

NORTH CAROLINA



GlaxoSmithKline  
FOUNDATION

CHILD HEALTH RECOGNITION AWARDS

September 14, 2016



## BETTER HEALTH FOR CHILDREN: DREAMS AND ACTION

Public health professionals are people who dream and then act. They plan and believe. Because of their valuable efforts, North Carolina's children have better health outcomes. This profession is filled with huge hearts, bright minds and a fierce determination to improve the lives of all citizens, and this awards program honors those who believe in a better future for children and their families.

This can-do spirit, which changes to meet patient needs, is seen in public health departments across the state, where physicians, nurses, dentists, social workers, case managers and every care provider is constantly thinking of creative ways to combat teen pregnancy, manage disease, prevent lead poisoning, boost immunization rates, provide mental health care and dental care to their clients.

The North Carolina GlaxoSmithKline Foundation thanks you and salutes you for your innovation, courage, plans, actions and dreams. Because of your innovation and constant striving for improvement, all North Carolina children and families will have healthier tomorrows.

*To accomplish great things, we must not only act, but also dream; not only plan, but also believe.*

*- Anatole France*

## LOCAL HEALTH DEPARTMENT

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.

### Local Health Department Nominees

#### ✔ Cabarrus Health Alliance

##### Food Recovery Program

One day, a Cabarrus County elementary school teacher noticed that students were throwing away unopened, healthy breakfast items. These include items like granola bars, milk, yogurt and fresh produce. In an area where 15 percent of residents report they do not have access to a reliable source of food—which puts them at higher risk for health problems—this extra food can make a big difference. Using a grant, Cabarrus Health Alliance began a Food Recovery Program that seeks to get healthy food out of waste cans and into the homes of those in need. Volunteers collect the items from the school sites and take them to satellite food pantries. Since May 2015, the program has collected more than 40,000 pounds of food. Together with nine satellite food pantries, the program has distributed more than 821,000 pounds of food to almost 50,000 individuals in Cabarrus County.

#### Cleveland County Health Department

##### Child Health Clinic

After learning that nearly one-third of patients did not follow up on attention deficit hyperactivity disorder (ADHD) behavior therapy appointments, Cleveland County's Child Health Clinic came up with a new approach that proved popular: ADHD Day. Each Wednesday, the clinic and its mental health provider partner, blocked off appointments solely designated for patients with ADHD. This creates an environment for children to have an all-inclusive visit that provides both medical and mental health care. The innovative approach helped reduce the stigma of mental health treatment and made it easier for parents with transportation and other issues to be more engaged in their child's diagnosis and treatment. After seeing a tremendous improvement in patients, ADHD Day was expanded to include appointments every day of the week.

#### Cumberland County Department of Public Health

##### Teen Pregnancy Prevention Campaign

Teaching high school students about abstinence can be daunting, but getting the students involved in designing T-shirts to promote the message makes it an easier task. For the past eight years, Cumberland County's Health Education Division has partnered with Cumberland County Schools to address teen pregnancy prevention with an annual Teen Pregnancy Prevention Campaign that includes a T-shirt design contest. Seven high schools have participated in the program. Students design an abstinence slogan to encourage their peers to consider the consequences of having sex before marriage. The students selected with a winning design receive gift cards and the opportunity to record free public service announcements. Further, the Teen Wellness Task Force has held an annual school night event called "Real Talk" at high schools, with typical attendance of up to 500 students. Since 2009, the county's teen pregnancy rate has decreased by 41 percent, and public health professionals believe that is due at least in part to their comprehensive, multifaceted approach to the issue.



#### New Hanover County Health Department

##### Lead Testing Program

Thanks to the innovation and persistence of New Hanover's public health staff and the county's finance department, children are tested on the same day as their clinic visit. Collaborating with personal health services, labs, environmental health services and county finance, the health department has greatly reduced the turnaround time for lead testing of children. Previously, when a child came for lead testing, it could take weeks before interventions could begin due to both the testing and notification processes. With in-house testing, staff can quickly identify elevated levels and provide education on sources of lead and signs and symptoms of lead exposure, as well as ways to decrease lead absorption in the body. The new process also allows for better family education and follow-up contacts. Protecting children from exposure to lead is important to lifelong good health.

#### Orange County Health Department

##### Dental Clinic

Over the past year, the Orange County Dental Clinic has made great strides in improving the care provided to three targeted populations: prenatal patients, infants and toddlers, and elementary-aged children. Clinic staff has implemented a Prenatal Incentive Program, using tablet computers at the initial visit to show videos explaining best practices for oral care for pregnant women and newborns. Incentives include water bottles, finger cloths for cleaning infant gums and orthodontic pacifiers. When patients return for their cleaning visit, they receive an electric toothbrush. For elementary school children, the clinic completed an initial free sealant project. By focusing a large portion of time and resources on these critical demographics, the clinic has been able to promote preventive care, provide vital education and reduce future costs to patients and the health care system.

#### ✔ Orange County Health Department

##### Healthy Homes Program

The Orange County Health Department has launched a Healthy Homes program to improve the health of children with asthma by assessing the indoor air quality and safety of their home environments and providing an Asthma Action Plan. Alarming health disparities exist in the county, where the average life expectancy for African Americans is 5 percent lower than their white counterparts. The county also noted 11.6 percent of citizens had asthma in 2011, but among those who earn \$50,000 or more per year the prevalence was only 6 percent, while those who earn less than \$50,000 a year showed a 22-percent rate. During a Healthy Homes visit, the team identifies potential asthma triggers and health hazards and assesses a broad array of housing-related health hazards such as lead, pests, allergens and other asthma triggers, carbon monoxide, mold and radon. Staff also provides resources to help parents implement low-cost, reliable and practical methods to reduce health and safety hazards. Using a grant, the health department provides resources to help with remediation and demonstrates how to use resources that include green cleaning kits, pest management plans, mattress and pillow covers, educational materials and smoking cessation materials. Referrals also are made to other agencies as needed.

✔ Denotes 2016 award recipients

Local Health Department Nominees continue next page

## Local Health Department Nominees (continued)

### **Scotland County Health Department**

#### **Community Action Team**

Scotland County, population near 36,000, has higher incidences of infant mortality, pre-term deliveries, teenage pregnancy and child deaths compared to the rest of the state. To combat these trends, the Scotland County Health Department applied for and received a grant to address these issues by promoting contraceptives to combat teen pregnancies, providing pre-term delivery medicines, and promoting safe sleep programs to combat infant mortality. A Community Action Team was formed and includes partners from many different agencies to monitor progress and identify additional action items.

### **Surry County Health & Nutrition Center**

#### **Pediatric Behavioral Health Program**

About 10 years ago, two people had a vision in Surry County: to establish a small “mom and pop” behavioral health agency. With a passion for helping children and families, they took a risk and opened the service. It has since blossomed into a partnership with Surry County’s Pediatric Behavioral Health Program that treats the whole child—physically, mentally, emotionally and environmentally. Soon, the idea of co-location was proposed and the county moved toward a fully integrated behavioral health program. The innovative approach to health and well-being has filled a gap in services and now provides complete care for children and families in Surry County.

### ✔ **Wake County Human Services**

#### **HIV/STD Health Education and Outreach Support**

Wake County Human Services has adapted a version of the curriculum “Making Proud Choices!” designed for youth in foster care ages 12 to 18, to teach them about sexually transmitted diseases, HIV and pregnancy. In addition to addressing the consequences of sexually transmitted infections, teen pregnancy, communication, condom use and refusal skills, the curriculum was revised to address sexuality and relationships, with an emphasis on responsibility and accountability. Collaboration with multiple agencies include: Wake County Human Services HIV/STD Community Program, Child Welfare – LINKS, 4P Public Health and other community agencies. The program notes that youth who have been in foster care for an extended time are seeking out contraceptives and condoms more consistently and on a regular basis, and no pregnancies have been reported from any youth that participated in the program.

### **Wayne County Health Department**

#### **Dental Clinic**

Wayne County Health Department Dental Clinic expanded its dental clinic by purchasing and deploying a pediatric mobile dental unit taking services to children, and making it easier for families to receive crucial dental care. Often, Medicaid clients have trouble with transportation or getting time off work to take their children to the dental clinic. Since the mobile unit was deployed in January 2015, the county has provided 4,803 services and reached 581 children. Wayne’s dental clinics operate on a self-sufficient business model and receive no county funds.



## **PUBLIC HEALTH STAFF**

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.

### Public Health Staff Nominees:

#### **Diana Blue, Environmental Health Program Specialist/Lead**

##### **Cumberland County Department of Public Health**

Lead is hazardous to the health of children and adults. In cases where lead poisoning is suspected, Diana Blue and her team swoop in with vials, wipes, gloves and measuring tape to gather samples of water, dust and paint for testing. From 2013 through 2015, Diana assisted regional staff in more than 10 lead investigations, spending more than 480 hours conducting the investigations and fulfilling all of the requirements for the lead cases. She also works hard at educating the community about the hazards of lead in a home or office building.

### ✔ **Rolanda Patrick, MPH; Program Director**

#### **Cabarrus Health Alliance**

Rolanda Patrick is the program manager for a federally funded program called Students Taking A Right Stand, or STARS. Two youth who once fought each other learned to support and encourage each other months later in a rock-climbing exercise. Another 8th grader struggled with school and juvenile legal charges, but now makes A's in high school and mentors other youth. The secret to their success? STARS and Rolanda Patrick. Working with police officers, firefighters and the schools, STARS aims to reduce violence and victimization, improve students academically and promote positive encounters with law enforcement by helping minority youth with goal-setting and healthier behaviors. Rolanda's infectious personality promotes community partnerships and serves as a model for good decision making, healthy lifestyle choices and the ability to have fun while learning.

✔ **Denotes 2016 award recipients**

## INDIVIDUAL

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.

### Individual Recognition Nominees

#### **Tiffanie Boone, RN, PHN; Child Health Coordinator Granville-Vance District Health Department**

Considered a "shining star" by her colleagues and supervisor, Tiffanie Boone's dedication, compassion, skill and knowledge set her apart as a public health nurse. As the Child Health and Immunization Coordinator for Granville County, she has set the standard for local programs, breaking down barriers and educating parents to boost immunization rates and well child visits. She and her staff made tremendous efforts to help parents keep their child's appointments, increasing the show rates for her program in Granville from 30 percent in 2014 to 82 percent in 2016! Her persistence and tenacity have paid off in increasing Granville's immunization rate to 87 percent, well above the state rate of 75.6 percent and national average of 72.6 percent. She also is known as a quality improvement champion. Her passion, energy and eagerness to promote public health makes a difference in the lives of children and their families.

#### **✔ Tiffany Bullins, RN; Care Management Director Surry County Health & Nutrition Center**

Tiffany Bullins is known as an energetic, compassionate and truly selfless nurse whose love of children, families and her staff has driven her to push for necessary change at every level. Her positive attitude and can-do spirit make her a role model in an agency that faces constant change. She pushed to make Surry County a model Community Care Network, implementing suggestions and forging relationships to ensure that the needs of various agencies were met, as well as the needs of residents. She constantly assesses programs and revamps them as needed to make them more effective, and whenever she presents a problem or challenge to others, she brings several possible solutions. She is a voice of calm and grace in programmatic chaos, all while supporting her staff. Every time it seems as though Tiffany is giving 110 percent and can do no more, she leaps into a new project. She always keeps her eye on the goal of making children's and family's lives healthier and safer.

#### **Debbie Jenkins, Volunteer and Child Advocate Case Manager Connections of Cumberland County**

Debbie Jenkins is an outstanding advocate for children. She wants to be sure that all of their health needs—physical, social, emotional and mental—are met. Her efforts extend well above and beyond usual job expectations. Early on as a nearly full-time volunteer with Connections of Cumberland County when it was newly formed, she helped develop forms, write policies/procedures, devise the record-keeping system, shuttle customers, clean the building and build resource manuals. The organization collaborates with local agencies to provide homeless women and their families the opportunity to develop self-reliance. Her passion led to her employment as a case manager there, and she has been critical in developing the Day Resource Center component of the program, as well as developing the Intern Learning Laboratory. She mentors interns with a positive and encouraging focus. She serves on numerous community boards and committees, tackling issues such as human trafficking, substance use, poverty and school dropout concerns. Living her passion, Debbie is often seen on her days off moving women from homelessness by helping them find housing, furniture, utilities, cooking utensils and items for their children.

#### **Robin Lane, PNP, MPH; Pediatric Nurse Practitioner, Nurse Educator, Consultant**

Robin Lane is a Nurse Practitioner who has worked successfully in public health and in private practice on many levels. She is an educator of health professionals and has served as preceptor for nursing students finishing their master's degree. She is an advocate leading efforts to educate North Carolinians about the need for comprehensive health insurance. Children are a special priority for her, and she pushes for better housing and other factors that will improve the physical and mental well-being of children and their entire families. She currently is vice-chair of the Guilford County Department of Health and Human Services' Human Services Advisory Committee, where one of her priorities is school nursing, because she knows that strong school nursing programs can affect children's growth and development positively.



#### **Joanne Pierce, MA, MPH; Deputy Public Health Director Durham County Department of Public Health**

Joanne Pierce moves Durham County closer to achieving healthy equity every day, significantly improving the lives of children and adults. Her true strength lies in developing others' awareness of institutional racism, compassionately pushing them to make changes needed in their programs and organizations to improve the health of all Durham residents. Joanne organizes what she calls "Courageous Conversations" about race with Durham County staff, policy makers and community partners. These conversations offer a chance to look at and openly talk about the causes of health disparities, specifically the roots of institutional racism. Her keen understanding of institutions and power structures allows her to examine policies and practices and identify those that lead to inequities. She is not afraid to stand up and speak when she sees an injustice, but she does so in such a compassionate way that people do not take offense. By creating a safe space for difficult conversations to take place and providing a common language for all stakeholders, lasting changes are created and Joanne's impact is exponential.

✔ Denotes 2016 award recipients

*“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.”*

*—Harriet Tubman*



## LIFETIME ACHIEVEMENT

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.

### Lifetime Achievement Nominees

#### **Debbie Bennett, Public Health Educator II Stanly County Health Department**

Debbie Bennett may have landed a job at the Stanly County Health Department more than 30 years ago completely by chance, but her work has been very intentional over the years. She has taught preschool classes about germs and hand-washing, and parents about the importance of immunizations. She has advocated for children with special needs, and has served on many community boards, including the Safe Kids Coalition. She tries to use every board and committee meeting as an opportunity to educate the community about resources to make families and children healthier. Recognizing the need for a dental clinic to focus on children and provide Medicaid insurance coverage, she was instrumental in developing a pediatric dental clinic at the health department. Her dedication has provided quality dental care to children from low-income families. Debbie's nominator also notes that Debbie is a mentor and excellent grant writer complementing her life work as a public health professional. As for retirement: "I will go when it's time, but there's work to do!"

#### ✔ **Steven E. Shore, MSW, Executive Director (retired) N.C. Pediatric Society**

Steve Shore may be best known for his 15-year tenure as executive director of the North Carolina Pediatric Society, but his list of accomplishments in other areas is long. He helped set the foundation for Federally Qualified Health Centers, and advanced a number of health projects in rural North Carolina. His lifetime of achievement spans mental, immigrant and maternal/child health; substance abuse; AIDS; primary care; vaccines; tobacco cessation and prevention; health insurance; oral health, and child welfare (including both direct services and policy). His deep knowledge of many complex issues, strong communication skills and optimistic attitude are surpassed only by his compassion for children and his passion for bettering their lives. He has a unique ability to see the big picture, and has spent his life working tirelessly to strengthen entire communities with improved health care. Steve is known by many as a friend, colleague, and mentor in the public health arena.

✔ Denotes 2016 award recipients

A C T I O N



*The North Carolina GlaxoSmithKline Foundation is a proud supporter of programs in our state that help advance science, health and education.*

## **2016 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 their time and diligence in considering all nominations.

Thank you to everyone involved.

## **SELECTION COMMITTEE**

**Helene Edwards, MS, RD, LDN**  
Health Director, Hoke County Health Department

**Gayle Harris, MPH, RN**  
Health Director, Durham County Health Department

**Gibbie Harris, MSPH, BSN**  
Retired Health Director, Buncombe County Health Department

**Gerri L. Mattson, MD, MSPH, FAAP**  
Pediatrician, Wake Health and Human Services

**Jennifer McCracken, RN, MSN**  
Health Services Manager, Catawba County Public Health

**Judith Northcott, RN**  
Public Health Nursing Supervisor, Northampton County Health Department

**Anne Thomas, MPA, BSN, RN**  
Interim Health Director, Halifax County Health Department

## **CONTACT US**

North Carolina GlaxoSmithKline Foundation  
Five Moore Drive  
PO Box 13398  
Research Triangle Park, NC  
27709-3398

919-483-2140  
[www.NCGSKFoundation.org](http://www.NCGSKFoundation.org)  
Follow us on Twitter @NCGSKFound



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.  
*All pictures are from Big Stock Photos.*