

NORTH CAROLINA



GlaxoSmithKline  
FOUNDATION



**2023 CHILD HEALTH**  
*Recognition*  
**AWARDS & Nominations**

# Lifetime Achievement Award

## Sally Herndon, MPH

Head, NC Tobacco Prevention and Control Branch

NC Department of Health and Human Services

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Sally Herndon has devoted her life and career to preventing and reducing tobacco use. Tackling this issue is magnified as NC is known as the number one tobacco producing state in the nation. Smoking is the leading cause of preventable death. As Head of the NC Tobacco Prevention and Control Branch she is the nation's longest serving state program manager for tobacco prevention and control. She supported and helped implement the 2010 law that makes all NC restaurants and bars smoke-free as well as to restore local government authority to make government buildings, grounds, and public indoor spaces smoke-free/tobacco free. She is a co-founder and part of the leadership team of the Duke - UNC Certified Tobacco Treatment Specialist Program.

# Lifetime Achievement Nomination

**Deborah Massenburg, BSDH, RDH, CDHC**

Dental Hygienist

Forsyth County Department of Public Health

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Dental Hygienist Deborah Massenburg has spent over 30 years serving the dental health needs for residents in Forsyth County. Her commitment to excellence and determination has been a true sentiment of her work ethic and the residents of Forsyth County have benefited from her service.

Deborah embraces partnerships and collaborates with both internal and external community partners to expand services and better serve her community. She has provided lectures at Guilford Technical Community College, Forsyth Technical Community College and a Smart Start National Conference. She continues to advocate for the health and wellbeing of the community, exhausting every effort to help families achieve optimal oral health as part of overall health.



# Individual Recognition Award

**Amy Phillips, RN**

Catawba County Public Health  
Grandparents Café

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When Amy Phillips came across a nationwide increase in grandparents raising school-aged grandchildren, she decided to provide a way to help meet those needs in her school designing and piloting a new program, Grandparents Café. Families take a number of different forms including grandparents as caregivers, foster parents and non-biological parents. These caretakers and families face unique challenges. The Grandparents Café key to success includes teachers, the school principal and counselor, the school health program manager and the charge nurse, and other partners. Café meetings included free childcare, meals and an educational program at each event to help meet these families' common needs. In addition the participating grandparents, fosters and the children they are raising are forming bonds and provide support to each other.

# Individual Recognition Nomination

**Mashica Jefferson Tobias, BSDH, CDHC**

Forsyth County Department of Public Health  
Preventative Dental Health



Mashica Jefferson Tobias, a Dental Hygienist in the Preventive Dental Health Program is supporting school age children primarily in elementary schools and daycares. Middle and high school children are screened on an emergency basis at the schools if a child is in pain. She provides dental screenings and education for children and helps with insurance or Medicaid, securing treatment for uninsured children. Her work includes dental screenings and education in daycares, summer camps at recreation centers, Pre-K, Kindergarten, 3rd, 5th, and EC students in schools. Over the last two years she has provided dental screenings at 25 elementary schools each year, as well as dental screening and education at several daycares.

# Public Health Staff Award

**Amanda Deaver, MPA**

Health Director

Scotland County Health Department



Amanda Deaver advocated for children, women and adult health services as a social worker. Her desire to do more, was seen when she secured a master's degree in Public Administration. In her current role as Health Director of Scotland County she continues to advocate for citizens in the county – working to improve health outcomes for all. An additional task and burden on all public health professionals and health directors is rebuilding the COVID challenged infrastructure at their local health department. The health department infrastructure now includes a Postpartum Home Visiting Program, a School Health Liaison Program, and an adolescent pregnancy prevention Teen Peer Ambassador Program.

# Public Health Staff Nomination

**Mashica Jefferson Tobias, BSDH, RDH, CDHC**

Dental Hygienist

Forsyth County Department of Public Health



A dental hygienist in the Preventive Dental Health Program is supporting school age children primarily in elementary schools and daycares. Middle and high school children are screened on an emergency basis at the schools if a child is in pain. She provides dental screenings and education for children and helps with insurance or Medicaid, and she secures treatment for uninsured children. Her work includes dental screenings and education in daycares, summer camps at recreation centers, Pre-K, Kindergarten, 3rd, 5th, and EC students in schools. Over the last two years she has provided dental screenings at 25 elementary schools each year, as well as dental screening and education at several daycares.

# Local Health Department Nomination

## Buncombe County Health and Human Services

### Mobile Team

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The Mobile Team consists of six full-time staff members whose primary purpose is to provide public health services to historically marginalized communities in Buncombe County. The Mobile Team focuses on reaching populations with significant barriers to receiving necessary care. The Mobile Team is supporting both rural and urban settings, a significant unhoused population, and many low-income populations. The team provides individual and community health education, immunization administration and reviews, and rapid HIV and Hepatitis C testing. They offer care specific to populations such as children and families. The team seeks to promote equity and improve access to public health services for all members of the community.





# Local Health Department Award

## Cabarrus Health Alliance

### Stop School Violence

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A three-year grant allowed the implementation of the Stop School Violence program in partnership with Kannapolis City Schools and Cabarrus County Schools. Results of a 2021 Student & Parent Satisfaction survey, indicated nearly 20 percent of Cabarrus County middle and high school students felt unsafe at school. When asked about bullying and racial conflicts, approximately 34 percent of students reported bullying and racial conflicts as problems at their respective schools. The goal of the program is to reduce and prevent school violence through a series of innovative trainings effective in improving school climate and student mental health. Program activities focus on high-risk schools where the incidence of school violence, including bullying and harassment, had increased. The two phase approach is working to decrease school violence incidents.



# Local Health Department Nomination

## Caldwell County Health Department

### Health Promotions Department

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The Health Promotion team is focused on reducing infant mortality, child safety including safe sleep, and educational programs centered on positive public health practices. A referral system is in place that collects information from local providers to ensure if a family (patient) needs safe sleep items like a sleep sack, car seat, pack-n-play or other items, they are provided. The latest safety fair "*The Best Day Ever*" included fun events along with the educational programming, a bounce house, balloon art, and face painting activities. Promoting the fair at local childcare centers includes reading The Hungry Caterpillar and making a caterpillar craft.



# Local Health Department Nomination

## Forsyth County Department of Health and Human Services

### BeHealthy Kids

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BeHealthy Kids is a nutrition and physical activity program for elementary-aged children. This program is helping to lower childhood obesity, as well as raise awareness for food insecurity in food deserts. Tackling these two issues together is increasing the knowledge of healthy eating while providing ways to increase access to fresh fruits and vegetables. BeHealthy Kids offers three programs supporting nutrition and physical activity. Activities include: nutrition curriculum in the elementary physical education classes, hosting Family Fitness Night at those schools, teaching summer camp students about MyPlate with healthy snacks, and cooking tutorials, and a youth gardening program that allows students to learn about healthy eating through creating a garden.



# Local Health Department Nomination

## Forsyth County Department of Health and Human Services

### Flourish and Unify

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Flourish and Unify are two teen adolescent health programs designed to promote positive self-esteem and character building while also providing resources and education to help prevent teen pregnancy and sexually transmitted infection diagnosis. Flourish is an all-girls program for preteens and teens ages 9-13 years old. Flourish uses the Smart Girls and Get Real evidence-based curriculums. Unify is a co-educational program for boys and girls ages 14-18 years old. Unify uses the Smart Girls and Get Real evidence-based curriculums to build on concepts discussed in the Flourish program. Flourish and Unify programs enable teens to learn how to positively express themselves by learning how to communicate effectively through listening and speaking.



# Local Health Department Nomination

## Forsyth County Department of Health and Human Services

### Men's Health

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The Men's Health Program is a male-based community outreach program. Helping men in the community become more knowledgeable of chronic disease and prevention is a core goal of the program. This is done through education with evidence-based materials and collaborations with other community organizations. One of the activities, *Men! How Are Your Numbers?* is a ten-week program including sessions on heart health, diabetes, obesity/overweight, high blood pressure (hypertension), physical activity, colorectal/prostate cancer, nutrition, mental health, sexual health and smoking cessation. The *MEN TALK TOO!* program allows men to come together to discuss community, father and son relationships, and men's health.



# Local Health Department Nomination

## Forsyth County Department of Health and Human Services

### Nutrition Program

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The Nutrition Program's goal is to educate members of the community about healthy eating patterns using the *MyPlate* guidelines and an anti-diet approach. Leading the work, Kerry Leonard is advocating for healthy eating habits. She implemented a pilot Snack & Facts nutritional program with her coworkers, public health educators, and government employees. That program led to the development of monthly 30 minute sessions focused on providing nutrition information to the group. The program provides an opportunity to discuss evidence-based nutrition to allow healthier choices from a complex food supply.



# Local Health Department Nomination

## Forsyth County Department of Health and Human Services

### Tattoo EDU

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The purpose of Tattoo EDU is to educate high school students about the potential risk of receiving illegal or "underground" tattoos. This program began when the rise and ease of purchasing tattooing materials such as "DIY" kits became available online. This allowed both of age and underage individuals to take matters into their own hands by self-tattooing at home or letting their friends tattoo them in non-sterile environments. Tattoo EDU presents this information to students, while also introducing students to supplemental programs available at the local level. The program's target population is adolescents aged 13-18 years old, their parents, guardians, and peer groups. Tattoo EDU was developed by Forsyth County's Environmental Health Division.



# Local Health Department Award

## Gaston County Department of Health and Human Services

### Community Child Protection Team & Child Fatality Prevention Team

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The Community Child Protection Team and Child Fatality Prevention Teams are multidisciplinary and multi-agency teams mandated by the state. Their passion is seen in the collaboration with multiple agencies, individuals, and professionals to promote a community-wide approach to the issues of child abuse and neglect. Teams recommend and implement changes to help prevent future child deaths and to support the safe and healthy development of children. The Safe Sleep subcommittee is providing public awareness campaigns on many levels and in a variety of settings.





# Local Health Department Nomination

## Mecklenburg County Department of Public Health

### Pediatric Dental Clinic

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The Mecklenburg County Pediatric Dental Clinic provides the opportunity for in-office sedation for uninsured pediatric patients requiring extensive dental treatment. The patient's families do not have the means to self-pay for these services. Children are treated by community partners who offer in-office sedation and dental treatment at a reduced cost, and the patient's entire cost of extensive treatment services is covered by Mecklenburg County Pediatric Dental Clinic. Through partnerships the *Save a Smile Program* has offered treatment to more than 40 children since its March 2023 start. Children who benefit from the program have improved health and are more attentive and receptive students in their classrooms.



# Local Health Department Nomination

## Onslow County Health Department Care Management for At-Risk Children

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Care Management for At-Risk Children's mission is to assure an effective system that enables equitable access to high-quality and cost effective healthcare and social services needed to be healthy among the high risk, high acuity, and high-cost pediatric patient population. Services include evidence-based best practices for children with chronic illnesses and toxic stress factors. Care Managers work to communicate and educate about health, factors that influence it, and how to improve it to optimize health, promote wellness and improve health outcomes while improving the quality of care provided, and reducing health care costs. The target population is families with children ages 0-5 years who have long-term medical conditions or neonatal intensive care unit utilization, and those in long-term stressful situations, such as foster care.

# Local Health Department Award

## Orange County Health Department Gateway Collaborative

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The Gateway Collaborative is led by the Orange County Health Department in collaboration with DSS, representatives from the county housing and community development, the town, local schools, and other municipal departments. The Gateway Collaborative is working to identify and improve metrics around housing stability, health outcomes, financial stability, tenant safety, and access to services and education. The Gateway Village community is a privately owned, HUD based property. A total of 64 units are in the eight apartment buildings. Single mother-led families and those with disabilities occupy the 1-3 bedroom units. Providing resources in the community at the village is decreasing barriers where inequities existed.



# Local Health Department Nomination

## Rockingham County Division of Public Health

### Family Care Coordination Team



The Family Care Coordination team includes the Care Management for At-Risk Children and Case Management for High Risk Pregnancy programs. The team was operating at a 50 percent capacity from May 2022 to January 2023. During this time period 398 new enrollees were entered in the programs. The programs never turned down a referral and continued to meet the same benchmarks that had been set when they were fully staffed. With the support of Kim McNeal, and input from the State, new staff members are eligible for hire with an alternative degree, rather than a BSW degree. This change has reduced barriers to recruitment and helped the team become fully staffed.

# Local Health Department Nomination

## Scotland County Health Department

### Childhood Immunization Outreach

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Childhood vaccinations are proven to be one of the most effective public health strategies to control and prevent disease. Vaccination rates are influenced by poverty level, and the 2021 US Census Bureau noted 26.1 percent of Scotland County residents live below the poverty level.

Additionally, some parents decline or delay vaccinating their children due to misinformation and other reasons that are a barrier for them to seek vaccinations. The health department is collaborating with the local school district to provide immunization services through several venues including resources at schools, mass immunization clinics, health fairs, back to school events, and parent night events.

