interact, providers give positive feedback or suggestions to guide parents, who receive prescriptions to read a book out loud at home. All of this takes time but is built into the child's clinic visit. And Cumberland is definitely "growing readers" – in the last three years, nearly 1,500 books have been given out.



Child Health Recognition

Community Health Fair & Tattoo Education Program

Forsyth County Department of Public Health

799 Highland Avenue
Winston-Salem, NC 27101
336.703.3099



Over 450 community members attended the Free Community Health Fair earlier this year, organized by the Forsyth County Department of Public Health. The two-day fair educated the community on available resources, health disparities and community indicators, while providing health screenings and interactive educational programs. More than 100 participants noted they will be making lifestyle changes after what they learned at the event.

Tattoos are more popular than ever with young people. When they have tattoos inked by each other at home or at unregulated “tattoo parties,” it can set them up for many unhealthy complications. Being in unpermitted, non-sterile environments increases their risk of contracting HIV, hepatitis, mycobacterial infections and tetanus. The department has partnered with the public school system to present the Tattoo Education program to 10th graders to increase awareness of unsanitary tattoo practices and teach them about tattoo risk, disease and infections, and current rules and regulations in North Carolina. Participants also learn about common misconceptions and misinformation that is readily available to teenagers, and are given the information they need to make a healthy decision should they decide to get a tattoo.

Portable Sealants Project

Forsyth County Department of Public Health

201 N. Chestnut Street
Winston-Salem, NC 27101
336.703.3095

Use of dental sealants on young children can help prevent tooth decay and other oral health diseases, but many children are not able to get the care they need. The Portable Sealants Project is organized and run by Forsyth County Department of Public Health’s Cleveland Avenue Dental Center. They provide eligible elementary school students with free dental screenings, fluoride application, dental cleanings and sealant placements at school. Since the sealant program began in 2016, the numbers have been impressive: a total of 1,579 screenings, 697 dental cleanings, 1,092 fluoride applications and 2,049 individual sealants have been provided. Thanks to the Forsyth health department, lots of children have a healthier, happier smile!



Local Health Department Recognition

Health Education for Young Learners

Montgomery County Health Department

217 S. Main Street
Troy, NC 27371
910.572.1393

Four-year-olds can easily learn the basics of good health behaviors, such as hand washing, dental health, summer safety, nutrition and physical activity, and it's always good to start early. The Montgomery County Health Department has launched the Health Education for Young Learners program to reach students in pre-kindergarten classes and in daycare. The four umbrella topics covered throughout the year are Hand Washing, Dental Health, Summer Safety and Healthy Lifestyle Education. This program is important because it is reaching children at a young age when they are still learning about developing habits and behaviors, and can help them carry these behaviors through life. The proof is in the excitement of one young child, whose mother reported that "my daughter came home and could not stop talking about keeping her teeth clean. She already put her brushing timer on her sink."

Child Mental Health Services Program

New Hanover County Public Health

2029 South 17th Street
Wilmington, NC 28401
910.798.6592

Children, as well as adults, struggle with mental health issues, which can lead to violence, suicide and poor academic performance. The New Hanover County Department of Public Health is helping by providing behavioral health therapists that cover 19 elementary and middle schools in the county. All services are free to students regardless of insurance status. The therapists use age/developmental appropriate interactive materials, such as games, with the children. This early intervention with mental health services can have a big impact on a child's success. As Dr. Rick Holliday, Assistant Superintendent of New Hanover County Schools, says: "These children are our most precious resource, and our partnership with Public Health has allowed us to provide quality mental health professionals in our schools. This unprecedented partnership is the gold standard for school-based mental health programs."



Local Health Department Recognition

School Immunization Initiative Onslow County Health Department

612 College Street
Jacksonville, NC 28540
910.989.3993

In Onslow County, the health department has started a groundbreaking initiative that provides vaccines free of charge for all students 18 years and younger. This immunization outreach program provides onsite vaccines at schools, which means students don't lose class time getting vaccinated and parents don't lose work time taking them there. Students and parents love the program, in which parents sign consent forms to choose the vaccines, including HPV to help prevent cancer, and the health department staff takes care of the rest. Because many vaccines are required by state law, the vaccines are paid for by the state, so the health department does not incur any out-of-pocket expenses.

Smiles at Sunnybrook Wake County Human Services

10 Sunnybrook Road
Raleigh, NC 27610
919.250.3923

Wake County's children are getting free dental care, bringing smiles to their faces and to the staff who serve them. The Wake County Human Services Dental Clinic has been offering the "Smiles at Sunnybrook" program since October 2017 with grant funding. The program allowed the dental clinic to provide preventative services to uninsured children, ages 0 to 20 years, in Wake County at no charge. The services include dental exams, cleanings, x-rays and fluoride varnish. Additionally, uninsured children ages 6 to 9 years receive sealants at no cost, reducing the possibility of tooth decay and caries. To date, this program boasts more than 621 preventative dental visits, including 66 sealants, totaling more than \$106,000 worth of dental treatment. That's enough to make everyone smile!



2018 Selection Committee

The North Carolina Public Health Association (NCPHA) oversees the North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards program. The North Carolina GlaxoSmithKline Foundation appreciates the hard work of the NCPHA, and we are grateful to the selection committee for its time and diligence in considering all nominations.

Gerri L. Mattson, MD, MSPH, FAAP

Wake Health and Human Services
Child Health Clinic

Tammy Cody

Deputy Health Director
Madison County Health Department

Melissa Packer

Assistant Health Director
Robeson County Health Department

Cardra E. Burns, DBA, MPA, CLC

Assistant Health Director-Preventive Health
Mecklenburg County Public Health

Susan Hayes

Health Director
Randolph County Public Health

Thank you to everyone involved.



NORTH CAROLINA



**GlaxoSmithKline
FOUNDATION**

2018 Child Health Recognition Awards

**The information presented in this booklet
was provided by the nominators and
reflects their views. We appreciate their
participation sharing the work of others that
create innovative programs.**

**Photos were provided with nominations or
purchased from Adobe.com.**

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