President’s Message

It is with honor and excitement that I have the opportunity to serve as NC SOPHE’s President this year. As we move forward into a new year, with many changes, I am grateful for the past presidents who have paved the way for this organization to prosper. Without their leadership and the hard work of our Executive Committee, NC SOPHE would not be the successful and strong leader in public health as it is now.

I am encouraged by the new faces I see in our leadership and the skills each of our committee chairs bring to NC SOPHE. I am grateful to be able to work with such an amazing, committed and passionate group of health educators; having the ability to trust such a supportive group of leaders makes assuming this role a little less overwhelming.

As president, I have two main goals; one, I hope to emphasize to our membership the benefits of being part of our organization by continuing to help NC SOPHE move forward in the ever-changing world of technology by bringing resources and continuing education opportunities to our membership in new, more efficient, cost appealing ways. Two, I hope to begin to find new ways to link health educators across the state to one another. It is my opinion that NC SOPHE is the leader in North Carolina for Health Education and we, as an organization, should take this opportunity to maximize our limited resources, as a state, by working together to grow a stronger health education profession.

I believe as we move forward this coming year, we will see many changes in healthcare and health education. We must all work together to build upon the foundation that so many before us have built, but we must also look ahead for opportunities to strengthen our profession and encourage those new to the field. Every member of NC SOPHE has a part to play in our mission and I look forward to working with each member of NC SOPHE from all across our wonderful state!

Thank you and I look forward to helping make 2017 a remarkable year.
NC SOPHE VOICES— 2

Past President’s Message

Looking back over the time of October 2015 through October 2016, we can say that it’s been an amazing 2015-16 year for the NC Society for Public Health Education (NC SOPHE). There were a few challenges and many overarching priorities that pressed upon the organization daily. As Co-Presidents, we made a decision to be the change we wanted to see in the world and in our organization. We both faced competing priorities in serving as Co Presidents but we made every attempt to make NC SOPHE one of the top five priorities in our lives.

We started 2016, with a visioning activity with the Executive Committee as a catalyst for the year. As we reflect back on the image we are proud of our organizational accomplishments. Assisting with the organization and hosting of the National SOPHE Annual Conference in Charlotte, NC may be the biggest highlight. During the conference we received the Chapter of the Year Award and many health educators from NC presented on their exceptional work. Last year, we remained focused on our mission to promote, encourage and contribute to the advancement of health for all people.

Our Annual Meeting in Hillsborough, NC, built upon previous years of remaining visible, inclusive and connected to professionals, students, academicians, and communities. The meeting continued its purpose of bringing in dynamic national and local speakers to share their valuable knowledge and insights. As we transition, we continuously reflect on who we are and who we want to be, both personally and as an organization. Our membership ranges from a multitude of backgrounds; we want to continue to grow into an organization that is mindful, celebratory and responsive to these backgrounds. We are excited to be a part of the vision of the 2016-17 Executive Committee and look forward to the outcomes and impact NC SOPHE will have in our communities.

Annette Johnson, MS, MCHES
Tanya M. Bass, MS, CHES

Awards

Congratulations to Ms. Mykenzie Montgomery from East Carolina University. Ms. Montgomery is the winner of the Op Ed contest sponsored by the NC SOPHE Advocacy Committee. The title of her Op Ed was “Increasing the NC Smoking Age to 21.”

Congratulations to Ms. Alexis Steptoe for being the recipient of the Emily T. Tyler Academic Scholarship. The one-year scholarship is given to an NC SOPHE member who is actively enrolled in a graduate degree program related to health education. Ms. Steptoe is a graduate assistant at UNC Greensboro.
Chapter Delegate Report

National SOPHE Strategic Plan

The SOPHE Board of Trustees have been hard at work updating the Strategic Plan which will define the goals and objectives to drive the organization over the next several years. Once the plan is released, NC SOPHE’s Executive Committee will need to ensure our Chapter Strategic Plan aligns with the National Plan in order to maintain our designation as a SOPHE affiliated Chapter.

Advocacy Alert

As the new administration and Congress begin their work, SOPHE urges policymakers to address funding and policies for: Health Education in K-12 Schools, Community Based Prevention and Public Health Programs, Public Health Infrastructure and Affordable, Accessible and Quality Health Care.

Read SOPHE’s recommendations for the new administration and the 115th Congress.

SOPHE’s textbook, Health Promotion Programs: From Theory to Practice, is now available in its 2nd edition

The textbook provides an excellent introduction to planning, implementation, and evaluation of health promotion programs in schools, health care organizations, workplaces, and communities. Updates to the 2nd edition address health equity, the Affordable Care Act, big data, E-health, funding, legislation, financing, and more. SOPHE members receive a discount. Click here to Buy it today!
NC SOPHE’s 2015-2016 Co-Presidents, Tanya Bass and Annette Johnson, welcomed the attendees to the 2016 Annual Meeting in Hillsborough, NC. They highlighted the successes and collaborations from across the state of North Carolina, emphasizing specific contributions to the health education profession.

Dr. Leslie Lytle delivered an inspiring presentation titled “Understanding the Influence of the Environment: What Drives Health Behavior?” She explained how the obesity problem can be attributed to the person, the physical and social environment. Obesity, being a complex issue, must be addressed on multiple levels. All factors play a role but “in the center of each model is the important role of the Health Educator.”

Rachel Pisula led the fitness/yoga break techniques were shared. The good news (Left) or sitting (Right).

(center). Basic yoga stretches and breathing is that certain movements can be done standing
Mr. Cornell Wright from the NC Office of Minority Health & Disparities delivered a very thought-provoking presentation titled “Evolving Public Health: Deconstructing Silos, Promoting Health Equity and Engaging Communities.” He defined the difference between equality and equity and the influences of health equity from the individual to policy level. He used jumping “double dutch” to illustrate how to work with communities. There is a rhythm associated with jumping double dutch, which represents the community. In order to successfully jump in and stay in, “you must know and be mindful of the rhythm of the community and involve them in the entire process.”

Posters and vendors lined the hall at the Whitted Human Services Center in Hillsborough, NC. NC SOPHE members had the opportunity to visit poster presentations and vendors and learn about suicide rates among firefighters, prostate cancer ambassadors, facilitators and barriers to alternative methods to menstruation, using students to deliver key health messages, the medical careers and technology pipeline, support of disordered eating behaviors in online spaces, taking steps to increase the awareness of colorism, and organizational demographics and the impact on worksite health promotion benchmark scores.

There was an opportunity to bid on some very nice items during the silent auction.

NC SOPHE members were also able to get CHES credits by choosing from a variety of educational breakout sessions.

Day 2 of the Annual Meeting began with a message from Dr. David Birch, which was designed to help us move health education forward. He stated that NC SOPHE is one of the strongest SOPHE chapters and encouraged the chapter to start looking for partnerships with school and community health educators. He also discussed ways to increase chapter capacity by continuing to engage students, educate others about health education, and investigate membership options with national SOPHE.

A special thanks to the program committee, Lolita Smith-Moore and Carrie Meier (right), for organizing an amazing meeting. From registration to the closing remarks given by the 2016-2017 president, members left engaged and ready to move health education forward!
“Promotoras” Delivering Health Education in Communities

The NC State Center of Health Statistics stated in their 2010 State of Preconception Health in North Carolina Fact Sheet that “There are approximately 1.7 million women of childbearing age in North Carolina” and that “the health of these women is inextricably linked to the health of their babies…Many women of childbearing age in North Carolina (defined as women from 18 to 44 years old) engage in risky behaviors…Over half of the women in this age group do not meet physical activity recommendations (55%), one in five (20%) are current smokers, more than one in ten (12%) report binge drinking, and more than three out of four (78%) report not consuming recommended levels of fruits and vegetables.” They also cited that 43% of the pregnancies were unintended creating greater risk factors to the woman and infant.

Minority women, including Latina women, are two times more likely to give birth to babies with Neural Tube Defects. Neural Tube Defects are birth defects that effect the spinal cord (i.e. spinal bifida) or the brain (i.e. encephalitis). One (1) in every 1000 pregnancies is affected when the embryonic structure fails to close properly. This occurs very early in the pregnancy, within the first 28 days after conception. In North Carolina, approximately 200 births per year are affected by Neural Tube Defects; half of these babies are still born. If all women in the United States consumed sufficient amounts of Folic Acid (400mcg a day) during their reproductive years, the incidence of Neural Tube Defects would be reduced by 70% nationwide.

The North Carolina Preconception Health Campaign (NCPHC) of the March of Dimes is a statewide initiative aimed at improving birth outcomes in North Carolina by reaching women with important health messages before they become pregnant. Central to this educational campaign is the use of “Promotoras”/Community Ambassadors; women from the community (both English speakers and Spanish speakers) trained by Regional Coordinators to deliver health education in their neighborhoods through their personal networks. These women help increase awareness, influence attitudes, and encourage healthy behaviors through community grounded, culturally relevant one-on-one or group sessions. They also help distribute educational materials and multivitamins with 400 mcg of folic acid to women who are not yet pregnant or under the care of a medical provider and survey women two-weeks after they provided education to determine if they increased awareness and started making behavior changes.

The Promotoras/Community Ambassadors attend a two-day training that present the key messages of the campaign, shares strategies to provide health education, and goes over program expectations and agreements. Each Promotora/Community Ambassador provide health education to approximately 80 – 100 women and are compensated for their services. They are also invited to attend continued education sessions throughout the year through free online webinars hosted by the March of Dimes for community members and medical providers.

Recently, the Spanish version of the campaign, Latina Sana NC, increased their numbers by training their first group of “Promotoras”/Community Ambassadors to work in the Western Region of the State and launched their Spanish language website latinasananc.org as well as their Facebook and Twitter sites. The English version of this campaign is found at everywomannc.org.

If you would like to learn more about the NC Preconception Health Campaign, feel free to visit our website www.everywomannc.org or contact Rocio Anderson, NC Preconception Health Coordinator at 919-424-2149 or via email at RAnderson@marchofdimes.org

Submitted by: Fiorella Horna, Latina Sana NC, Latina Coordinator
Chapter Officers 2016-17

President - Brittany Dobbins
Vice Presidents - Kathie Cox
President-Elect - Carrie Meier
Secretary - John Brice
Treasurer - Stephanie Sidberry
Historian - Diana Manee-Buskirk
Chapter Delegate - Brittan Wood
Member at Large - Randall Bergman
Member at Large - Ashley Mercer
Member at Large - Jacquaya Reel
Member at Large - Sarah Langdon
Student Member at Large - Shemeka Thorpe
Co-Past Presidents - Tanya Bass and Annette Johnson

Committee Chairs 2016-17

Advocacy - John Brice
Bylaws - Emily Tyler
Citation - Tekeela Green
Continuing Education - Kelsey Pfaff
Finance - Elizabeth Baker
Health Director Liaison - Kelsey Ross
Nominating - Tanya Bass
Program - Kathie Cox
Public Relations - VACANT
Research - Randall Bergman
Scholarship - Annette Johnson
Membership - Yalonda Galloway and Michelle Robinson
Professional Preparation - Tanya Bass
Time & Place - Lolita Smith Moore
Thank you for reading this issue of NC SOPHE Voices. If you would like to submit an article for the next edition, please contact the newsletter editor, Tekeela Green, at tekeelagreen@gmail.com.