

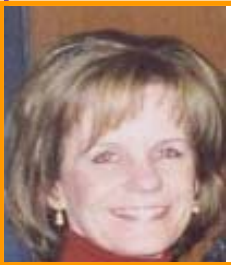
The North Carolina Chapter of the Society for Public Health Education (NC SOPHE) is holding its 2010 Annual Meeting in partnership with The Office of Healthy Carolinians and Health Education Conference on the theme *2020 Vision for a Healthier North Carolina*. This year, NC SOPHE members will be able to register for both conferences at one time, receive up to nine continuing education credits, and the opportunity to explore and share local evidence-based initiatives that are dedicated to protecting the public's health.



According to Regina McCoy Pulliam, the NC SOPHE Vice-President and Program Committee chair, the conference is all about energy and engagement. *“Next year the Healthy People 2020 National Health Objectives will be announced and North Carolina will need to quickly catalyze for action to develop our local objectives and action plan. Since 2008, North Carolina has ranked 37 out of all 50 states in ‘The United Health Foundations America’s Health Rankings’- are we okay with this?”*

This conference offers your choice of plenary and skill-building concurrent sessions, with time built in for you to connect with professional colleagues in the field at the international, national, state, and local levels.

The Health Promotion Imagination: Power, Promise, & Urgency for Changing Times



The 2010 NC SOPHE Annual Meeting Keynote Speaker is Dr. Kathleen Roe, Professor and Department Chair, Department of Health Sciences, San Jose State University. Additional plenary sessions will be presented by Mimi Cooper, Health Director of the Randolph County Department of Public Health, on ***The North Carolina Health Educator's Role in the Healthy North Carolina 2020*** objectives, and ***A National Perspective of Healthy People 2020*** by Rear Admiral Penelope Slade-Sawyer from the U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion.

NC SOPHE concurrent sessions include:

Building Whole & Healthy Communities panel discussion with Dr. Tim Monroe, Health Director, Forsyth County Department of Public Health, and Netti Coad, Executive Director, The Partnership Project and Member of the The Greensboro Health Disparities Collaborative

Who is Keeping North Carolinians Healthy? Debate and dialogue session with Dr. Ward Robinson, Medical Director, Guilford County Department of Public Health, and NC State Representative Verla Insko, Orange County

Serving Smoke-Free Air: Reframing the Public Debate for Passage of North Carolina's Smoke-Free Restaurants and Bars Law- Ann Staples, Director of Public Education and Communication, North Carolina Tobacco Prevention and Control Branch, Division of Public Health

Evidence-Based Practice for Health Education- Dr. Vincent Francisco, Associate Professor, Department of Public Health Education, The University of North Carolina at Greensboro

As a NC SOPHE Member, you also have the option to attend additional concurrent sessions sponsored by The Office of Healthy Carolinians:

Healthy North Carolina 2020 Objective: Injury- Scott Proescholdbell, North Carolina Division of Public Health, Injury and Violence Prevention Branch

Healthy North Carolina 2020 Objective: Environmental Health Risks- Anne Short, Executive Director, Alliance for Health of Cleveland County

Healthy North Carolina 2020 Objective: Tobacco Use- Sally Herndon, Branch Head, North Carolina Division of Public Health, Tobacco Prevention and Control Branch

Healthy North Carolina 2020 Objective: Physical Activity and Nutrition- Dr. Dianne Stanton Ward, Professor, Department of Nutrition, University of North Carolina at Chapel Hill

Healthy North Carolina 2020 Objective: Substance Abuse- Tanya Roberts, Media Coordinator, Media Coordinator, NC Fellow, 2009-2010



President's Column
Rebecca Reeve, PhD, CHES

Our opportunities, as we come to the last quarter of 2010, to promote the health of North Carolinians and to advance the practice of health education, health promotion and health communication are, in a word, "Awesome!" First, due to the great work of our Vice President, Regina Pulliam, and the Program Committee, our 2010 Annual Meeting will be held September 30th in conjunction with the Annual Healthy Carolinians Conference with the joint theme—"2020 Vision of a Healthier North Carolina." Greensboro will be thick with public health professionals and community members focused on promoting and protecting the health of North Carolinians across the state! Second, we have an internationally known, dynamic and visionary keynote speaker for September 30th, former National SOPHE President, Dr. Kathleen Roe. Third, the focus areas have been set and objectives drafted for Healthy Carolinians 2020, the public health vision and roadmap for the next decade. And fourth, NC SOPHE has worked hard to develop a strong grant application which was submitted for the "SOPHE Chapters Health Equity Project Funding Opportunity." Our chapter did not receive funding, however, we are very proud of our work to put together the application and will continue to seek such funding opportunities in the future as we have a strong core of NC SOPHE members who have grant writing skills on which our chapter will be sure to capitalize.

Annual meeting content, speakers and registration information are available in this newsletter and online at <http://ncarolinasophe.org/>.

Ten years ago, as Chair of the APHA Public Health Education and Health Promotion Section (PHEHP), I teamed up with then SOPHE President, Dr. Kathleen Roe, to initiate jointly the Open Society Initiative (OSI). The OSI was based on the principles outlined by Dorothy Nyswander (who lived to the age of 105 and is considered the "mother" of health education) in the 1960's (<http://www.jhsph.edu/hao/phehp/society.htm>).

An open society is one where justice is the same for every man; where dissent is taken seriously as an index of something wrong or something needed; where diversity is respected; where pressure groups cannot stifle and control the will of the majority or castigate the individual; where education brings upward mobility to all; where the best of health care is available to all; where poverty is a community disgrace, not an individual's weakness; where greed for possessions and success is replaced by inner fires for excellence and honor; where desires for power over men become satisfaction with the use of power for men.

Resulting efforts around eliminating health disparities led to two National SOPHE policy resolutions: the [2000 Resolution for Eliminating Racial and Ethnic Health Disparities](#)

and the [2001 Resolution on Eliminating Health Disparities Based on Sexual Orientation](#). Additional resolutions related to age, gender, disability, education level and locale have followed:

[2008 Improving Population Health by Improving Graduation Rates](#)

[2006 Promoting Healthy Aging](#)

[2002 Resolution on Eliminating Health Disparities Based on Disability](#)

[2002 Resolution for Eliminating Female Gender Disparities](#)

[2002 Resolution for Eliminating Health Disparities for Appalachian Populations](#)

The full text and references for these resolutions and others can be found by following the links above or at the National SOPHE Advocacy Web page, <http://www.sophe.org/Resolutions.cfm>.

The skill, knowledge and passion of North Carolina's health educators will be essential catalysts to create action to reach the Healthy NC 2020 objectives. The work of the Healthy NC 2020 project, led by the North Carolina Institute of Medicine, has been to develop North Carolina's health objectives and targets for 2020. Over the course of the next decade, these objectives and targets will help drive state and local-level activities to improve population health. Progress toward reaching the targets will be assessed and published annually by the North Carolina Division of Public Health and State Center for Health Statistics. The NC Institute of Medicine (NCIOM) Prevention Task Force identified the preventable underlying risk factors for the 10 leading causes of death and disability in the state. These identified risk factors helped to shape the focus areas for the Healthy NC 2020 project. The 13 focus areas for the Healthy NC 2020 project include tobacco use, nutrition and physical activity, risky sexual behavior, substance abuse, environmental risks, injury, infectious disease/foodborne illness, mental health, dental health, maternal and infant health, social determinants of health, chronic disease, and a cross-cutting focus area. The current project timeline calls for: Finalization of objectives and targets, August-September 2010; Community meetings, October 2010; Preparation of final documents including technical report, October-December 2010; and Release of Healthy NC 2020 objectives and targets in January 2011. More information will be available at the September 30-October 1 "2020 Vision of a Healthier North Carolina" meeting in Greensboro or on the NCIOM web page <http://www.nciom.org/projects/hnc2020/healthync2020.shtml>.

To close this column, my last as NC SOPHE president, let me express my thanks to the officers, committee chairs and the 250 NC SOPHE members who have contributed to making this a memorable year! Hope to see you all in Greensboro in September!

**Incoming 2010-2011 NC SOPHE Chapter President,
Brittan Wood, MPH, CHES**



With great anticipation, I am truly excited to be a part of NC SOPHE, particularly right now! For the first time ever, NC SOPHE will be providing a joint conference in collaboration with Healthy Carolinians. This is a great opportunity for health educators in our state to come together for two great meetings in one location rather than possibly having to choose between the two as some often have to do. Also, I will be attempting to fill the BIG shoes of some of the great leaders who came before me as I ascend to the Presidency of NC SOPHE for 2010-2011!

I have been a member of NC SOPHE since 2003, served on most of the Committees, and have been involved with the Executive Committee since 2005. Serving as Finance Committee Chair for several years and now as President-Elect I am very excited about being the incoming President for 2010-2011.

I have already been hard at work preparing for my new office. As one of my first duties, I am responsible for securing committee chairs. NC SOPHE would not be successful without the hard work and commitment of our committees so it's important to select the right people to lead.

I am pleased to announce the Committee Chairs for 2010-2010 and would like to extend a million thank you's to those who have graciously agreed to serve:

- ☪ **Membership – Debbie Mason**
- ☪ **Scholarship – Georgia Childs**
- ☪ **Citation – Eric Nickens**
- ☪ **Advocacy – Regina Pulliam**
- ☪ **Continuing Education – LaKeisha Roberts**
- ☪ **Program – Sheila Bogan**
- ☪ **Bylaws – Emily Tyler**
- ☪ **Finance – Stephanie Sidberry**
- ☪ **Public Relations – Candice Watkins-Robinson**
- ☪ **Nominating – Rebecca Reeves**
- ☪ **Health Director Liaison – Selena Judon-Monk**
- ☪ **Professional Preparation and Standards of Practice – vacant**
- ☪ **Research – vacant**

As you can see, this is an All-Star Team of committee chairs. I am grateful to have such dedicated individuals willing to help me through this next year by leading the work of these committees. As you can also see, there are two committees that still need chairs. If you are interested, please let me know. I would love to have you join our All-Star Team!! Not sure you are ready to chair a committee? We need members too. There will be an opportunity at the Annual Meeting to sign up for committees or you can email me or the chair if you are interested.

I want nothing more than to see NC SOPHE be a successful, thriving organization that is viewed as a beneficial organization for health educators to be a part of. So please feel free to email me or call me anytime with ideas or suggestions that might help us improve OUR organization.

As I embark on this new adventure as your incoming President, I must start by thanking everyone who has helped me, and groomed me along the way and those who will continue to provide guidance and advice (as I surely will need it). I am looking forward to working with all of the incoming officers (who are featured in this newsletter as well) as it's sure to be an exciting year with NC SOPHE. I hope to see you all at the Annual Meeting in Greensboro.

Brittan Wood

Advocacy Committee Report Doranna Anderson, Chair

The NC General Assembly closed the 2010 session around 5:00 am on Saturday, June 10. That is correct, 5:00 in the morning. They were working on passing many bills before the session ended. Two major bills they were working on a good portion of Friday and Saturday were the ethics bill and making corrections to the language in the state budget bill. This was another tough budget year because of the \$800 million budget short fall. The Senate and House presented their budget proposals within weeks after the beginning of the session. The budget was passed and signed into law by Governor Beverly Perdue on June 30, 2010. This was one of the few times a budget was passed before the new budget year started.

The NC Division of Public Health was impacted with budget cuts like all other state agencies. One program that will be impacted is the state's Immunization Program. All state funding for the immunization program was eliminated.

Prior to this change, the N.C. Immunization Branch provided most vaccines free of charge to the public. Vaccines for children eligible for the federal Vaccines for Children (VFC) program were paid for with federal funds, and vaccines for children who were not eligible for the VFC program were paid for with state funds. With the phase-out of state funding, the N.C. Immunization Branch will no longer provide vaccines for children who are not eligible for the federal VFC program. This change does not impact the VFC program. The North Carolina Immunization Program (NCIP) will continue to exist and serve the approximately 67% of children in North Carolina who qualify for VFC vaccines.

Children through 18 years of age who meet at least one of the following criteria are eligible for VFC vaccines:

- Medicaid eligible,
- American Indian or Alaskan Native,
- Uninsured, and Underinsured.

Due to the elimination of this funding and to help with the transition of the vaccine program, the state legislature has approved \$3 million in one-time funding to insure all children will be appropriately vaccinated before the start of the 2010-2011 school year. The state is working with local health departments to determine the best way to provide these vaccines.

This will be an interesting transition for physicians, health departments and other providers as they work out possible challenges to changing over to a private vaccine purchase

and billing process. There may be additional challenges related to providers purchasing the equipment related to the storage of vaccines. Health educators who work in health departments or medical settings might be called upon to communicate these changes to the public. Please remember one of your best resources for information and assistance will be the NC Immunization Branch. For more information visit their Web site at <http://www.immunizenc.com>. If you are interested in keeping up with the latest information about immunizations you might want to subscribe to *Vax Facts* at <http://www.immunizenc.com/enewsletter.htm>. This newsletter is produced by the NC Immunization Branch.

NC SOPHE Midyear Meeting Who are these persons?



Public Relations Committee

Greetings! Thank you so much to the Public Relations Committee and especially our own Mary Hawkins and Emily Tyler for working to get the Summer 2010 Newsletter out! This is always an important newsletter for a couple of reasons; the newsletter informs the NC SOPHE membership who the proposed slate of officers is for the new year and it gives an overview of the upcoming NC SOPHE Annual Meeting. Please continue to work with the incoming Public Relations Chair, Candice Watkins Robinson from Orange County, and the committee to send news that will benefit Health Educators working in North Carolina. Thanks to Eric Nickens for a new NC SOPHE design brand with a lighthouse that we will use to promote NC SOPHE. Eric was also instrumental in getting the NC SOPHE Midyear Meeting in the local news media in March. I appreciate the work that the committee has done this year!

I would like to remind the NC SOPHE membership that National Health Education Week is quickly approaching. Since 1995 this event has been observed the third week of October and focuses on a major health issue and promotes the understanding of the role of health education in promoting the nation's health. National Health Education Week is October 17-23, 2010, and the theme is **"A Tobacco-Free Nation Through Health Education."** The link for a tool kit to plan activities is:
<http://www.sophe.org/NHEW.cfm>.

Julie Gooding Hasty



SOPHE Proposal

NC SOPHE has submitted to National SOPHE a proposal for \$500 which would fund the NC SOPHE Advocacy Committee to make visits to newly elected legislators and legislative leaders prior to the 2011 Session to share NC SOPHE legislative priorities.

If this project is funded, the coordinating committee will be recruiting volunteers to work on this important project.

Participate in the NC SOPHE Google Group

NC SOPHE members are invited to participate in the Chapter's Google Group/Email Listserv.

The Group allows members to share information via email such as job opportunities, grant availability, and continuing education events – as well as any ideas, concerns and discussion of health education and public health issues.

If you are not a member and would like to join, visit google.com and search under groups for NC SOPHE and request joining. Please put your name in the "nickname" section, so we'll know that you are a member.

If you are a member, you can post a note at any time, by sending an email (from the email address you are signed up under, of course) to nc-sophe@googlegroups.com.

Join/Renew Online!

NC SOPHE provides the ability to renew your membership or join online. Just go to www.ncarolinasophe.org and go to the membership section. Complete a membership form and look for the link to pay via PayPal.

It's so easy!

Keep in mind that since the membership cards are mailed out by hand, you won't receive an immediate confirmation of your membership, but you can always check on it by emailing: info@ncarolinasophe.org.



Health Educator and Lamaze Childbirth Educator Goes Back to Africa

Tara Owens Shuler, M.Ed., FACCE, LCCE

On October 9, 2010, I will return to Nairobi, Kenya for a second time to facilitate a Lamaze Childbirth Educator training. In 2005, eight women participated in the Childbirth Educator training. This year, 14 women are currently registered. In 2005, we had two major hospital systems represented. This year, we have three hospital systems represented as well as the Kenya Medical Training College. It's exciting to see the demand for childbirth education spreading across the country. In the US, Lamaze childbirth education is supported by evidence-based information and Lamaze International promotes the use of six healthy birth practices to having a healthy and safe birth. In the Kenya-based training, we will adapt the six healthy birth practices to fit within the Kenyan birth culture.



Prior to the trip, my colleagues and I will research any available evidenced-based data in regards to birth practices in Africa and develop a culturally appropriate message for the childbirth educators in training to promote healthy and safe birth practices in Kenya.

Based on lessons learned from the 2005 training, this year's training will use the lay advisor approach in which we will train the participants how to teach using a scripted curriculum. The anticipated outcome of this training is to leave Nairobi with 14 appropriately trained women who will assist pregnant women and their labor partner to have a fulfilling, healthy, and safe birth experience.

I am extremely excited about this year's training because, instead of focusing on preparing them to take a US-designed certification exam, we will focus more on equipping the women with the skills and tools to teach childbirth education to the women in their community. We will work with the participants and identify ways to adapt the curriculum based on whether they will be teaching at an urbanized hospital or teaching women who live in rural areas and may give birth at home.

In preparation for the October 2010 training, I am collecting gently used childbirth education posters, fetal models, cloth pelvis models, and any other childbirth education-related materials to take to Nairobi. If you are a former childbirth educator or work for an organization that has old posters and/or materials not being used, please contact me at 919-684-2648 or tara.owens@duke.edu. Resources and educational materials are limited in Nairobi and we want to take as many teaching materials with us as possible.



Tara Owens Shuler, M.Ed., FACCE, LCCE is currently the Director of Continuing Education and the Lamaze Childbirth Educator Program at the Duke AHEC Program. She is a Past President of NC SOPHE and has been a long-term member of this organization.

Alamance County Health Education Supervisor/PIO Eric Nickens, Jr. talks with News 14 Carolina's Tracey Early about the significance of Public Health Month in North Carolina.

Regional Public Health Month Media Campaign Serves as Model for the Future



Traditionally during the month of April, local health departments throughout North Carolina celebrate Public Health Month and the “quiet miracle” that is Public Health. Because the work of local, state and national public health agencies is generally preventive, our work often goes unnoticed or is taken for granted. In addition, local health departments within the same media market often compete with one another to capture the media's attention and coverage for their Public Health Month activities. In most cases, the media seems increasingly less than thrilled with what we offer.

This year, in an effort to increase community awareness and increase leverage with the media, Public Health Educators and Media Coordinators in the Alamance, Davidson, Guilford and Randolph County Health Departments joined forces and worked across county lines to develop a regional Public Health Month media plan. The *Public Health in the Piedmont* moniker was coined to complement the National Public Health Week theme.

The team developed, pitched, and implemented a plan that encompassed several media platforms, included radio, television, and print media. Project team members produced a joint press release and designed a Public Health Month billboard which appeared in locations throughout the four-county area. Additionally, team members were guests on several FM radio public affairs programs with Greensboro's Clear Channel and Entercom broadcast group clusters. The key achievement for this project consisted of a weekly *In Depth* segment that aired on Time Warner Cable's News 14 Carolina. Each week in April, preventative wellness projects and activities from each participating county were featured. As an added bonus, at the conclusion of taping one of the weekly segments, Alamance County Health Education Supervisor/PIO Eric Nickens, Jr., was asked by News 14 Carolina staff to tape additional an segment that aired statewide, highlighting the significance of Public Health Month and how the work of Public Health impacts the lives of North Carolinians every day.

Aside from staff time, the billboard campaign was the only expense incurred. Due to the unified effort, a substantial discount was successfully negotiated. In the end, the regional media plan produced tremendous results that reached large and diverse segments of the area's population. Additionally, the regional media plan provided value and much needed exposure throughout each community, as radio and television time can be very costly and

prevent many public health departments from utilizing these segments of the media.

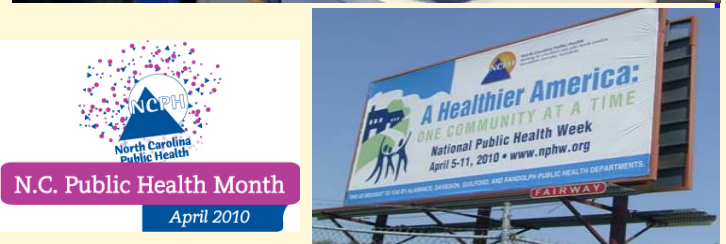
This multi-county collaborative isn't just stopping with Public Health Month 2010. The success on this project holds great promise as a model for other agencies, as this approach could possibly be used for other awareness initiatives in other segments of Public Health.

Participating members of the Public Health in the Piedmont project included:

Alamance County: Eric Nickens, Jr.
Davidson County: Jen Hames
Guilford County: Lynne Beck and Connie Lawson
Randolph County: Shea Cox and Wendy Kennon

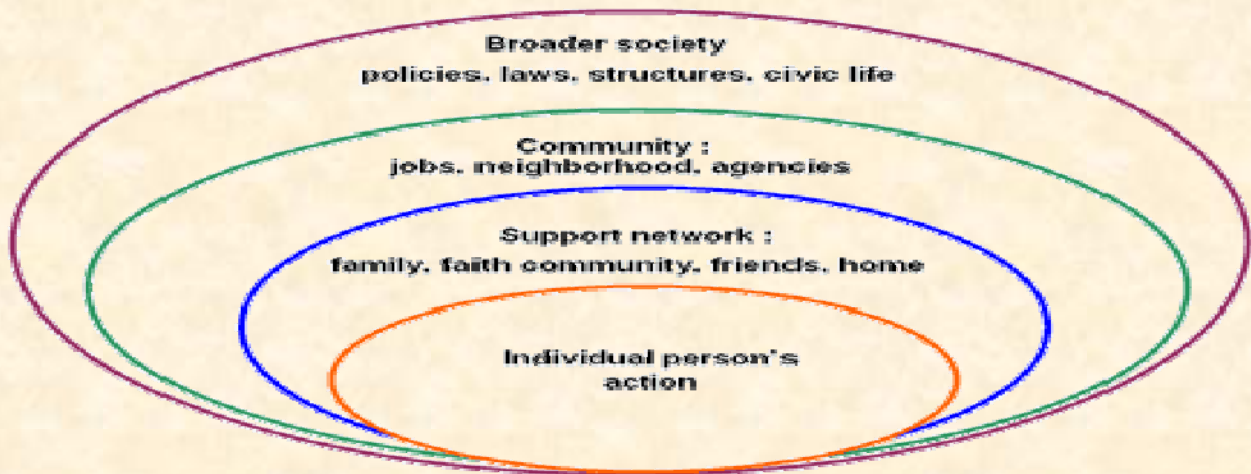
NC SOPHE Member and recent UNCG Public Health Education graduate Ayeshan Parker talks with 97.1 WQMG's Renee Vaughan and discusses how her internship helped to shape her future as a health educator.

97.1 WQMG
Smooth R & B... Classic Soul



More Healthy Public Policy Needed

by *Debbie Mason*



Policies, systems, and protocols in every community either accelerate or inhibit health choices that individuals are able to make.

Traditionally, health educators are focused on improving community health by teaching individuals to make healthier choices. The choices individuals make about their health and behavior are very important, but decisions made at broad community levels that support individual health and well-being impact community health on a much larger scale. Healthy public policies make it easier, or even possible, for many people in communities to make healthy choices. Dr. C. Timothy Monroe, Health Director at the Forsyth County Department of Public Health, has dedicated three positions to form the *Health Policy Unit* with three major goals:

Engage Community Members

The *Health Policy Unit* coordinates community groups to promote policy-level changes, build relationships within and between different sectors of the community, and promote policy or systems-level changes within each of the working groups and task forces of its Healthy Community Coalition. The unit promotes an examination of how our larger systems of housing, transportation, education, and economy can coordinate efforts to better serve the larger community. The *Health Policy Unit* challenges the community to examine root causes of disease.

Educate & Train

The *Health Policy Unit* teaches what healthy policy is, what is possible, and how policies, systems and community protocol can shape the options for health that are available. We offer Policy 101 sessions, develop leaders and leadership skills for supporting a healthy community, and encourage existing groups to incorporate policy change into their organizations' areas of focus.

Analyze & Develop Model Healthy Policies

To analyze and develop model healthy policies, the *Health Policy Unit*:

- ☛ Examines laws, ordinances and organizational policies that accelerate or inhibit community health.
- ☛ Requests that rule-making boards and commissions think critically about how their decisions impact community health over time.
- ☛ Serves as a resource to decision-makers to raise their understanding of health consequences of policy-level decisions.
- ☛ Offers team members to serve as health experts when health action items are being considered that could impact the community.
- ☛ Develops, models, and offers sample healthy public policies. If you want to help your agency develop a *Health Policy Unit*, please contact Debbie Mason, MPH, CHES at 336-03-3260 or masonda@forsyth.cc

VOTE VOTE VOTE VOTE



Diana Manee
President Elect

Diana Manee graduated in 2007 with her Master of Science in Public Health from the University of North Carolina – Charlotte. A Certified Health Education Specialist who was inducted into the National Dean’s List and the National Scholar Honor Society, Diana now works as a Question Why Program Coordinator for the not-for-profit Youth Empowered Solutions! (YES!) empowering youth to work as tobacco prevention advocates in their communities. She loves the creativity and originality of the position and is excited to continue working with youth in all areas of health education. Prior to this she worked as a Public Health Education Specialist at the Haywood County Health Department in Waynesville, NC for 2 and a half years. Her undergraduate degree is in Interdisciplinary Studies from the University of North Carolina – Asheville. She held the Member-at- Large position within NC SOPHE for the past two years and has served on the Program and Scholarship Committees.



Sheila Bogan
Vice President

Sheila has been a public health professional for 14 years. She began her career with the University of North Carolina’s Student Health Center in 1996 while completing her MPH at the university. Since graduation in 1998, Sheila has worked at several local health departments in North Carolina. Her work goals have always included addressing health disparities by any means necessary; be it, individual client education, systems change at local hospitals or cultivating community strengths through community gardening. Sheila has written numerous grants to fund and support community activities focused on improving the health status of North Carolina residents. Her career has also included lecturing for Gardner Webb University and her alma mater.



Yolanda Miller
Secretary

Yolanda Miller, Youth Tobacco Prevention Program Coordinator, is a Public Health Educator at the Forsyth County Department of Public Health in Winston-Salem, NC. She is a graduate of the University of North Carolina at Greensboro where she earned her Baccalaureate degree in Community Health Education. Additionally, Ms. Miller is a Certified Health Education Specialist (CHES). Working in the area of tobacco control and prevention for two years, Ms. Miller provides leadership to youth in their quest to become teen youth peer advocates and experts in teen tobacco prevention. She manages the Teen Tobacco Use Prevention and Cessation Initiative grant funded by the Health and Wellness Trust Fund Commission. Funding for this project enables her to conduct bi-weekly meetings, events, and activities with teen leaders from Forsyth County for teen tobacco use initiation and prevention.



Marquis Eure
Treasurer

Marquis A. Eure, is a native of Corapeake, NC (Gates County) and is the 10th of 10 children. He received a BS in Health Education from North Carolina Central University in 1977 and a MPH in Public Health Education from UNC-Chapel Hill in 1979. His professional experiences are varied and include positions in community health centers, county health departments and universities in the southern United States. He currently resides in Cornelius, NC and is employed by the Mecklenburg County Health Department. He has served several terms as NC-SOPHE Treasurer.



Valerie Meadows
Member- at- Large

Valerie Meadows Sims is a Public Health Program Consultant II for Women’s Health Branch with the North Carolina Division of Public Health in Raleigh, NC. In this position, Valerie monitors and provides technical assistances to twenty-three Teen Pregnancy Prevention Initiatives (TPPI) grantees within the Western Region of the state. Prior to this position, Valerie was a Program Consultant I for the Communicable Disease Branch (HIV Prevention and Care Branch), where she had the opportunity to work with several HIV organizations, Health Departments and Historically Black Colleges University across the state. She received her undergraduate and graduate degrees in Health Education and Promotion from East Carolina University in 2003 and 2005. She became a Certified Health Education Specialist (CHES) in May 2005.

VOTE VOTE VOTE VOTE



Debi Nelson
Member –at- Large

Debi is the Deputy Director for the Office of Healthy Carolinians and Health Education. Debi has been active with Healthy Carolinians partnerships and Health Education for over 15 years. Previously Debi was the Health Education and Promotion Supervisor with the Caldwell County Health Department and Executive Director of Healthy Caldwellians. During her career, Debi has been a leader in community mobilization. She was the founding director of the Shelter Home of Caldwell County, the first shelter (1977) of its kind in the southeastern United States for victims of domestic violence. Debi traveled the southeast assisting communities in starting shelters and lectured on domestic violence and community support. Debi co-founded a free medical clinic and countywide multi-use pathways and trails master plan for Caldwell County. Debi was Caldwell County’s Distinguished Woman of the Year for her community and volunteer efforts in 1999. Debi was the winner of the Adolescent Pregnancy Prevention Coalition of North Carolina 1998 Special Projects Award, winner of 1993 “Nine Who Care” Award for Volunteerism as Adolescent Parenting Program Coordinator and honored by NC Association of Domestic Violence Programs as “A Pioneer in NC Women’s Shelter Programs” 1977-1981.

Debi holds a master’s degree in Health Education and Physical Education from Western Carolina University.



Selena Judon-Monk
Member –at- Large

Selena is a program coordinator at the Durham County Health Department and adjunct professor in the Department of Public Health Education at North Carolina Central University. She earned her BS degree in Biology from NC A&T State University, an MPH from UNC-Greensboro, and a Doctorate in Health Sciences from Nova Southeastern University. Her recent initiative, which received state and national recognition, includes a social media campaign using Facebook and a text message line to assist individuals in making informed decisions about their sexual health. .



Doranna Anderson
National Delegate

Doranna Anderson is the Oral Health Education and Promotion Branch Head for the Oral Health Section, Division of Public Health, NC DHHS. Her work responsibilities include administrative duties, consultation services to various individuals and groups, developing and evaluating dental health educational and promotional materials/activities. She graduated from Western Carolina University with a degree in Health Education.

Doranna has been a member of NC_SOPHE for over 20 years. She has served as President, President-Elect, Past President, Treasurer, Historian, Vice President/Program Chair, Advocacy Chair, Scholarship Chair, and Nominating Chair. She has represented NC_SOPHE at two Health Education Advocacy Summit Conferences in Washington DC and made congressional visits on Capital Hill. Currently she is the NC_SOPHE Advocacy Chair and representative to the NC Citizens for Public Health and NC Immunization Coalition.

Doranna is very involved in the State Employees Association of North Carolina (SEANC). She currently serves on the SEANC Executive Committee as the North Central Regional Representative and is Chair of District 47. She is a strong advocate for state employees.



A Champion for Communities

Mary Bobbitt-Cooke, retired director of the NC Office of Healthy Carolinians and Health Education, died peacefully at her home in Hillsborough, NC on August 19, 2010. A memorial service was held August 28 at New Hope Presbyterian Church in Chapel Hill with a gathering of many friends and family members who celebrated Mary's Life of Family and Service. Nearly a dozen speakers rose to their feet to share memories and to express their love and appreciation for a life well lived.

A 1986 graduate of the UNC public health school's Department of Health Behavior and Health Education, Mary served the state for 12 years through the Division of Public Health in the N.C. Department of Health and Human Services as the branch head for the Office of Healthy Carolinians and Health Education.

Mary touched every county in the state through her tireless efforts providing leadership to communities wishing to mobilize their efforts around addressing health issues and the needs of their counties. Mary's vision was for all 100 counties to have Healthy Carolinians partnerships with community members driving the movement toward a healthier North Carolina. Her commitment to community-based and community-driven initiatives to improve health and high quality of life for all is the legacy Mary leaves the citizens of this state

In lieu of flowers, it was Bobbitt-Cooke's wish that donations be made to one of the following organizations where memorial accounts have been established in her name.

The Foundation for Healthy Carolinians

PO Box 58275
Raleigh, NC 27658-8275
Contact: Debi Nelson at: 919-707-5155

Directors of Health Promotion and Education

1015 18th St., Suite 300
Washington, DC 20036
Contact: Sara Bowie at: riedels@earthlink.net

NC SOPHE Midyear Meeting Who are these persons?



NC SOPHE 2010-2011

Continuing Officers

- President: Brittan Williams Wood
- Past President: Rebecca Reeve
- Historian: Barbara Bishopric McNinch
- Member at Large: Shanna Fox Oakley



Mary E. Hawkins, Editor
Emily Tyler, Copy Editor