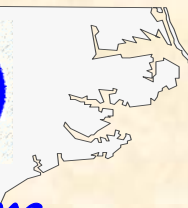


NC SOPHE VOICES



North Carolina Chapter, The Society for Public Health Education, Inc

February, 2010

NC SOPHE Midyear Meeting

Friday, March 12, 2010 9:00- 4:00 pm.

St. Mark's Church Meeting Center, Burlington, NC
(Near Alamance Crossing Shopping Center)

Preparing for the Decade Ahead: Next Steps in Public Health Education



A new decade is a time for reflection and goal planning to answer the question “*What’s next?*” We have some significant milestones that continue to shape our future public health efforts: three decades since the Surgeon General’s Report *Healthy People* established national health objectives, two decades since the National Commission for Health Education Credentialing (NCHEC) offered the first *Certified Health Education Specialist (CHES)* exam, and almost one decade since the Institute of Medicine answered the question “*Who Will Keep the Public Healthy?*” What will the next decade bring?

The NC SOPHE Midyear Meeting is a day for continuing education, insightful dialogue, and professional skill development as we explore some of the challenges facing health educators and public health professionals today.



Keynote from Dr. Pam Silberman, Director and CEO of the North Carolina Institute of Medicine, will provide *An Outlook on Health Promotion & Disease Prevention for the Coming Decade*.

Other Conference Sessions will include

- ☛ **Lisa Macon Harrison**, the New Director of Healthy Carolinians, will provide a *Vision for a Healthier North Carolina*
- ☛ *Update on the Credentialing of the Public Health Workforce: MCHES & CPH Certifications* from **Dr. Mike Perko**, Division Board Member of the National Commission for Health Education Credentialing (NCHEC) and a Board Member of the National Board of Public Health Examiners (NBPHE)
- ☛ **Bev Holt**, Director of Marketing at the NC Institute for Public Health, will present *Marketing Yourself for Career Advancement in the Public Health Workforce*
- ☛ **Tanya Bass**, HIV/AIDS Policy and Programs Consultant with NC Healthy Schools, will report on *House Bill 88, Reproductive Health and Safety Education*
- ☛ **Candice Watkins Robinson**, Sr. Public Health Educator for the Orange County Health Department, will lead us through an interactive workshop on *Social Media in Public Health*
- ☛ *NC Public Health Advocacy Updates* from **Doranna Anderson**, Head of the NC Head, Oral Health Education & Promotion Branch Head, NCDHHS
- ☛ Just for students, *Preparing the Next Generation of Health Educators*, and more...

The approved registration fees for the Midyear are:

- \$25 NC SOPHE Member/Professional
- \$15 Student/Emeritus Member
- \$50 Non-Member (Professional)
- \$40 Non-Member (Professional) (includes one-year membership)
- \$40 Non-member (Student)
- \$35 Special! Non-Member (Student) (includes one-year membership)

Register at www.ncarolinasophe.org beginning February 11

For more information contact Regina McCoy Pulliam at regina_pulliam@uncg.edu



President's Column

Why the appeal to join the chapter in a newsletter that goes only to members? Because it's on the Web site?

Happy New Year 2010 to all my fellow NC SOPHE colleagues and to all those who are not yet members! I am honored to serve as your President, and hope to entice you to help make 2010 a great year for health education and health educators in North Carolina. If not already a member and if supporting your own personal professional development and/or supporting the professional activities of health communication, health education and health promotion are important to you, why not make the resolution to join NC SOPHE? It's easy: just go to <http://www.ncarolinasophe.org/membership> For less than a dime a day (7 cents for professionals, 3 cents for students) you can be a part of North Carolina's premier public health education professional organization. Even in tough economic times surely we can spend a few pennies a day to promote the value of health educators to the public across the state. We know it's been a tough budget year for the state, local governments, individuals and families. We heard from our State Health Director, Dr. Jeffrey P. Engel, during the 2009 Annual Meeting that next year will probably be even worse for state budgets. Should we throw up our hands and sit back to see what happens? Heck no! Rahm Emanuel, President Obama's chief of staff, speaking to an audience of business executives, laid out our challenge, "You never want a serious crisis to go to waste...What I mean by that is that it's an opportunity to do things you could not do before." We have unprecedented opportunities within the state and nationally such as:

The North Carolina Prevention Plan http://www.nciom.org/projects/prevention/prevention_report.shtml:

The North Carolina "Healthy Foundations for Healthy Youth" report http://www.nciom.org/projects/adolescent/adolescent_report.shtml:

The passage of the American Recovery and Reinvestment Act of 2009 bringing multiple streams of funding into North Carolina health initiatives:

The passage of health care reform legislation by both the federal House and Senate:

The development of the national **Healthy People 2020 Objectives** <http://www.healthypeople.gov/hp2020/Comments/default.asp> and the **North Carolina 2020 Objective** process that will follow:

These opportunities dovetail with our 2010 pursuit of the five goals of the NC SOPHE 2007-2011 Strategic Plan: Promoting the Profession

- ☛ New Collaborations
- ☛ Leadership Development
- ☛ Membership Development
- ☛ Promoting NC SOPHE

To promote the profession, NC SOPHE will continue to train Health Educators to advocate for better salaries for themselves and other Health Educators. We will strive to enhance the visibility of health education among employers, policymakers, the

media and the general public by sharing your stories of how health educators make a difference in your community. We will actively reach out to undergraduates and recruit student members from around the state and strive to create partnerships with institutions of higher education.

NC SOPHE will actively seek to strengthen and maintain collaborations with partners such as the North Carolina Alliance for Health and the Eat Smart, Move More initiative and to develop new collaborations with public health organizations and schools not previously affiliated with NC SOPHE. We will continue to increase collaboration within and among other health education-type organizations to build relationships and opportunities for professional growth and knowledge-sharing.

We will build leadership capacity among our membership by sponsoring continuing education and professional development opportunities and by recruiting officers and committee chairs from members who have never before served on the Executive Committee.

Given shrinking travel budgets and acting on the health educator maxim to start where the people are, we will seek to capitalize on distance learning technology and work to bring NC SOPHE-sponsored meetings to different locales and regions around the state. We ask for your ideas on strategies and new incentives for current NC SOPHE members to enroll new members.

We have made joining NC SOPHE easy by allowing members to pay dues online. We need your ideas for new strategies to continue to make NC SOPHE membership more rewarding!

We have a strong past. NC SOPHE was founded 45 years ago to promote, encourage and contribute to the advancement of health of all people (see <http://www.ncarolinasophe.org/history>). We can continue to stay informed through continuing education, to strive for improvement in our practice of health education, and to make positive contributions towards the health of all people-- but only with your involvement. During 2010 NC SOPHE will be working to secure a successful future for health educators across the state. Please seek out opportunities to serve as officers, committee chairs or committee members (<http://www.ncarolinasophe.org/officers>).

Participate in continuing education events, share your expertise, write your stories for the newsletter, post opportunities and resources on the Web site. Remember that health education is an action adventure, not a spectator sport! Please call me, 919-824-3815, or email me, rebecca.reeve@dhhs.nc.gov with your thoughts and ideas on how to make this a championship year for NC SOPHE.

Barr, beloved health educator at UNC, dies at 84



Harriet Hylton Barr, alumna of University of North Carolina at Chapel Hill's Gillings School of Global Public Health and longtime health educator at the School, died Dec. 14 in Durham, N.C. She was 84. A memorial service was held Tuesday, Dec. 22, at 2 p.m. at Durham's Trinity Avenue Presbyterian Church.

Surviving are her husband, Frank H. Barr of Durham, and daughters Barbara Anne Barr of New York City, and Elizabeth Nell (Betsy) Barr of Williamstown, W. Va.



As a health education student, Barr, far right, worked with classmates on the School's Good Health Campaign to improve the health of North Carolinians.

Born June 15, 1925, in Johnson City, Tenn., Barr received her Master of Public Health in health education from UNC in 1948. Her husband, whom she met at the School, received a master's degree in environmental sciences and engineering in 1947. Barr taught health education classes at UNC from 1967 to 1994, first as an instructor and ultimately as clinical associate professor. She also served as assistant dean for alumni affairs from 1983 to 1994, during which time she organized and energized the School's alumni association. Her dedication to the health of the people of North Carolina, her vitality as a leader and her personal charm endeared her to several generations of public health students, faculty and practitioners.

UNC President Emeritus William Friday, JD, had known Barr since his wife, Ida, was a fellow graduate student of Barr's.

"Harriet was one of those quiet, yet critical servants of the people of this state," Friday said. "Her work in higher education in making us conscious of good health practices was of the highest order. Her good humor and her utter dedication made her an invaluable member of the University in the last half-century."

Barr assumed leadership positions in the national Society for Public Health Education (SOPHE) and was a charter member of the N.C. chapter when it was established in 1965. She received the national organization's Distinguished Fellow Award in 2002, for significant and lasting contributions to the profession of health education.

She was a vital force in the nonprofit organization, N.C. Citizens for Public Health, from planning its first conference in 1976 to serving as its president from 1995 to 1998. The organization aims to promote public health for the benefit of the citizens of N.C. by increasing citizen involvement and identifying and clarifying the role of public health agencies in the state.

"Harriet's role in NCCPH was central in keeping the UNC public health school connected to the people of North Carolina," said Brenda Motsinger, MS, director of special projects in the public health school's dean's office. "She insisted that local communities have access to the School's research and that the School remain aware of the needs of the people."

Barr influenced a generation of UNC health education students through courses she taught in school and community health, principles of public health, and methods and materials in health education. She also served as academic and field adviser to both bachelor's and master's students.

"Harriet made sure that her students learned about professional organizations and inspired in them a commitment to advance the profession by their active support and participation," said Emily Tyler, MPH, Barr's friend and colleague for more than 40 years. The UNC School of Public Health Alumni Association recognized Barr in 1980 with its Distinguished Service Award, and in 1989, she received the President's Award from the School's Public Health Foundation. The distinguished service award later was renamed, in her honor, The Harriet Hylton Barr Distinguished Alumnus Award. Presented annually, the Barr Award recognizes leadership, experimentation, collaboration and innovation within the profession of public health; impact within the practice arena; and outstanding service beyond the requirements of the recipient's employment.

"There is no doubt that Harriet's work as an academician, scholar, practitioner, advocate and active volunteer in a wide array of professional and voluntary organizations contributed much to bringing health education to where it is today," Tyler said. "Harriet made a difference, and she leaves a legacy for those who follow."

Those unable to attend the Dec. 22 service are invited to attend a special remembrance that will be held as part of the UNC public health school's Foard Memorial Lecture on April 15, 2010. The distinguished alumnus/alumna award named in Barr's honor is presented annually at that event. More information about location and time will be available at www.sph.unc.edu/events or by calling (919) 966-0198.

Checks may be written to Trinity Avenue Presbyterian Church (Note: Harriet Barr memorial) and mailed to 927 W. Trinity Ave., Durham, N.C. 27701. More information is available online or by calling (919) 682-3865.

Checks may be written to UNC-Chapel Hill School of Public Health Foundation - Harriet Barr Memorial Fund and mailed to Office of External Affairs, UNC Gillings School of Global Public Health, Campus Box 7400, 135 Dauer Drive, The University of North Carolina at Chapel Hill, Chapel Hill, N.C. 27599-7400. To make a gift online, please visit www.sph.unc.edu/giving.



Wanted:

NC SOPHE is always looking for ways to raise money to support our cause. We are asking all our members to come up with creative ideas for fundraising activities to implement throughout 2010. Please send your ideas to Stephania Sidberry at stephania.sidberry@dhhs.nc.gov by February 19th. The person with the most creative idea will win a \$25 gift card to Target!! Ideas will be judged by the Finance Committee. The winner will be announced at the Midyear Meeting.

Did you get a gift for the holidays you just can't use? Could that item in the closet taking up space be used for a good cause? Well, you're in luck! NC SOPHE is looking for great silent auction items to raffle at the Midyear Meeting in March and the Annual Meeting in September. Please let me know by February 19th if you have any items to donate for these meetings.

Local Healthy Carolinians Partners with Project Graduation

Project Graduation is an annual event for all seniors who graduate from Roanoke Rapids High School. Project Graduation is an overnight lock-in at the local recreation department for seniors to enjoy music, dancing, food, and fun all night long. All seniors must check-in no later than 11:00 p.m. the night of graduation. The doors are locked at 12:00 a.m. and re-opened by 6:00 a.m. for students to leave. The parents of those graduating seniors come together at the beginning of each school year to raise money for Project Graduation, an initiative started several years ago. Money raised throughout the year pays for the night of celebration as well as provides funding for each senior who attends to receive a graduation gift, mostly in the form of cash. Over 90% of seniors who graduate attend the event. The Healthy Halifax Partners' Substance Abuse Subcommittee partnered with the Roanoke Rapids High School and Project Graduation to offer an educational display along with the DUI goggles. A member of the subcommittee along with the Healthy Carolinians Coordinator from the Halifax County Health Department attended the event to allow all of the seniors a chance to wear the DUI goggles and watch a 15 minute video, "Just Call Me Crash." The seniors learned the importance of abstaining from driving while under the influence of alcohol. This lesson comes at an appropriate time as most of the seniors left the very next day for Senior Week held at various beaches. Over 200 seniors attended the event on June 12, 2009

Submitted by Laura Ellis, Halifax County Health Department

Dear Public Health Colleagues,



Lisa Macon Harrison started as the Director of the Office of Healthy Carolinians at the Chronic Disease and Injury Section, NC Division of Public Health (DPH), on February 1, 2010. Lisa is joining the team from the North Carolina Institute for Public Health where she has had extensive experience working in research and practice at UNC, primarily directing projects in local health departments and other agencies regarding workforce development, leadership, and health promotion and disease prevention. Lisa comes to DPH with 14 years of public health service to North Carolina combined with a Master's in Public Health Leadership from UNC. Many of you may know Lisa from her past work including: directing the Southeast Public Health Leadership Institute (SEPHLI); directing the North Carolina Public Health Incubator Collaboratives; assessing the competency of the NC public health workforce in core public health skills and emergency preparedness; and facilitating public health training and education. She is committed to continuing work that integrates health education, health promotion, evidenced-based research and practice to improve the health of North Carolinians.

We cannot introduce Lisa without also expressing our gratefulness to Debi Nelson for the leadership she has provided for the Office of Healthy Carolinians and Health Education since March 2008 as the Acting Director. Debi will continue as Deputy Director in an expanded role. Debi will continue to oversee community health assessment, certification/recertification of Healthy Carolinians partnerships, serve as the lead health educator for the state, and coordinate program planning and technical assistance from the state and regional offices. We are all excited about working with Lisa to take the Office of Healthy Carolinians and Health Education into this new decade.

Ruth Petersen, MD, MPH
Section Chief, Chronic Disease and Injury Section
N.C. Division of Public Health (919) 707-5203
Ruth.Petersen@dhhs.nc.gov



2010 Coalition for National Health Education Organizations Annual Advocacy Summit

March 6-8, 2010
Washington Court Hotel

NC SOPHE Student Members Samantha Korb (Left) and Latoya Alexander (Right) with Legislative Aid Laura Thrift for Congressman David Price.

The Society for Public Health Education is one of the ten national health education membership organizations which supports the 12th *Coalition for National Health Education Organizations Annual Advocacy Summit*. Together, participants from all over the nation train for a day and a half on the key public health funding issues while learning strategies to help support our Congresspersons or Senators in their efforts to prioritize prevention and public health in Health Reform Legislation.

This year at the 2010 Health Education Advocacy Summit over 300 attendees will heed a *call to action* for Congress to make public health funding a national priority. As families face economic uncertainty and students worry about their future, they realize that investing in public health funding for health promotion and disease prevention is closely linked to our nation's economic recovery- something we need to support now more than ever!

Samantha Korb, an undergraduate student from the University of North Carolina at Greensboro, found the 2009 Summit experience to be eye-opening. Even with Samantha's experience as a North Carolina Delegate for the Democratic Party, she found the Summit helped to tie it all together- her studies in the undergraduate community health education program, her political ambitions, and her personal goal to create a healthier world:

I believe all students in PHE, regardless of whether or not they are majoring in Community Health Education, can benefit greatly from attending the Summit. The skills that my peers and I learned on how to effectively advocate for public health education causes and funding will filter on down to our own careers. Policy affects us all, and as those working in public health education, enacting policy change is how we progress in our field for the betterment of our communities and ourselves. Preparing for our "asks" at the Summit, will help us develop our own "asks" in our Public Health careers, sustain and build our self-confidence and our ability in all other aspects of our lives.

My advocacy visit stemmed from advocating for funds for Function 550. I was aware of the budget the President puts out every fiscal year, but I seldom knew how it was broken down. At the Summit, we saw how the budget was broken down and how it affects our efforts in public health. I was not surprised that just 4% of the Fiscal Year 2009 discretionary budget went to health, but the moment I learned that I could influence Function 550, I became more engaged and excited about how my group and I could increase 550, as well as DASH and REACH and the Chronic Disease budgets. While I have been an advocate in other areas, this was my first time advocating on behalf of public health, and I definitely will be there next year.

For registration information, go to: <http://www.healtheducationadvocate.org/Summit/>

Submitted by Samantha Korb

CHES Class of 2009 Includes Key DPI Health Educators

Two new NC SOPHE members are among the Fall 2009 newly minted Certified Health Education Specialists. Tanya Bass and Nakisha Floyd are consultants in the North Carolina Department of Public Instruction (DPI) Healthy Schools Section. We welcome them to NC SOPHE, congratulate them on attaining CHES certification and look forward to having strong public health partners at NCDPI!



**Tanya Bass, MS,
CHES ,NCDPI Healthy
Schools Section,
HIV Programs & Policies
Consultant
(919) 807-3867**

tbass@dpi.state.nc.us

Tanya came to DPI in April of 2009 with more than 10 years of experience in the health education field and in the area of HIV/AIDS and other sexually transmitted diseases. She received a Master of Science in Health Promotion and Human Science in 2003, at North Carolina Central University. Bass received a Bachelor of Science in Community Health, also at NCCU. She has over four years of experience providing education and training for college students attending minority institutions in North Carolina. Tanya was the first Public Health Educator on staff at Student Health and Counseling Services at NCCU and was also an Adjunct Instructor in the Department of Health Education teaching a Health and Wellness course designed to provide students with opportunities to further develop their skills and abilities in relation to health and health behaviors.

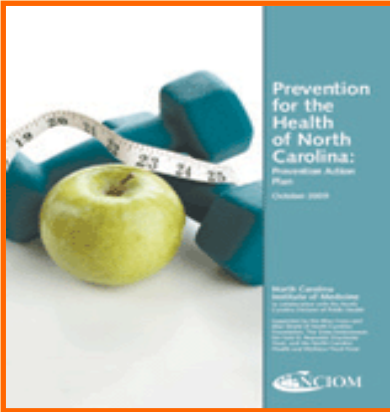


**Nakisha Floyd, MA, CHES,
NCDPI Healthy Schools
Section PANT Consultant
(919) 807-3942**

nfloyd@dpi.state.nc.us

Nakisha joined DPI in November of 2008 as the Abstinence Consultant, overseeing federal abstinence funding to local school systems across the state. She began her tenure as the Healthy Schools Section Physical Activity, Nutrition and Tobacco Consultant in July 2009. Nakisha previously served as the Health Education Program Coordinator, Wayne Action Teams for Community Health (WATCH) at Wayne Memorial Hospital, developing her expertise in adolescent sexuality and other health behaviors. She obtained a BS in Community Health from North Carolina Central University and her Master's degree in Health Education and Promotion from East Carolina University. She is a NC Registered Health Educator. Nakisha was named to the UNC Gillings School of Public Health's Emerging Leaders in Public Health program in 2008-09, a program designed to prepare the next generation of public health leaders by identifying and training those individuals with the talent to serve in significant leadership capacities in the next decade.

The NC Healthy Schools Partnership operates under a formal memorandum of agreement between the Department of Public Instruction (DPI) and the Department of Health & Human Services (DHHS) with support from the Centers for Disease Control and Prevention's Division of Adolescent and School Health. The purpose of the partnership is to enhance and maintain collaboration between public education and public health at the local, regional and state levels. Current NC SOPHE president, Rebecca Reeve serves as the DHHS Senior Advisor for Healthy Schools Partnership, co-leading the partnership with Dr. David Gardner, Section Chief for Healthy Schools at NCDPI. Check out the Healthy Schools web page www.nchealthyschools.org to find national, state and local resources to enhance programs, practices and policy in K-12 school health and school staff wellness.



The release of the first ever ***Prevention Action Plan for North Carolina*** made the 17th Annual Healthy Carolinians Conference and NCIOM Prevention Summit a landmark event, especially for Health Educators. Not only is there now a State Prevention Plan built over 18 months of work by key organizations and partners across the state, but Health Educators and health education competencies are essential to bring the plan to life. Statewide partners were energized by the new CDC Director, Dr. Thomas R. Freidan, MD, MPH, to “work the plan,” not let it sit on the shelf. The *Prevention Action Plan for North Carolina* addresses 10 Key areas:

1. Tobacco use
2. Diet and physical inactivity, leading to overweight or obesity
3. Risky sexual behaviors
4. Alcohol and drug use or abuse
5. Emotional and psychological factors
6. Intentional and unintentional injuries
7. Bacterial and infectious agents
8. Exposure to chemicals and environmental pollutants
9. Racial and ethnic disparities
10. Socioeconomic factors

The *Prevention Action Plan for North Carolina* includes evidence-based strategies that, if followed, will improve population health in the state. The NCIOM Prevention Task Force followed four steps in developing this plan.

First, the Task Force identified the diseases and health conditions that have the greatest adverse impact on population health in terms of premature death or disability. Second, the Task Force identified the underlying preventable risk factors that contribute to these leading causes of death and disability. Third, the Task Force examined the literature to identify evidence-based strategies that could prevent or reduce the risk factors. Finally, the work of the Task Force was guided by a socio-ecological model. That is, Task Force members recognized that people do not make health decisions in a vacuum. So the Task Force attempted to identify multifaceted strategies that would support healthy lives on many different levels of the socio-ecological model including the individual, interpersonal, clinical care, community and environment, and public policy levels.

For each of the 10 issue areas the *Prevention Action Plan for North Carolina* provides an up to date review of the impact of the issue and the evidence-based strategies. Current North Carolina initiatives and data are also presented. This report is an incredible resource for Health Educators. More than 40 action recommendations are proposed. Health Educators can use the recommendations to frame their practice in any setting across the state.

11 Priority Recommendations

- Increase North Carolina Tobacco Taxes
- Implement Quality Physical Education and Healthful Living in Schools
- Implement the Eat Smart, Move More North Carolina Obesity Prevention Plan and Raise Public Awareness
- Ensure Students Receive Comprehensive Sexuality Education in North Carolina Public Schools
- Develop and Implement a Comprehensive Substance Abuse Prevention Plan
- Create a Statewide Task Force or Committee on Injury and Violence
- Increase Immunization Rates
- Promote Economic Security
- Increase the High School Graduation Rate
- Enhance North Carolina Healthy Schools
- Expand Health Insurance Coverage to More North Carolinians

For the full report, issue briefs and other *Prevention Action Plan for North Carolina* resources go to http://www.nciom.org/projects/prevention/prevention_report.shtml

To view all of the available presentations from the 17th Annual Healthy Carolinians Conference and NCIOM Prevention Summit go to <http://www.healthycarolinians.org/conference.htm>

Preparing For the Next Legislative Session

Submitted by Doranna Anderson, Advocacy Chair

The North Carolina General Assembly reconvenes on May 12, 2010. This looks like it will be another interesting year for the members of the General Assembly as well as the citizens of North Carolina. Some of the dynamics of the Senate will be changing due to some key legislators who will be retiring or choosing to not run for re-election in 2010. Sen. Tony Rand (D-Bladen and Cumberland Counties), Senate majority leader, announced his retirement earlier this year, effective 12/31/09, to become chairman of the state parole commission. Sen. David Hoyle (D-Gaston County), Sen. R.C. Soles, Jr. (D-Brunswick, Columbus, Pender Counties) and Sen. Julia Boseman (D-New Hanover County), have announced that they will not run for re-election in 2010. This will be a real power shift in the NC Senate because Senators Rand, Hoyle and Soles are the three most powerful senators and had served the longest. Sen. Martin Nesbitt, Jr. (D-Buncombe County), the new senate majority leader, will have many challenges this year including trying to keep the Democrat's 30-20 majority in the NC Senate. Some political commentators are predicting that the Republicans may gain the majority in the Senate after the 2010 elections. This has not happened in over 100 years. In addition, several of the Senate and House races are predicted to be very close and the outcomes could result in additional changes. Senators and Representatives that win the 2010 elections will be drawing up the lines for redistricting based on the 2010 US Censuses. All of this will make an interesting election cycle.

Of course another issue that will be a challenge for the governor and legislators will be dealing with the state budget short fall. Everyone is predicting that the 2010-2011 budget will be worse than the 2009-2010 budget. The NC Fiscal Research Division reported that through November 2009 General Fund revenues are running \$110 million below a \$7.4 billion forecast target. Income and sales taxes are still down mainly because of the unemployment rate is still high. Because of the budget short fall, over the next few months as state government agencies prepare their budgets, they are being asked to look at additional cuts. Public Health will have to offer up its share of cuts like every other agency. At this time, no one knows what these cuts will be and how they will affect public health programs. So, before legislators come back to Raleigh in May, now is a good time to make contact with them and let them know how state funding is supporting public health programs in their counties.

This year the House will release its budget before the Senate. Once we know what programs will be cut or eliminated it will be important to contact your legislators. To find your legislators, how to contact them, learn what committees they serve on and to track public health bills, you can visit the General Assembly Web site at <http://www.ncleg.net/>.

Meeting with your legislator face-to-face is often the most effective means of explaining your position on an issue and seeking legislative support. It also gives your lawmakers an opportunity to "put a face on the issue." This could be the beginning of an on-going mutually beneficial relationship. Here are some tips for visiting your legislator:

- Make an appointment.** Appointments can be made at their office in Raleigh or in their home office when they are out of session.
- Prepare for your meeting.** Study your issue and be prepared for questions. Find out what committees your legislator serves on and check to see if they have a voting record related to the issue.
- Meet with your legislator.** Always introduce yourself, even if you have done so before. With the number of people legislators meet they may not remember your name.
- Discuss your issue. Be friendly,** but get down to business. Try to stick to one issue. Do not dilute your message by talking about a variety of messages. Give them brief background information and a position paper if you have one.
- Provide a human interest story about the issue** such as how someone in their district is affected by the issue.
- Be reasonable and honest.** Don't try to debate with your legislator. Stick to the facts. If you are asked a question and do not know the answer, tell the truth. Tell the legislator you will get the information for them. If your legislator requests additional information, get it to them as quickly as possible.
- Send a thank-you note.** Take the time to send a thank-you note. They do not get many thank you notes and it will be another way they will remember your visit. It will also give you a chance to briefly summarize your main points on your issue and ask them or thank them for their support on the bill.

As the legislative session heats up we will keep you posted on issues by sending out emails and posting information on the NC SOPHE Web site.

Public Relations Committee

The Public Relations Committee helped to solicit articles for the newsletter and expresses appreciation to those who submitted articles. We are especially grateful that Mary Hawkins (editor) and Emily Tyler (copy editor) continue to produce a professional publication for NC SOPHE.

On December 14, NC SOPHE exhibited at the NC School Community Health Alliance meeting in Chapel Hill. Several Health Educators took the membership application with them and expressed interest in joining.

Please let Interim Chair Julie Gooding Hasty know of meetings or conferences where it would be of value for NC SOPHE to have an exhibit. She can be reached at 919/707-5695. Please send to Julie ideas for the Public Relations Committee to enhance NC SOPHE's visibility!

Julie Gooding Hasty
Julie.Gooding-Hasty@dhhs.nc.gov



East Carolina University's Healthy PIRATES win national award for the innovative cancer awareness event, "Peace. Love. Pirates. Cure"

GREENVILLE (Nov. 13, 2009) – East Carolina University's Healthy PIRATES won the Outstanding Creativity in Personal Safety award for its cancer prevention program called "Peace. Love. Pirates. Cure." The award was presented to the Healthy PIRATES' officers at the 32nd Annual BACCHUS Peer Education Network Conference held in Orlando, FL on November 5-8. "Peace. Love. Pirates. Cure." is a mix of education and entertainment designed to raise awareness about all different types of cancer. The event was held at ECU on October 7, 2009 and has been very well received and attended by the campus community over the last two years.

Most collegiate groups across the country address the typical issues on campuses such as sexual health, tobacco and alcohol usage as well as nutrition and body image. ECU's Healthy PIRATES chose a different path. "Our students jumped into relatively uncharted waters and are succeeding," said **Georgia Childs, Assistant Director for Peer Health in the ECU Student Recreation Center.** "They recognized, even as college students, cancer impacts everyone's lives including their parents, family or friends. They chose to shine a spotlight on cancer awareness and prevention and I'm thrilled their efforts have been recognized."

The 2009 "Peace. Love. Pirates. Cure" event educated more than 700 participants about how to conduct self-exams and how to quit smoking as well as how to cope when a family member is diagnosed. Additionally, a skin cancer screening booth, and representatives from Relay 4 Life and Locks of Love were on hand.

Childs, who also serves as the Peer Health Area 12 consultant representing several Mid-Atlantic States, said the hard work and determination of these students speaks volumes about East Carolina on a national stage. "Too often we hear about the negative actions of kids on campuses and this sheds such a positive light on what college students can accomplish," said Childs. "They become strong leaders who help and empower other students to make smarter, healthier decisions."

"Peace. Love. Pirates. Cure" is a collaborative effort partnering with the American Cancer Society, Campus Recreation and Wellness, Student Health Service, the Department of Health Education and Promotion, ECU Physicians, Healthy PIRATES, the ECU Women's Studies Program and Colleges Against Cancer.

NC SOPHE 2009/2010 Officers

President	Rebecca Reeve	919-707-5662
Vice President	Regina McCoy Pulliam	336-334-3245
President Elect	Brittan Williams Wood	336-455-1216
Past President	Georgia Childs	252-328-5172
Treasurer	Marquis Eure	704-336-6163
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National Delegate	TBD	
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