



GlaxoSmithKline

ChildHEALTH
recognition
AWARDS

The value of Health



2010



A note of thanks
to all who are dedicated ...



to the health of
our children



Many health problems are preventable. Educating the public about various health problems and solutions is a huge step toward creating a healthier society. North Carolina public health professionals have done an excellent job over the years and continue to work hard every single day to build awareness about child health issues. They teach families about the value of immunizations and asthma management, nutrition and exercise, regular prenatal check-ups and dental care, car seat safety and safe sleeping for babies, and screenings for cancer and depression.

Knowledge is power. Building awareness about an issue affecting society is valuable, and the GlaxoSmithKline Child Health Recognition Awards is a great way to build awareness. The North Carolina GlaxoSmithKline Foundation embraces its mission – to support health, science and education programs, across the state through a variety of grants, scholarships, mentoring and recognition awards. In addition to the GlaxoSmithKline Child Health Recognition Awards, the North Carolina GlaxoSmithKline Foundation sponsors a Traditional Grant program, a Ribbon of Hope grant program, and the GlaxoSmithKline Women in Science Scholars program.

We enjoy sharing and building awareness around issues and programs – including those implemented by public health professionals – that help build awareness, and add value to the lives of North Carolinians.

Marilyn Foote-Hudson

Executive Director
North Carolina GlaxoSmithKline Foundation

AWARENESS





prevention

In this ever-challenging healthcare environment, every dollar is stretched and every budget is scrutinized. It's more important than ever to assess – and appreciate – the resources that North Carolina health professionals put to good use, day in and day out, to effectively meet the greater need of caring for the health of its citizens.

The value that they provide to our communities and to our society is considerable. They bring solutions to today's public health concerns: more babies born at healthy weights, reducing medical costs; and young children and teens getting preventive dental care, nutrition counseling, and mental health services. Importantly, these patients are also getting immunizations, and we at GlaxoSmithKline are proud to support this critical component of public health care as one of the world's largest vaccine manufacturers.

Please join me in recognizing the selfless efforts of North Carolina public health professionals. The care and compassion they provide helps people in communities across the state live longer, healthier lives.

Deirdre P. Connelly

Board of Directors
North Carolina GlaxoSmithKline Foundation
&
President, North America Pharmaceuticals
GlaxoSmithKline





The old adage “an ounce of prevention is worth a pound of cure” holds true in today’s world. Health care prevention strategies now stretch far beyond providing basic needs for our children. Global flu pandemics and child abuse are all issues for public health professionals who want to create safer, healthier environments for their clients.

When the H1N1 virus was identified as the new pandemic flu strain in spring 2009, public health staff all over the state—and the nation—geared up to protect their communities. In Martin, Tyrrell and Washington counties, parents with long commutes to work have precious little time to get their children to the health department for a flu vaccination. So the MTW District Health Department took the vaccine to the students, setting up immunization clinics in the schools and immunizing more than 1,200 students and staff.

The Mecklenburg County Health Department also crafted a comprehensive, collaborative approach to educating the public and providing H1N1 immunizations, which resulted in a tested and successfully executed plan for pandemics in the future. A tremendous effort at surveillance and outreach to churches, businesses and child day care centers, along with clinics in schools and at the health department, led to 65,000 immunizations.

Another widespread concern affecting students is drug abuse. Drug prevention and awareness are always on the mind of George Greger-Holt, where he uses his early career experience in drug treatment counseling as director of Student Services for Chatham County Schools. He and his staff handle school safety initiatives, dropout prevention, and after-school programs to give students the tools they need to make better choices in life.

Young children don’t have choices about their care, and need all the help they can get. In Madison County, the Health Department used music, an Easter Egg Hunt and other fun activities in a community-awareness campaign to highlight Prevent Child Abuse Month. “Real men” rocked in real rocking chairs to raise funds for foster care services and to call attention to child abuse and neglect.



Building awareness of the issues of access for care includes recognizing some people face greater health risks than others. The very young and the very old, for instance, tend to have a harder time fighting infections and illness. Others, such as immigrants and racial and ethnic minorities, can face language barriers. Low-income individuals have a hard time paying for care or even finding transportation to care.

These “underserved” populations are served by public health professionals who constantly strive to find ways to provide better access to health care, whether it’s through mobile dental or health care units, nurses in schools, or free clinics.



ACCESS





When Dr. Leah Devlin was the state's Health Director, she made school health such a priority in her career that it is known as her signature program. She persuaded elected officials from the governor on down that school nurse positions needed to be included in the state's budget, and they were. Educating others is the most effective way to build awareness, and Dr. Devlin is a tireless advocate for public health education.

At Wake County Human Services, Dr. Peter Morris has always championed programs that assist children who are underserved, at-risk, or have special needs. He has played a role in creating successful programs like Project Access, an indigent medical care safety net program, and led the charge for a collaborative "Wake County Latino Health Coalition" to give community leaders a better understanding of cross cultural issues.

Another collaborative effort is the Sunnyside Medical Clinic in Winston-Salem, where Forsyth County public health nurses and lab technicians offer services to children of families with no insurance and no money—driven by the clinic's motto of "Let Your Light Shine."

Another way to increase access to health care is by taking services to the patients. In Wilkes County, the state's first mobile health center for teens rolls up to schools and offers services to students, quickly and usually free of charge, easing the burden on parents to arrange for transportation and payment for services.

Brunswick County's public health officials are doing all they can to reach and treat students, using a mobile health unit and a mobile dental unit to make services more convenient and affordable. The mobile health unit provides immunizations, physical examinations, health evaluations, and education to students, and the dental unit also allows students to receive care on the spot, so they can get the health care they need and spend less time away from class.





understanding





Health disparities often result from poor communication or lack of cultural understanding. Jill Kerr, a family nurse practitioner in Chapel Hill-Carrboro City Schools, is determined to bridge the gap. She speaks Spanish, French and Arabic, which helps her communicate better with families in her work with the Pre-K/Head Start Program, but her favorite language is any conversation that leads to better school attendance. She often works with families who are not very trusting of the health system, but her persistence and ability to communicate wins them over as she shows that she understands their needs and those of their children.



Everyone wants to give babies the best possible start in life. To do that means starting long before they are born. While there's been good news recently regarding premature births—the National Center for Health Statistics reported earlier this year that the number of premature births in the U.S. dropped for the second straight year—more than a half million babies still are born too early, putting them at-risk for death or health challenges such as respiratory disorders, blindness and learning disabilities.





Factors that contribute to premature births include multiple births (twins or triplets), poor prenatal care, and poor nutrition. This is where public health professionals step in to make a difference.

The Yadkin County Health Department offers a Comprehensive Maternity Class to expectant mothers. Provided to both English and Spanish speaking women, the class covers everything from the changes they are seeing and feeling in their bodies to what to expect at the hospital, to bathing and diapering babies, breastfeeding tips, and how to handle fevers and immunizations.

In Cleveland County, new moms support each other and have fun doing it at “Mommy’s Night Out,” a program offered by the Cleveland County Health Department. The event is sponsored by the department’s Nurse Family Partnership Program, which provides one-on-one home visits by public health nurses to expectant mothers. The night out offers additional support and education on topics such as safe infant sleep, car seat safety, positive parenting, and stress management.

The Best Birth Outcomes Training Academy in Guilford County teaches pregnant moms about good nutrition, the benefits of breastfeeding, car seat safety, shaken baby syndrome and family violence. The goal is to give babies a good start in life and reduce the number of children who die before their first birthday.

LIVING





Childhood obesity continues to increase at alarming levels. Childhood obesity has more than tripled in the past 30 years. The statistics from the Centers for Disease Control and Prevention are all too familiar. For children 6 to 11 years old, obesity rates increased from 6.5 percent in 1980 to 19.6 percent in 2008, and for adolescents 12 to 19 years old, the rate increased from 5 percent to 18.1 percent.



motion





In Durham County, students are learning to DINE for LIFE. Taste tests, core nutrition messages, energy balance calculations, and gardening programs teach the whole family how to have fun with food.

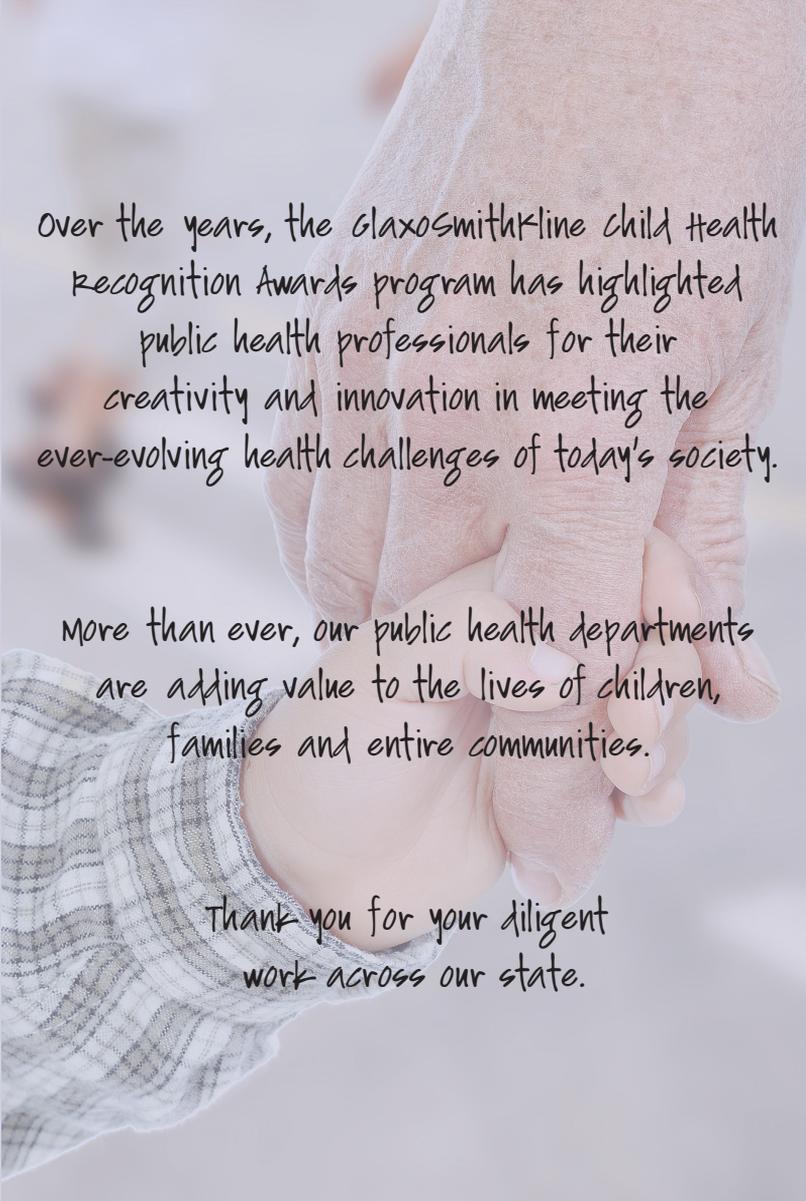
Electronic games are often blamed for today's sedentary youth, but that same digital technology that students love is being used to get their attention in the cafeteria. The Cleveland County Health Department is using digital menu boards to provide nutrition information to middle and high school students. The menu boards combine text, graphics, sound and video in appealing messages for students who are used to computer games and the Internet. Digital boards can be changed rapidly and often, providing reminders about good nutrition and better food choices.

To fight childhood obesity, fitness goes hand-in-hand with good nutrition. To that end, the Yadkin County Health Department has FANs everywhere! The department has started a FAN (Fitness and Nutrition) Club that assesses the needs of children and their families, and offers nutrition information, counseling, and opportunities for exercise.

In Halifax County, elementary school students are fueled by good nutrition and exercise thanks to Energizer kits, 10-minute classroom-based physical activities that help teach the students healthy lifelong habits at an early age.

In Henderson County, the Department of Public Health knows that Zumba can get people fit. The aerobic dance is one of many fun fitness programs demonstrated at "Be Active Day," a collaborative event sponsored by the Health Department and other area health agencies. The event focuses attention on the problem of childhood obesity, and encourages families and children to get moving, be active, and stay active.





Over the years, the GlaxoSmithKline Child Health Recognition Awards program has highlighted public health professionals for their creativity and innovation in meeting the ever-evolving health challenges of today's society.

More than ever, our public health departments are adding value to the lives of children, families and entire communities.

Thank you for your diligent work across our state.



Leah Devlin, DDS, MPH

Gillings Visiting Professor

UNC Gillings School of Global Public Health

CB #7400

Chapel Hill, NC 27599-7400

919-966-3215

Dr. Leah Devlin has touched the lives of children in North Carolina, directly or indirectly, and by extension, the lives of their parents. Having spent more than 25 years on the front lines of public health, including eight years as State Health Director, she has created and implemented scores of programs. Dr. Devlin's dedication, as one nominator notes, "serves her state and its people, and especially its children, with great integrity, passion and purpose." Dr. Devlin's collaborative efforts have brought together state legislators, hospital executives, local health departments, emergency responders and school administrators to design and implement programs that directly improve the wellness of children. Another nominator notes, "Dr. Devlin's commitment to a long-term, coordinated strategic plan around children's health has been a cornerstone of her career, and reflects her deep understanding that such a plan is critical to success in both school and life." She made school health such a priority in her career that it is known as her signature program, persuading elected officials from the governor on down that school nurse positions needed to be included in the state's budget. Her visionary and coalition-building leadership style has enabled many changes, including making North Carolina the first state to mandate accreditation for local health departments. Dr. Devlin retired as State Health Director in 2009 and has been appointed as a Gillings Visiting Professor at the UNC Gillings School of Global Public Health, where she continues to champion preventive efforts on behalf of children everywhere, partly by educating new classes of public health advocates.





George Greger-Holt, MEd

Director of Student Services

Chatham County Schools

PO Box 128

Pittsboro, NC 27312

919-642-5605

When it comes to students, drug prevention and awareness are always on the mind of George Greger-Holt. He discovered his lifelong passion as an adolescent therapist in the 1980s, coordinating drug treatment counseling programs. As director of Student Services for Chatham County Schools, he supervises counselors, social workers and nurses. He also is in charge of school safety initiatives, dropout prevention, character education, and after school programs. His greatest love is overseeing the federal Safe and Drug-Free Schools Program and school-based mental health programs. In addition to sitting on numerous interagency task forces related to drug awareness, he has collaborated on dozens of programs for students, including conducting community health assessments and annual alcohol and drug surveys of students, observing Red Ribbon Week as part of Drug-Free America, and leading successful policy changes for 100% Tobacco Free Schools. Known as someone who is funny, passionate and thoughtful, he also is described as “fair-minded and motivated by a fundamental commitment to improve the lives of children in Chatham County.” In addition to implementing programs, Mr. Greger-Holt is always eager to celebrate students’ successes, reveling in awards ceremonies. As one nominator notes, “George is absolutely peerless in his ability to initially approach and subsequently cultivate a meaningful relationship” that engages and counsels at-risk youth.





Peter Morris, MD, MPH

Medical Director

Wake County Human Services

220 Swinburne

Raleigh, NC 27610

919-250-3813

As a medical doctor, Dr. Peter Morris understands that families need access to quality medical care to have healthy outcomes for children and pregnant moms. As a divinity scholar, he knows how important it is to also engage the spiritual and ethical motivations, hope and aspirations of individuals and communities. He brings all of this to his work as medical director at Wake County Human Services, where he serves as a mentor, coach and resource for many people in the community. He is a champion for children, particularly those who are underserved, at-risk or have special needs. His demonstrated leadership and dedication have helped create successful programs in Wake County like Smart Start; the Maternal Depression Project; the Young Child Mental Health Initiative; Project Access, an indigent medical care safety net program; and Pediatric Developmental Surveillance, which increases the identification of children with developmental delays. Often focusing on the sickest and most at-risk children in the community—especially African-American and Hispanic children—Dr. Morris led the charge for a collaborative “Wake County Latino Health Coalition” to give community leaders a better understanding of cross cultural issues. His message expands far beyond the boundaries of Wake County to include regional and statewide initiatives, and he even takes his message abroad, traveling to Haiti and Sudan on medical/teaching mission trips. For three decades, Dr. Morris’ personable and humorous leadership style has influenced the state of health and well being of children in Wake County and across North Carolina.



Addie Frances Lovett

Community Health Assistant
Greene County Health Department
227 Kingold Boulevard, Suite B
Snow Hill, NC 28580
252-747-8183

Addie Frances Lovett doesn't just make plans to be at the Child Health Clinic of Greene County, she "schedules her world around those children" so she can help provide public health services to them. In her 30 years of full-time work with the Greene County Health Department, Ms. Lovett worked in all clinic areas, but Child Health sparked her interest the most. She learns as much as she can about the children and their parents, and uses the information to make referrals to additional resources that might benefit them. She always finds a way to make the clinic process a positive one for the children and families. After retiring in 2000 and being "sorely missed," she returned to the Health Department part-time to work solely in the Child Health Clinics. The children of Greene County are fortunate to have had Ms. Lovett, referred to as "one of the most positive sources of energy" at the Clinic, watching out for them.

**Jill Kerr, FNP, MS, MPH**

Family Nurse Practitioner
Chapel Hill-Carrboro City Schools'
Pre-K/Head Start Program
891 Willow Drive, Suite 2
Chapel Hill, NC 27514
919-918-2153

Jill Kerr, a family nurse practitioner, speaks Spanish, French and Arabic, which helps her communicate better with families in her work with the Chapel Hill-Carrboro City Schools' Pre-K/Head Start Program. But her favorite language is any conversation that leads to better school attendance, or learning that a child has gotten the proper treatment for asthma or dental or vision problems. In the course of a month, Ms. Kerr covers 200 miles as part of a program that serves 200 families in 16 classrooms in nine elementary schools. Among other accomplishments, she has shortened the time between failed hearing tests and treatment and has improved asthma case management, but considers her greatest contribution as a work-in-progress: finding ways to decrease absences of Head Start children. She attributes poor school attendance to a disconnect between the community and early school programs, and is determined to close that gap. She works often with families who have chaotic home lives and are not very trusting of the health system, but her persistence and ability to communicate wins over families as she demonstrates that she understands their needs and those of their children. By working to eliminate health disparities among the students she serves, Ms. Kerr stands out as an exceptional nurse.





Ricky J. Vernon, PA-C

Physician Assistant

Surry County Health and Nutrition Center

118 Hamby Road

Dobson, NC 27017

336-401-8561

Ricky Vernon knows childhood emergencies don't always happen during office hours. Many patients have his personal cell phone number, allowing access to him when he is needed—regardless of the time. His excitement for child health is contagious among patients, families and staff. As a physician assistant at the Surry County Health and Nutrition Center, he conducts asthma classes, educates students on a variety of health topics, and mentors other medical students. His boundless energy takes him on weekly visits to the Eckerd Youth Camp to provide health care for adolescent males. He also readily assists the Communicable Disease clinic and the Family Planning Clinic. His quick wit can make even sick children laugh, but he has a serious vision in his belief that “every child is a precious opportunity to positively impact the future of our community, our state, our nation, and ultimately, our world.”

Public Health Staff, Sunnyside Medical Clinic

Forsyth County Department of Public Health

799 North Highland Avenue

Winston-Salem, NC 27102

336-703-3317

Public health nurses *Sandra Clodfelter, Linda Hill, Rhonda Michels, Natosha Moffitt and Judy Southern*, along with lab technicians *Melinda Hull, Melanie McCoy and Blake Pate*, make a formidable team when they join forces with other health professionals to provide a free community clinic for children in the Southside area of Winston-Salem. The long-standing collaborative relationship with Sunnyside Ministries provides vaccinations and medical care—not to mention smiles, hugs and love—to children of families with no insurance and little money. With a motto of “Let Your Light Shine,” this clinic provides underserved patients with services such as sick care, medication refills, and day care/preschool physicals. As part of the collaborative effort, church volunteers provide meals and snacks for the children and staff, and Sunnyside Ministries coordinates the volunteers and provides supplies for the clinic. The Forsyth County Department of Public Health provides nurses and limited lab services for patients. Other participants include the Department of Social Services, Crisis Control and the Salvation Army. Along with direct services, the public health staff provides resources, referrals and information, and never lets families leave without knowing that they are of tremendous value to the community.



Durham County Health Department

DINE for LIFE Program

414 E. Main Street

Durham, NC 27701

919-560-7783

In Durham County, students are not learning to eat well just for a little while—they are learning to DINE for LIFE! Taste tests, core nutrition messages, energy balance calculations, gardening programs and tips teach the whole family to have fun with food. DINE for LIFE stands for Durham's Innovative Nutrition Education for Lasting Improvements in Fitness and Eating. Funded by a SNAP-Education grant that is matched by Durham County funds, DINE for LIFE is a unique school and community-based nutrition education and behavior change program that targets at-risk families and children. Elementary and middle school students receive lessons on the food groups and healthy snacks, and learn to understand energy balance. Some workshops are offered after school to provide additional nutrition and life skills. Activity sheets include word searches, crossword puzzles, and word games to reinforce lesson messages. In addition to the school-based program, DINE for LIFE provides hands-on nutrition and culinary workshops in the community to reach parents and change community norms. On average, DINE community workshops reach 1,000 Durham residents each year. Popular topics include eating healthy on a budget, kid friendly meals, heart health, maintaining a healthy weight, eating healthy on the run, label reading, and food safety.



Mecklenburg County Health Department

H1N1 Initiative

249 Billingsley Road

Charlotte, NC 28211

704-304-6703

In 2009, as H1N1 flu pandemic warnings loomed, the issue of public health protection became the central focus for local, state and national public health agencies. The Mecklenburg County Health Department, serving the largest community in North Carolina, crafted a comprehensive, collaborative approach to educating the public and providing immunizations—one that serves as a tested and successfully executed plan for pandemics in the future. The first step was surveillance, which included analyzing school data about changes in absence rates and monitoring hospital emergency departments, physician offices and child care centers to identify cases of H1N1 and the potential for an outbreak. The agency also formed a community wide Prevention and Outreach Team, and distributed information packets to churches, businesses and child day cares, plus videos and other age-appropriate information to school children about prevention and immunization. The most far-reaching part of the initiative was that of H1N1 immunizations which, because of limited supplies initially, were prioritized within targeted populations. A huge effort was undertaken in the schools, as well as at family clinics held at health department sites. In all, about 65,000 doses of the H1N1 vaccine were administered; in the public schools alone, 42,000 students were immunized at 291 clinics. In addition to the immunizations, other benefits that came out of the project included the partnerships and working relationships formed with more than a dozen community organizations, and the credibility gained with the local media regarding responsiveness and release of clear, accurate information.





Wilkes County Health Department
MESH—Mobile Expanded School Health Program
306 College Street
Wilkesboro, NC 28697
336-651-7450

Adolescent health is a priority in Wilkes County where local public health officials are bringing health care directly to teens. MESH, the Mobile Expanded School Health Program, is the state's first mobile health center for teens. Last year it served more than 1,400 students. Adolescents face serious health challenges—asthma, obesity or anorexia, diabetes, alcohol and drug abuse, sexually transmitted diseases, depression, and even suicide—but are often the least likely to get medical care. By providing a mobile clinic that is cost-effective and flexible, the Wilkes County Health Department has eliminated many barriers to students' access to care, including lack of transportation and reliance on parents' work schedules and free time.

Students can receive services quickly, meaning less time away from their classes. Most of the services are offered free of charge, so the MESH bus attracts students who would otherwise have difficulty paying. The clinic is completely confidential, allowing teens to discuss serious problems without fear of judgment or reprisal. By providing this extra caring resource, public health professionals are “driving” local teens to better physical and mental health.



Beaufort County Health Department

1436 Highland Drive
Washington, NC 27889
252-946-1902

Patients visiting the Family Planning Clinic at the Beaufort County Health Department are spending much less time waiting to be seen thanks to quality improvement (QI) methods used by the department to provide more efficient and effective services to women and children. As one of the first four local health departments to use the Public Health QI 101 course, Beaufort County staff have shortened the wait time for clients and increased the number of breastfeeding moms by improving education, promotion and support in the clinic. Some helpful steps included organizing registration cabinets and workstations, creating a standardized registration process and implementing reminder phone calls to clients.



**Thank you
for going to
where the
children of
Brunswick
County need
services
using the
mobile health
unit.**

Brunswick County Health Department Child Health Program

25 Courthouse Drive
Bolivia, NC 28422
910-253-2250

Brunswick County's public health officials are doing all they can to reach and treat students, using a mobile health unit and a mobile dental unit to make services more convenient and affordable. The mobile health unit provides immunizations, physical examinations, health evaluations and education to students. With two examination rooms, the mobile unit provides services to schools around the county more economically and efficiently. The Health Department also has collaborated with New Hanover County to provide dental services using a mobile dental unit. By installing utility services needed for the mobile unit, Brunswick County is making it possible for school age children in both Brunswick and New Hanover counties to receive dental care at their schools, rather than having to be transported to the dentist. As a result, more children can be seen and also spend less time away from class.



Cleveland County Health Department Digital Menu Boards/Nutrition Education Program

315 E. Grover Street
Shelby, NC 28150
704-484-5200

The trend toward alarming rates of childhood obesity is nothing new but there is a new way to reach students with nutrition information—by using the same digital technology that students like and pay attention to. The Cleveland County Health Department is using this cutting edge approach of digital menu boards to create teachable moments for middle and high school students. The menu boards are more flexible and eye-catching than manually maintained boards because they can combine text, graphics, sound and video in appealing messages for students who are used to computer games, cell phones and the Internet. Digital boards can be changed rapidly and often, and provide reminders about good nutrition and better food choices. The board was tested in one middle school, which served as the pilot site for the project. In conjunction with the digital messages, health educators trained physical education and health teachers in a supplemental curriculum, adding to the efforts to affect student behavior and promote a healthier lifestyle for students and their families.

**Thank you
for capturing
the attention
of students
using
technology to
communicate
nutrition
education
in school
cafeterias.**

*Thank you for
improving life
out comes of high
risk first-time
mothers and
their children.*

Cleveland County Health Department Nurse Family Partnership Program

315 E. Grover Street
Shelby, NC 28150
704-484-5255

All new moms can use a little support. In Cleveland County, they support each other and have fun doing it at “Mommy’s Night Out,” a program offered by the Cleveland County Health Department. The event is sponsored by the department’s Nurse Family Partnership Program, which provides one-on-one home visits to expectant mothers by public health nurses. In the first year, nurses made nearly 1,700 home visits, providing health care and counseling about life skills, good nutrition, and the importance of school. To supplement this program and keep the mothers engaged, the department offers monthly “Mommy’s Night Out” sessions that create a fun atmosphere for learning. Topics include infant safe sleep practices, car seat safety, positive parenting and stress management. Fun activities include scrapbooking, allowing the moms the chance to be creative and preserve memories of their pregnancies and their babies. After the events started, staff noticed an increase in the consistency of prenatal visits, and involvement in Nurse Family Partnership activities and home visits.

Guilford County Department of Public Health

Best Birth Outcomes Training Academy

1100 E. Wendover Avenue
Greensboro, NC 27405
336-641-6130

Giving babies the best possible start in life is the goal of the Best Birth Outcomes Training Academy. Sponsored by the Guilford County Department of Public Health as part of the Triad Baby Love Plus Program, the Academy offers specialized training about infant mortality prevention strategies for those families who are at greatest risk. The goal is to give babies a good start in life and reduce the number of children who die before their first birthday. The target population is low-income pregnant African American women. Topics covered include good nutrition, the benefits of breastfeeding, car seat safety, and the harmful effects of shaken baby syndrome and family violence. Academy graduates stated they felt confident, informed, and prepared to care for their new baby.

Thank you for implementing the two-day academy offered in a community-based setting during pregnancy to change birth outcomes.

Thank you to combating obesity through the Energizer activities.



Halifax County Health Department

19 North Dobbs Street
Halifax, NC 27839
252-583-5021

Elementary school students in Halifax County don't run on batteries, but they are fueled by good nutrition and exercise thanks to the use of Energizer kits to combat obesity. With funding obtained from the Fit Together Grant, the Halifax County Health Department collaborated with three local school systems to provide Energizer curriculum training and toolkits to teachers. The kits are 10-minute classroom-based physical activities that teach the students healthy lifelong habits at an early age.



Henderson County Department of Public Health

Be Active Day

1200 Spartanburg Highway, Suite 100
Hendersonville, NC 28792
828-694-6063

If you want to get people's attention when it comes to fitness, try Zumba! The aerobic dance is just one of many fun fitness programs demonstrated at "Be Active Day," a collaborative event sponsored by the Henderson County Department of Public Health. The event focuses attention on the problem of childhood obesity, and encourages families and children to get moving, be active and stay active. The fun and fact-filled day educates families on better food and beverage choices, encourages them to prepare more meals at home and reduce television time, and provides interactive displays like Wii® tennis and boxing, along with demonstrations of clogging, line dancing, Zumba and hula hoops. The day-long event is scheduled in January, giving area agencies the chance to come together as part of the collaboration, and families the chance to turn a cold winter day into an informative one filled with games and movement.

Thank you for
implementing
an obesity
awareness
campaign.

Madison County Health Department

Child Abuse and Neglect Plan

493 Medical Park Drive
Marshall, NC 28753
828-649-3531

A lot of rocking was going on around Madison County during "Prevent Child Abuse Month" last year: music rocked and "real men" rocked in real rocking chairs to call attention to child abuse. Alarmed by high rates of child abuse and neglect, the Madison County Health Department kicked off a community-wide awareness campaign by holding an Easter Egg Hunt, with crafts, games and more than 3,000 eggs for the children to find. Nearly 1,000 yellow t-shirts were given out to public officials and community leaders to promote the theme of "Do All You Can to Prevent Child Abuse and Neglect," and 3,000 pinwheels were given to elementary school students. Additional community activities continued throughout the month, capped by a "Real Men Rock" rocking chair contest to raise funds for foster care services and to raise awareness of the problem of child abuse and neglect.

Thank you for
working to build
awareness to
combat the issues
of child abuse.

**Thank you
for the
diligent
team
work!**



**Martin-Tyrrell-Washington District Health Department
Immunization Staff**
198 NC Hwy 45N
Plymouth, NC 27962
252-793-3023

In Martin, Tyrrell and Washington counties, parents often must travel long distances for work, leaving precious little time to get their children to the health department for a flu shot. So MTW public health staff geared up to make sure the students got their vaccines by taking the medicine to them! When the H1N1 virus was identified as the new pandemic flu strain in spring 2009, staff decided they would do whatever they could to assist students and parents in getting immunized. After seeking and getting approval from the respective superintendents and school boards, letters were sent to parents with permission slips. School nurses and teachers helped get the slips returned, and the Immunization Staff spent time making phone calls to parents at home to assist them with the forms, if needed. Flu clinics were then set up in the schools. Ultimately, MTW staff were able to immunize 937 students and 323 school staff with the H1N1 flu vaccination, an excellent number given the initial public controversy over the vaccine.

**Rockingham County Department of Public Health
Influenza Campaign**
PO Box 204
Wentworth, NC 27375
336-342-8140

In one of its most aggressive outreach efforts ever, the Rockingham County Department of Public Health geared up to attack the H1N1 influenza virus in spring of 2009. Vaccination clinics for the recommended target populations were held all around the county, and a successful collaboration with the school system allowed public health staff to vaccinate some of the most vulnerable population—the children. Flu prevention letters were sent to 14,000 students/parents, and each school principal received a communication tool kit. In addition, the vaccination teams “took to the streets” and became highly visible and accessible to citizens, fanning out to day care centers, churches, after-school programs and the Student Health Centers at the four high schools. Because Rockingham County is rural and many citizens lack transportation, the initiative allowed public health staff to reach many members of the community in their own neighborhoods.

Thank
you for your
collaborative
prevention efforts
combating
influenza.



Wake County Human Services

Dental Health Programs

10 Sunnybrook Road
Raleigh, NC 27610
919-250-4680

In Wake County, expectant moms don't just eat for two, they also "smile for two," learning how better dental care for themselves will translate into healthier children. Under the "Smiles for Two" program, first-time mothers receive education, preventive services and treatment to decrease dental disease. By improving their own oral health, they are able to prevent dental disease in their children. The companion project, "Healthy Smiles," is a follow-up visit with the parents and children at six-month intervals. The parents are educated, and the children receive an exam and fluoride varnish. The programs have been successful in reaching out to new families and teaching them about the importance of good oral hygiene to their overall health, as they learn that baby teeth are important, and oral health care begins at birth.

**Thank you
for targeting
maternal
oral health
to change
health
outcomes.**

Wake County Human Services

Tween Clinic

10 Sunnybrook Road
Raleigh, NC 27610
919-250-4569

**Thank you
for creating
a new service
delivery
clinic to meet
the needs of
your patients.**

Health care is not often high on the priority lists of teens who are struggling with physical and emotional changes. Recognizing that adolescence is one of the more difficult stages of life, Wake County Human Services created the "Tween Clinic" for students in 5th through 8th grades (ages 9 to 14). A multidisciplinary team assesses the teen's general health, mental health, dental health, social health, nutritional health, and immunization status.

The Tween Clinic encourages learning by presenting information at various stations for the student and families to explore. Station topics include proper nutrition, information about depression, and the dangers of substance abuse. Participants receive take-home items such as pencils, pens, wristbands, and stress balls to reinforce the lessons they learn on-site. The Clinic encourages adolescents to take an active role in their own health by becoming better educated about life skills and smart choices.

Yadkin County Health Department Comprehensive Maternity Class

403 E. Main Street
Yadkinville, NC 27055
336-849-7689

When public health staff at the Yadkin County Health Department offer a Comprehensive Maternity Class to expectant mothers, they really mean comprehensive! Provided to both English and Spanish speaking women, the class covers everything from the changes they are seeing and feeling in their bodies to what to expect at the hospital to bathing and diapering babies, breastfeeding tips, and how to handle fevers and immunizations. The information, which includes proper nutrition tips, is intended to be helpful to the mothers before they give birth and also provide a framework for healthy living once they and the baby are at home.



Yadkin County Health Department FAN (Fitness and Nutrition) Club

403 E. Main Street
Yadkinville, NC 27055
336-849-7689

The Yadkin County Health Department has FANs everywhere! To address the problem of increases in childhood obesity in children ages 3 to 18, the health department has started a FAN (Fitness and Nutrition) Club that assesses the needs of individual children and their families, and offers nutrition information and counseling. Children referred to the program, with a BMI exceeding 85%, receive counseling from a nutritionist, the Healthy

Yadkin coordinator, and registered nurse. Families receive a FAN folder packed with a food diary, and nutrition and physical activity guides. The families receive counseling tailored to their needs, with the aim of changing behaviors, and exercise passes to the Yadkin Family YMCA. When Yadkin children and families become “fans” of nutrition and exercise, they feel better and make healthier decisions.





Yadkin County Health Department Health Fair

403 E. Main Street
Yadkinville, NC 27055
336-849-7689

After several years of offering multiple health fairs to families—and with declining turnout, especially among target groups—the Yadkin County Health Department decided to reorganize its health fair scene. Staff pulled together a group of 16 community agencies, including county government, local children’s health and safety nonprofits, and emergency responders to come up with a plan for one giant event instead of several smaller events. The department’s leadership paid off! By combining the three largest fairs, changing the date and time to be more family friendly, and adding interactive booths for children, turnout was way up. The number and variety of booths also increased, including addition of bike safety, farm safety (with real animals), tumble bears (a seat belt safety demonstrator), smoke house, fire trucks and more. By having participants fill out a “well pass” that provided general information and allowed them to win door prizes, the Health Department was able to gather data about the attendees. To sum up the event’s success, one participant noted that the fair helps “us learn how to live better lives.”



*Thank you for
redesigning
the way you
reach out to
the residents of
your county.*



Lifetime Achievement Award

- 2009 Sue Lynn Ledford, RN, BSN, MPA, NCSN
- 2008 Joseph C. Stegman, MD
- 2007 Capitola L. Stanley, RN, MPH
- 2006 David A. Lockhart, MD
- 2005 Sarah T. Morrow, MD

Lifetime Achievement Award
Special Recognition

- 2005 John G. Johnston, MD

Individual Recognition Award

- 2009 Marian Earls, MD, FAAP
Alice Elio, RN, CCHC
- 2008 Willard Helmuth, MD
- 2007 Debbie Mason
- 2006 Christine O'Meara
Brenda Walters
- 2005 Christine O'Meara
Brenda Walters
- 2004 Charles F. Willson, MD
- 2003 Tommy Jarrell
- 2002 Jonathan B. Kotch, MD, MPH
- 2001 Joseph D. Gatewood, DDS, PA
- 2000 Howard H. Loughlin
- 1999 Thomas J. Vitaglione
- 1998 Alex Alexander, DDS
- 1997 Trudy Wade, DVM
- 1996 Josephine Ann Cialone
- 1995 Frank Reynolds, MD



leading



Individual Recognition Award Special Recognition

- 2006 Kyle Gray Family
2004 James Norfleet Slade, MD
2001 Lynn Smith, RN, BSN
2000 Junius "June" Harris Rose, Jr., DDS
Sharon Nicholson Harrell, DDS, MPH
1999 Olson Huff, MD
1998 Lori Bates
1997 Thomas M. Daniel, MD
Ed Norman
Carol Reid
1995 Ann T. Catlett
Peter Morris, MD
Kathy Johnson

*Health Choice Promotion Award Winner*

- 2000 Buncombe County Health Center
1999 Brunswick County Health Department

Health Choice Promotion Special Recognition

- 2000 Madison County Health Department
1999 Orange County Health Department
Graham County Health Department
Macon County Health Department
Swain County Health Department



Local Health Department Award

2009	Cleveland County Health Department Dare County Department of Public Health Wake County Human Services	2001	Cleveland County Health Department Lee County Health Department Rowan County Health Department
2008	Caldwell County Health Department New Hanover County Health Department Pender County Health Department	2000	Cleveland County Health Department Wilson County Health Department
2007	Catawba County Public Health Department Henderson County Department of Public Health Rowan County Health Department	1999	Stokes County Health Department Macon County Health Department Pitt County Health Department
2006	Buncombe County Health Center Craven County Health Department Union County Health Department	1998	Onslow County Health Department Cleveland County Health Department Robeson County Health Department
2005	Buncombe County Health Center Wake County Human Services Northampton County Health Department	1997	Edgecombe County Health Department Martin-Tyrrell-Washington District Health Department Pitt County Health Department
2004	Rowan County Health Department Catawba County Health Department Surry County Health Department	1996	Craven County Health Department Gaston County Health Department Wake County Department of Health
2003	Pitt County Health Department Gaston County Health Department Buncombe County Health Center	1995	Caldwell County Health Department Catawba County Health Department Randolph County Health Department
2002	Alamance County Health Department Brunswick County Health Department Catawba County Health Department		

guiding



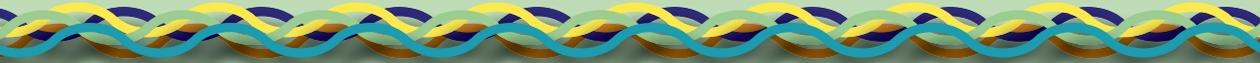
Local Health Department Special Recognition

- 2005 New Hanover County Health Department
- 2000 Alamance County Health Department
Orange County Health Department
- 1999 Surry County Health & Nutrition Center
- 1998 Caldwell County Health Department
Jackson County Department of Public Health
- 1997 Halifax County Health Department
Graham-Swain District Health Department
Surry County Health Department
- 1995 Guilford County Health Department
Harnett County Health Department
Cabarrus County Health Department
Columbus County Health Department
Appalachian District Health Department

Public Health Staff Recognition Award

- 2000 Marian Duncan, MSA
Margaret P. Moore
- 1999 Diane Brown
William Milner, DDS, MPH
- 1998 George Bond, Jr., MPH
Stacy Green
- 1997 Teresa Atkins
Juanita Richardson, RN
- 1995 Eunice Inman
Kim Sykes

HEALTH



With Our Sincere Appreciation

The North Carolina GlaxoSmithKline Foundation owes a debt of gratitude to the North Carolina Public Health Association for its dedication to the GlaxoSmithKline Child Health Recognition Awards program, and also to the volunteers who worked with NCPHA to review the nominations. We appreciate the careful consideration the committee gave to each nomination, to recognize the most deserving for their achievements. The Selection Committee was comprised of the following volunteers:

Amanda Marvin
Health Educator II
Alamance County Health Department

Trish Vandersea
Health Care Program Coordinator
Durham's Partnership for Children

Tom Vitaglione, Senior Fellow
Action for Children North Carolina

Andrea Weathers, MD, DrPH
Assistant Professor
Department of Maternal and Child Health
UNC School of Public Health



Thanks also to:
Lynette Rivenbark Tolson
Executive Director
NC Public Health Association



North Carolina GlaxoSmithKline Foundation

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EDUCATION, SCIENCE AND HEALTH

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... Health

... Science

... Education



North Carolina GlaxoSmithKline Foundation

Five Moore Drive

PO Box 13398

Research Triangle Park, NC 27709-3398

919-483-2140

The information presented in this booklet was provided by the nominators and reflects their views. We appreciate their participation.