

The North Carolina Chapter of the Society for Public Health Education (NC SOPHE), University of North Carolina at Greensboro, and The Governor's Task Force for Health Carolinians presents

## 2011 Annual Conference

*"Liberty, Justice, and Health Equity for All  
in Public Health: Are We Reaching the Vision?"*

**October 6th - 7th, 2011**

University of North Carolina at Greensboro  
Elliott University Center

Featuring guest speakers from innovative health education programs in the state and beyond.

### Keynote Speaker:

Stephen B. Thomas, PhD  
Director of the Maryland Center for Health Equity  
University of Maryland at College Park

### Guest speakers include public health professionals from:

Pitt County Health Department • Wake Forest University School of Medicine  
Gaston Community Healthcare Commission • NC Institute for Public Health  
Maya Angelou Research Center on Minority Health • Gramercy Research Group  
NC Division of Public Health • University of North Carolina at Greensboro  
Rockingham County Department of Public Health • Healthy Bladen  
Healthy Carolinians of Orange County • Gates Partners for Health  
Partnership Project • Healthy Carolinians of Jackson County  
University of North Carolina at Asheville



NC SOPHE and The Governor's Task Force for Healthy Carolinians  
**2011 Annual Conference**  
*"Liberty, Justice, and Health Equity for All"*

## Conference Overview

This conference will explore and discuss how North Carolina communities and research define a living definition of Health Equity using direct policies and programs to reduce or, at the least, balance health disparities. As public health professionals advocate for the improvement of health status for communities and individuals, how are we working to balance individuals' liberties, ensuring fairness in the access to resources, and understanding what is really required to address inequities in health?

### Conference Objectives:

- Address the role of community-based participatory research, community engagement, and capacity building in strengthening the effectiveness, sustainability, and transferability of community interventions to reduce chronic disease.
- Stimulate dialogue, information-sharing, and networking about the physical, social, political, economic, and environmental conditions that contribute to healthy neighborhoods and successful community collaboration.
- Explore the impact of health policy and advocacy on community and individual health and health equity.
- Enhance understanding and discovery of new research models and methods to reduce individual and population-based health risks for chronic disease.

## Registration Instructions and Fees

**To Register by Mail:** Select your registration type then complete the form below and mail to the address below with payment.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Agency/School: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Meal Preference: Vegetarian Option  or No Preference

### Online Registration:

Step 1: Visit [www.ncarolinasophe.org](http://www.ncarolinasophe.org) to register online

Step 2: Go to <http://ncsophe.blogspot.com> to pay by credit card -OR-  
Mail payment to:  
NC SOPHE (Attn. Annual Conference)  
P.O. Box 10351 • Raleigh, NC 27605

### Registration Type (Please select if registering by mail)

- NC SOPHE Member  
(Professional): \$100.00
- NC SOPHE Member  
(Student or Emeritus): \$55.00
- Non-Member  
(Professional): \$120.00
- Non-Member  
(Student): \$55.00
- Awards Banquet Only: \$45.00
- Exhibitor Fee: \$35.00\*

\* Non-exhibitor registration includes conference sessions and materials, parking, lunch on October 6th, the awards banquet on October 7th, and continental breakfast on both conference days. The Exhibitor Fee includes parking, lunch for one on October 6th and not conference sessions.

# NC SOPHE and The Governor's Task Force for Healthy Carolinians

## 2011 Annual Conference

### *"Liberty, Justice, and Health Equity for All"*

#### About our Keynote Speaker

**Stephen B. Thomas, Ph.D.**, is professor of Health Services Administration in the School of Public Health and Director of the University of Maryland Center for Health Equity at the University of Maryland at College Park. As one of the nation's leading scholars in the effort to eliminate racial and ethnic health disparities, Dr. Thomas has applied his expertise to address a variety of conditions from which minorities generally face far poorer outcomes, including cardiovascular disease, diabetes, obesity and HIV/AIDS. He is principal investigator of the Research Center of Excellence on Minority Health Disparities, funded by the NIH-National Institute on Minority Health and Health Disparities. He is also principal investigator, with Dr. Sandra Quinn, of the NIH National Bioethics Infrastructure Initiative: Building Trust Between Minorities and Researchers awarded in 2009.



Dr. Thomas has been recognized at the national level for his professional accomplishments, receiving the 2005 David Satcher Award from the Directors of Health Promotion and Education for his leadership in reducing health disparities through the improvement of health promotion and health education programs at the state and local levels and the 2004 Alonzo Smyth Yerby Award from the Harvard School of Public Health for his work with people suffering the health effects of poverty. In 1998, he received the K-01 NIH Mentored Research Science Award in Applied Research Ethics to explore strategies for overcoming the legacy on Tuskegee on willingness of African Americans to participate in medical and public health research. Over the years, his work is recognized as one of the scholarly contributions leading to the 1997 "Presidential Apology to Survivors of the Syphilis Study Done at Tuskegee."

Dr. Thomas has served on numerous national committees, including, but not limited to, the NIH State of the Science Committee on Tobacco Cessation, Prevention and Control; the National Research Council Committee on Assessing Fitness for Military Enlistment: Physical, Medical and Mental Health Standards; the Institute of Medicine Committee on Reducing the Odds: Preventing Perinatal Transmission of HIV and the Centers for Disease Control and Prevention's Agency Wide Research Agenda Collaborative. Dr. Thomas serves on the advisory board for the Mayo Clinic's Cancer Center and Mayo's Center for Translational Science Activities. He is a training site director for the Kellogg Health Scholars Post-Doctoral Program at the Center for the Advancement of Health. His work has been published in leading peer reviewed journals such as the Journal of the American Public Health Association, Social Science and Medicine, Health Promotion Practice, and Archives of Internal Medicine.

After completing his undergraduate degree in school health education at The Ohio State University, Dr. Thomas went on to earn his master's degree in health education at Illinois State University and later earned his doctorate in community health education from Southern Illinois University in Carbondale. He has held tenured faculty positions at Emory University's Rollins School of Public Health in Atlanta and the University of Pittsburgh Graduate School of Public Health where he was also the Inaugural Philip Hallen Professor of Community Health and Social Justice. For more information on the University of Maryland Center for Health Equity please visit [www.newsdesk.umd.edu/scitech/release.cfm?ArticleID=2154](http://www.newsdesk.umd.edu/scitech/release.cfm?ArticleID=2154).

Thursday, October 6th

# Day One Agenda

8 AM - 9:45 AM	Registration		<b>Option 1:</b> Translation Research to Address Health Disparities Ronny Bell, PhD Director, Maya Angelou Center for Health Equity Professor, Department of Epidemiology and Prevention Wake Forest University School of Medicine
	CHES Credit Registration		
9:45 AM - 10 AM	Conference Welcome and Opening Remarks Sheila Bogan, MPH Program Committee Chair, NC SOPHE Debi Nelson, MAEd Assistant Branch Head, HDSP Branch, NC DHHS Principal Investigator, NC Assessment Initiative Grant Brittan Wood, MPH, CHES President, NC SOPHE	2 PM - 3:15 PM	<b>Option 2:</b> Addressing Tobacco-Related Disparities in North Carolina Communities Ann Houston Staples, BA Chandra Green, MAEd Elisabeth Constandy, MS NC DHHS, Tobacco Prevention and Control Branch
10 AM - 11 AM	Keynote Address Toward a Fourth Generation of Disparities Research to Achieve Health Equity Stephen B. Thomas, PhD Director, Maryland Center for Health Equity		<b>Option 3:</b> Healthy Bladen Living Cathy F. Kinlaw, MS Executive Director, Healthy Bladen Healthy Carolinians of Orange County: Partnering for a Healthy Community Nidhi Sachdeva, MPH, CHES Coordinator, Healthy Carolinians of Orange County
	<b>Option 1:</b> Young Moms Connect: Communities Supporting Young Families Tanya Bass, MS, CHES Program Coordinator, NC Division of Public Health		<b>Option 1:</b> Enhancing the Field of Public Health through Health Equity Training Nettie Coad Executive Director, Partnership Project Christina Hardy Co-Chair, Greensboro Health Disparities Jennifer Schaal Secretary, Greensboro Health Disparities
11:15 AM - 12:30 PM	<b>Option 2:</b> Translating Research and Interventions into Community Action Melicia C. Whitt-Glover, PhD President and CEO, Gramercy Research Group	3:30 PM - 4:45 PM	<b>Option 2:</b> Public Health Research in Your Neck of the Woods Melissa J. Haithcox-Dennis, PhD, CHES Assistant Professor, Dept. of Health Education and Promotion East Carolina University Peter Balvanz, MPH Program Officer, Family Health International Gillings School of Global Public Health University of North Carolina at Chapel Hill
	<b>Option 3:</b> The Unusual Suspects: Innovative Partnerships for Obesity Prevention in Rural NC Jo Morgan, MAEd Health Education Director, Pitt County Health Department Jennifer Green Allied Health Services Director, Appalachian Health District		<b>Option 3:</b> Healthy Carolinians Partnership: ACHIEVE Program Donna Lockett Executive Director, Gaston Together/Gaston Community Healthcare Commission Rockingham County Healthy Carolinians Partnership Beverly Scurry, BA Rockingham County Department of Public Health
12:30 PM - 1:45 PM	Lunch and Networking NC SOPHE Business Meeting Visit Exhibitor Tables Bid on Silent Auction Items	4:45 PM	Closing Remarks Silent Auction Winners Announced Evaluation and CHES Credits

Friday, October 7th

# Day Two Agenda

8 AM Registration

8:45 AM - 10 AM  
**Option 1:** Community Health Assessment: Public Health and Hospital Collaboration Regarding Affordable Care Act Requirements Including Community Benefit  
Dorothy Cienti, DrPH  
Deputy Director, NC Institute for Public Health  
Debi Nelson, MAEd  
Assistant Branch Head, HDSP Branch, NC DHHS  
Principal Investigator, NC Assessment Initiative Grant

**Option 2:** What Next? The Transformation from Student to Professional in Public Health  
Regina McCoy Pulliam, MPH  
Associate Professor, Department of Public Health Education  
The University of North Carolina at Greensboro

**Option 3:** Addressing Health Disparities: Healthy NC 2020  
Laura Edwards, RN, MPA  
Director, Center for Healthy North Carolina

10:15 AM - 11:30 AM  
**Option 1:** Promoting Health Before, Between & Beyond Pregnancy  
Alvina Long Valentin, RN, MPH  
Women's Health Network Supervisor  
Women's Health Branch, NC Division of Public Health

**Option 2:** Community Gardening: Equity in Food Access and Impact on Health Disparities  
Sara Qandt, PhD  
Professor, Department of Epidemiology and Prevention  
Wake Forest University School of Medicine  
Margaret R. Savoca, PhD  
Assistant Professor, Department of Nutrition  
University of North Carolina at Greensboro

**Option 3:**  
Gates Partners for Health  
Esther W. Lassiter  
Director, Gates Partners for Health  
Healthy Carolinians of Jackson County  
Anna Lippard  
Coordinator, Healthy Carolinians of Jackson County

**Option 4:**  
Students Unite! How Students are Changing the Way We Advocate for Public Health (Alpha Nu Chapter of Eta Sigma Gamma)  
Samantha Korb, BS, MPH Candidate (2012)  
The University of North Carolina at Greensboro

11:30 AM - 12 PM  
Conference Adjourns  
Travel to Koury Convention Center for Awards Banquet

12 PM - 2 PM  
The Governor's Task Force for Healthy Carolinians and NC SOPHE Awards Banquet at Koury Convention Center in Greensboro  
**12:00 PM - 12:10 PM**  
**Welcome**  
Dr. Jeffrey P. Engel  
Chair, Governor's Task Force for Healthy Carolinians  
Brittan Wood, MPH, CHES  
President, NC SOPHE  
**12:10 PM - 12:35 PM**  
**Keynote Address**  
Local Collaborations: Leading Change  
Kellan Chapin  
Executive Director, Care Share Health Alliance  
**12:40 PM - 1:20 PM**  
**Healthy Carolinians Awards Presentation**

- Recertification of 12 Healthy Carolinians Partnerships
- William G. Anlyan Award
- Vera Robinson Longevity Awards
- Charles Blackmon Leadership Award for the Elimination of Health Disparities
- Mary Bobbitt-Cooke Healthy Carolinians Award

**1:25 PM - 1:55 PM**  
**NC SOPHE Awards Presentation and Installation of Officers**  
**1:55 PM - 2:00 PM**  
**Closing Remarks**

## About Kellan Chapin

Kellan Chapin has more than 20 years experience working with non-profits, corporations and foundations, and was founder of a private consulting company that helped non-profits develop strategic, fundraising and marketing plans. She currently serves as Executive Director for Care ShareHealth Alliance, a statewide organization that works with state and local partners to facilitate and foster Collaborative Networks that improve the health of underserved people in North Carolina.

*The Koury Convention Center is located at 3828 High Point Road in Greensboro.*

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**Select Speaker Bios**

**Tanya Bass, MS, CHES**, is a Program Coordinator in the Women's Health Branch of the NC Division of Public Health. Ms. Bass coordinates the Young Moms Connect: Communities Supporting Young Families, which provides support to women ages 13-24 years who are pregnant and/or parenting with self-sufficiency, health maintenance, and parenting skills. She provides technical assistance and management of the local projects as they offer community support programs, clinical services and case management that enable women and their families to maintain their health.



Ms. Bass has many years of experience in health education, with a focus on reproductive health, women's health, HIV/AIDS and other sexually transmitted diseases. She previously worked at the NC Department of Public Instruction in the Healthy Schools Section where she managed and provided program guidance for the HIV/AIDS Cooperative Agreement for the CDC Division of Adolescent and School Health (DASH). Ms. Bass is also an adjunct instructor in the Department of Public Health Education at NC Central University.

**Alvina Long Valentin, RN, MPH**, is the Women's Health Network Supervisor in the Women's Health Branch of the NC Division of Public Health where she has coordinated North Carolina's preconception health initiatives for the past four years. She has over 20 years of public health nursing, clinic management and program development experience in the areas of women's health, pediatrics, adult medicine and home-based visiting in the U.S. and Guatemala.



Ms. Valentin received her Master of Public Health degree from Johns Hopkins School of Hygiene and Public Health, Bachelor of Science in Nursing from Johns Hopkins School of Nursing, and Bachelors of Arts in Spanish Translation and Government and Politics from the University of Maryland. Ms. Valentin has extensive experience in individual and group education and trainings.

**Continuing Education Credits for Certified Health Education Specialists**

This conference will award up to 4.75 Continuing Education Contact Hours (CECH) for Certified Health Education Specialists (CHES) for Thursday, October 6th and up to 3 CECH for Friday, October 7th. SOPHE, including its chapters, are designated multiple event providers of CECHs by the National Commission for Health Education Credentialing. CHES credits are available for \$2.00 per credit hour. CECH fees are paid on-site and are separate from conference registration fees. Visit the NC SOPHE booth for CHES registration information.

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## Select Session Highlights

### **Toward a Fourth Generation of Disparities Research to Achieve Health Equity (Keynote Address)**

Stephen B. Thomas, PhD - Director, Maryland Center for Health Equity

Achieving health equity, driven by the elimination of health disparities, is a goal of Healthy People 2020. In recent decades, the improvement in health status has been remarkable for the U.S. population as a whole. However, racial and ethnic minority populations continue to lag behind whites with a quality of life diminished by illness from preventable chronic diseases and a life span cut short by premature death. Dr. Thomas believes now is the time for less talk and more action. His presentation will focus on innovative community-based strategies to achieve health equity.

### **Promoting Health Before, Between and Beyond Pregnancy**

Alvina Long Valentin, RN, MPH - Women's Health Network Supervisor, NC Division of Public Health

In 2006, the CDC's Select Panel on Preconception Health Care issued four goals and ten recommendations promoting preconception health, which is women's wellness during the childbearing years with an emphasis on factors that may affect a pregnancy. This presentation will review these recommendations with a focus on reproductive life planning and how to provide risk assessment and counseling about reproductive life planning in a community setting. Healthy timing and spacing of pregnancies and medical, behavioral and social factors that negatively affect pregnancy outcomes are reviewed. The consequences of unintended pregnancies including risks for infants, mothers and increased health disparities will be discussed.

### **Healthy Bladen Living**

Cathy F. Kinlaw, MS - Executive Director, Healthy Bladen

This presentation will examine the health and wellness needs of a rural and impoverished county in southeastern North Carolina and introduce Healthy Bladen Living as a broad program designed to appeal to the county's demographic profile. Healthy Bladen Living uses an interchangeable workbook, marked walking trails, recipes using local produce, free health screenings, monthly meetings, planned physical activity events, email, and news articles to reach the rural population. This approach to rural health is adaptable to other similar environments.

### **Public Health Research in Your Neck of the Woods**

Melissa J. Haithcox-Dennis, PhD, CHES - East Carolina University

Peter Balvanz, MPH - Family Health International/University of North Carolina at Chapel Hill

This presentation will introduce public health research that engages North Carolinians. This is an opportunity for participants to know more about what happens locally, but generally is presented in national conferences. Participants will learn about local and national studies which impact future program and service delivery as well as potential funding streams in public health. NCSOPHE is excited about this opportunity to explore innovative approaches and evidence-based initiatives that are dedicated to protecting the public's health.

## Conference Sponsors



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

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We are excited about this opportunity to explore and share local innovative approaches and evidence-based initiatives that are dedicated to protecting the public's health. The NC SOPHE and The Governor's Task Force for Healthy Carolinians Annual Conference will provide continuing education and professional skill development to health educators, academicians, researchers, public health practitioners and students from across the state.

This conference aims to build knowledge and skills and catalyze action for healthier communities throughout North Carolina. This collaborative event is designed to convene and provide support to community and state leaders in public health, human services, health care, faith communities, schools, and businesses who share a common vision of healthy communities.

### **For Additional Information:**

Please direct general conference questions to Sheila Bogan at [bogansd@forsyth.cc](mailto:bogansd@forsyth.cc)

Please direct registration questions to Ann Houston Staples at [ann.staples@dhhs.nc.gov](mailto:ann.staples@dhhs.nc.gov)

***About Parking:** Registration fees include parking for both days at the University of North Carolina at Greensboro. We will distribute parking passes each morning at the registration table. Parking at the Koury Convention Center is free.*