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○ Winter Edition 2008

# NC SOPHE News

## President's Column

Greetings to NC SOPHE! I am beginning to get the picture of how much work your President has to do each day! Thank you to all Officers and Committee Chairs for the 2007-2008 year! The hard working Health Educators who volunteered to lead the North Carolina Chapter are as follows:

### NC SOPHE Executive Board

**Vice President:** Shamika Howell  
**President Elect:** Georgia Childs  
**Past President:** Ann Houston Staples  
**Treasurer:** Marquis Eure  
**Secretary:** Mary Hawkins  
**National Delegate:** Regina Pulliam  
**Historian:** Barbara Bishopric-McNinch  
**Member-at-large:** Rebecca Reeve  
**Member-at-large:** Ronda Sanders  
**Member-at-large:** Colleen Puceta  
**Member-at-large:** Cornell Wright

### NC SOPHE Committee Chairs:

**Program:** Shamkia Howell  
**Bylaws:** Emily Tyler  
**Scholarship:** Deborah Fortune  
**Nominating:** Ann Houston Staples  
**Citation:** Sandy Ellington  
**Continuing Education:** Lakeisha Roberts  
**Membership:** Michelle Gill Moffat  
**Advocacy:** Elisabeth Constandy  
**Finance:** Brittan Williams  
**Professional Preparation:** Nicolette Warren-White  
**Research:** Kathy Blue  
**Mentoring:** Joyce McGee  
**Public Relations:** Denise Newkirk  
**Time and Place:** Dawn Grant and Regina Pulliam  
**Health Director Liaison:** Mary Glyn Rodgers

We have had two Executive Committee meetings since I was installed on September 13 at the Annual Meeting at UNC Wilmington. Committees chairs and Executive Committee members are hard at work to implement the strategic plan that was approved at our Annual Meeting in September. The program committee is working on the Midyear meeting coming up in March in Burlington. They are brainstorming conference ideas and possible meeting sites for the Annual meeting in September or October 2008. Please sign up for a committee if you have not done so...our Chapter needs you! As I emphasized at my installation speech in September, I believe that Health Educators are a special discipline in the health care system and we deserve more recognition for the contributions that we make every day to improve the health of citizens in North Carolina!

If you look at the ten essential Public Health Services that are provided every day by local and state public health professionals, Health Educators have expertise in all of these services!

*Source: Public Health Foundation*

1. Monitor the health of North Carolinians.
2. Identify and investigate health problems.
3. Inform and educate North Carolinians about health issues.
4. Organize community partnerships to solve health problems.
5. Develop policies and plans that support health problems.
6. Enforce laws and regulations that protect health and safety.
7. Connect North Carolinians to needed health services.
8. Ensure a competent health care workforce.
9. Measure the effectiveness and quality of health services.
10. Identify new solutions to health problems.

North Carolina Health Educators are working for a healthier, and safer North Carolina...

Everywhere, Everyday, and Everybody! The mission of NC SOPHE is to promote, encourage and contribute to the advancement of health of all people!



Julie Gooding Smith, R.H.Ed.

The NC SOPHE Strategic Plan addresses important issues for all practicing health educators in the state. Our goals are to promote the profession and the hiring of trained health educators, develop new collaborations, develop leaders among the membership, recruit new members and to make joining NC SOPHE easier and participating more fun!

What can you do to help us work on these goals? I would like to hear from you! I am willing to hold Executive Committee meetings in some different locations this year in order to make traveling easier on some members and to hear from new and seasoned health educators practicing in different work settings... hospitals, nonprofit agencies, universities, community health centers, schools, mental health centers, social services, cooperative extension agencies, and state and local health departments. Currently we are meeting at the Alamance Regional Medical Center in Burlington. If you would like to host a meeting in your county please let me know.

Several Executive Committee members have expressed interest in having some of the related Health Education organizations work together with NC SOPHE. I would like to see Health Educators in the news more and be given credit for their hard work at prevention of disease and disability and promotion of good health! We have NC SOPHE members that are active in NCPHA, Eastern District NCPHA, Western District NCPHA, Healthy Carolinians, Heart Association boards, School Boards, NC Board of Registry, AAHE, NC AHEC Associations, School Health Advisory Councils, and many more. Rebecca Reeve, Member-At-Large, put it this way, "These organizations and coalitions need to reinforce each other's efforts and reach more people and have more impact. How can we do this? Possibly through cross training, presenting at each other's conferences, sharing data, advocating for each other, etc.!"

I look forward to working with you over the next year!  
 Thank you for all you do for the citizens of North Carolina!

Julie Gooding Smith, R.H.Ed.  
 President, NC SOPHE  
 November 29, 2007

## Harnett County Celebrates Health Education Week



*Pictured from left are Denise Newkirk, public health educator; Debra Harris-Hawkins health education supervisor; and Deborah McAllister, health education specialist.*

**From *The Daily Record*, Dunn, N.C., October 23, 2007**

The week of Oct. 15, 2007 was recognized as National Health Education Week. The focus of National Health Education Week for 2007 was "Finding the Key: Healthier Homes and Communities." Health Education Week brings national attention and raises awareness of pressing health issues. In honor of this week, the Harnett County Department of Public Health recognized its health educators for their many contributions to improving the public's health by promoting healthy lifestyles for Harnett County residents. "Our health educators work closely with people in our community empowering them to improve their health and quality of life," said Debra Harris-Hawkins, Health Education supervisor .

The Health Department's health educators, Deborah McAllister and Denise Newkirk, have successfully implemented numerous community projects and programs.

The Health Education Division staff of the Harnett County Department of Public Health totals more than 32 years of experience in Health Education. Whether the challenge is physical inactivity, adolescent pregnancy prevention, child fatality prevention or the prevention of sexually transmitted diseases, the goal of health education is to promote health and prevent disease, disability and premature death.

Ms. Hawkins stated that they are pleased to have Celita Graham, health education specialist, as part of a Regional Partnership under the Sparrow Project, which is a cardiovascular disease and stroke education prevention program working with African Americans

within faith communities. The Harnett County Department of Public Health continues to recognize health education as a necessary strategy in the effort to improve the public's health. By focusing on prevention, health education by trained health education professionals saves lives and reduces premature death."

The Health Education staff welcomes the community to participate in outreach programs, trainings, conferences or other events.

**For more information about Health Education programs, contact the Harnett County Department of Public Health (910) 893-7550 or log onto the County's Web site at [www.harnett.org](http://www.harnett.org)**

**Congratulations...  
It's a BOY!** 

President Elect Georgia Childs and her husband Jeremy welcomed Vernon Gerald Childs IV on December 12th. Vernon Gerald weighed in at 9 pounds 9 ounces!!

## NC SOPHE Kathy Kerr Award

**From *The Wilmington Star*, New Hanover N.C., Oct. 2007**

The *Question Why* Youth Empowerment Center of Eastern North Carolina, a regional outreach program of Wilmington Health Access For Teens, received the 2007 Kathy Kerr Outstanding Health Education Project Award from NC-SOPHE at the annual meeting in September.

The Outstanding Health Education Project Award is available annually to projects that make a significant impact in health education. This award is given to projects that have demonstrated outcomes which are both unique and outstanding in scope. Projects selected have received widespread recognition among health care professions and the community, while showing a commitment to excellence and being a true collaborative effort. *Question Why* East of Wilmington Health Access For Teens

receives funding for this project by the Health and Wellness Trust Fund Commission. The project is one of three youth centers located across the state that address the high rates of teen tobacco use in N.C. through teaching teens to advocate for tobacco free policies where they eat, play, pray, work and learn.

### **Ann Houston Staples, CHES**

Director of Public Education and Communication  
NC Tobacco Prevention and Control Branch  
(704) 543-2347  
FAX (704) 543-2348  
Cell (980) 297-0267

Web site: <http://www.tobaccopreventionandcontrol.ncdhhs.gov/>  
Teens and Tobacco? [www.realityunfiltered.com](http://www.realityunfiltered.com)  
Tobacco Free Schools? [www.nctobaccofreeschools.com](http://www.nctobaccofreeschools.com)

## Mary Marrow Receives Jeanne Palmer Health Educator Excel Award



*Pictured from left are Warren County Health Director, James "Jim" Jones and Mary Marrow, Health Education Supervisor.*

Mary Marrow, health education supervisor at the Warren County Health Department, has received the prestigious Jeanne Palmer Health Educator Excel Award for 2007. The award which is given annually to a health educator for implementing meritorious community service through health education activities that contribute to the well being of residents, was presented during the N.C. Public Health Association's annual conference held in Raleigh, in September.

Marrow joined the local health department in 1994 as a health educator. After later being named supervisor, she led the

Health Education Department in becoming more community-based and assisted with establishing the current Wellness Center, which provides exercise programs for local citizens.

A few years later, Marrow spearheaded the effort to establish Healthy Carolinians of Warren County, a program that has received the coveted Thad B. Wester Community of Excellence Award. She has served as a peer reviewer for Governor's Task Force certification/recertification applications for Healthy Carolinians and has been a presenter at Healthy Carolinians' conferences. The letter nominating Marrow for her award credits her with

being involved in her work on a local, regional and state level; leading coworkers in promoting public health; having a vision for community health improvement and quality skills of engaging community members; and being the "inspiration and driving force who has worked behind the scenes to insure the success" of Healthy Carolinians. It also praised her interpersonal skills and a colleague stated: "I can't count the times I heard 'everyone knows Mary,' 'Mary gets things done,' and the people here trust Mary.' Instead of highlighting a specific program or strategy she has developed, I chose to highlight the genuine respect and trust this individual has inspired in her community."

The Henderson resident received her bachelor's degree in Community Health from N.C. Central University. She is a mentor with the One-on-One program, an American Red Cross volunteer and instructor, coordinates emergency assistance to local families, is a member of the Juvenile Crime Prevention Council, Warren County Grant-Writing Committee and the Five-County Mental Health Authority, has served as a youth advisor for Vance County Missionary Department of the United Shiloh Association, is church clerk and on the Women's Ministry at St. James Missionary Baptist Church and is a Vance County elections judge.

## Have you heard the news?



Thanks to the advocacy efforts of multiple partners, North Carolina has taken another step in protecting people from Secondhand Smoke.

House Bill 24 was signed into law in July 2007!

Effective January 2008, HB 24 (now S.L.2007-193) bans smoking in state government buildings and restores local government authority to regulate tobacco use in their buildings and transportation systems.

The Tobacco Prevention and Control Branch, in collaboration with the Local Health Directors Association, has created an Implementation Toolkit to assist local counties and municipalities in promoting and implementing local government regulations.

Please take a moment to familiarize yourself with our NEW branch Web site:

**[www.tobaccopreventionandcontrol.ncdhhs.gov](http://www.tobaccopreventionandcontrol.ncdhhs.gov)**

The Toolkit is accessible from the main page, and contains the information you need to advocate for this in your local communities.

**For more information contact:**

**Jim D. Martin, MS**

Director of Policy and Programs  
919-707-5404  
[jim.martin@ncmail.net](mailto:jim.martin@ncmail.net)

**Elisabeth K. Constandy, MS**

Director of Program Development  
919-707-5409  
[elisabeth.constandy@ncmail.net](mailto:elisabeth.constandy@ncmail.net)

The NC SOPHE display was featured on October 30, 2007 at "Future Directions in Health Education." The event was held at the Edwin W. Monroe AHEC Conference Center in Greenville, NC..





## Thousands of NC Teens to Pledge to Stay Tobacco-Free



Sept. 6, 2007

NC Health and Wellness Trust Fund (HWTF) Chair Lt. Gov.

Beverly Perdue launched the TRU (Tobacco. Reality. Unfiltered.) Recruitment Campaign designed to encourage students across the state to get involved in teen tobacco use prevention.

The goal of the TRU Recruitment Campaign is to rally at least 5,000 teens across the state to join the "TRU team" by signing an online pledge to be tobacco free and to refer their peers to this Web site and its resources. Teens also will be encouraged to get directly involved by contacting local HWTF grantees that are working on tobacco prevention efforts at the grassroots level. Since HWTF began funding teen tobacco use prevention efforts,

teen smoking rates are at historic lows with 8 out of 10 teens choosing not to smoke. A recent UNC School of Medicine report on the impact of the statewide TRU media campaign also revealed that awareness of the TRU brand among youth rose from 54% in 2006 to 71% in 2007, and that over 500,000 NC youth between the ages of 11 and 17 are already aware of the campaign.

"North Carolina's teens are playing a key role in our successful efforts to lower youth smoking rates," said HWTF Chair Lt. Governor Bev Perdue. "That's why this new recruitment effort is critical. Students realize that tobacco is yesterday's cool. With 5,000 more teens engaged, we will create North Carolina's first

generation of tobacco-free kids. The TRU Recruitment Campaign will work to promote tobacco-free schools. In fact, 89 of the state's 115 school districts have adopted 100% tobacco-free school policies, and a new state law will make the remaining school districts 100 % tobacco-free by August '08.

**ABOUT TRU:** Tobacco. Reality. Unfiltered., commonly known as **TRU**, uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade youth from using tobacco. Funded at \$65 million from HWTF, this grassroots initiative includes the **TRU** media campaign, as well as a grant programs to organizations working in all 100 counties to reduce teen tobacco use. To find out more about **TRU**, visit [www.realityunfiltered.com](http://www.realityunfiltered.com).

**ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:** The NC Health and Wellness Trust Fund was created by the General Assembly in 2000 to allocate a portion of NC's share of the national tobacco settlement, HWTF has invested \$143 million to support preventive health initiatives and \$102 million to fund prescription drug assistance programs. For more information, visit [www.HealthWellNC.com](http://www.HealthWellNC.com).

**MARK YOUR CALENDARS!**

**Midyear Scientific Conference**  
**Harnessing the Winds of Change: Learning from Our Past to Build Our Future**

**May 21-24, 2008**  
**Renaissance Hotel**  
**Chicago, Illinois**  
[www.sophe.org](http://www.sophe.org)



**NCSOPHE Executive Meeting Schedule**

April 18  
 May 16  
 June 20  
 July 18  
 August 15

## News You Can Use!

The School of Health Educators website will help health educators assess their competency skills, receive professional development guidance, and discover learning opportunities and resources that enable them to meet their professional development goals.



For more information go to:

[www.ncpublichealthacademy.org/pha\\_hlth\\_edu\\_land.htm](http://www.ncpublichealthacademy.org/pha_hlth_edu_land.htm)

**NCSOPHE**  
**Midyear Meeting**  
**St. Mark's Church**  
**Burlington, NC**  
**March 14, 2008**

**Getting to the Grassroots:**  
**School and Community**  
**Health Education**

**Coming soon... register online!**  
[www.ncarolinasophe.org](http://www.ncarolinasophe.org)



**NC-SOPHE**  
**P. O. Box 10351**  
**Raleigh NC 27605**