



# Child Health Recognition Awards

2012

## Introduction

Prenatal care, infant mortality, breastfeeding, dental hygiene, chronic health conditions and childhood obesity are a few of the issues that public health professionals tackle every day. At the same time, new threats to society continue to develop. In addition to taking on new challenges, such as alarming increases in diabetes or training for bioterrorism events, the public health community also has to contend with “old” problems that resurface and cause havoc on our immune systems.

A good example is whooping cough. The Centers for Disease Control and Prevention reports that the United States appears headed for its worst year for whooping cough in more than 50 years, even though many of those stricken had been vaccinated.

Each year we stop what is going on around us and we recognize and highlight the North Carolina GlaxoSmithKline Foundation Child Health Recognition Award nominees. The awards honor the people managing child health programs and the public health agencies working to combat an ever increasing number of issues for children and adults.

Immunizations continue to be a major and important effort in the public health arena. In North Carolina, children risk expulsion from school if they don't have their physicals and immunizations. Cleveland County Health Department staff got creative about this challenge, sending youngsters on a “journey” around the world. Students visit themed stations for paperwork, vital signs, hearing and vision screenings and physicals and immunizations while learning about places like China and Mexico or the wild west and the ocean, making the experience both fun and educational during a health screening.

Creativity and innovation also abound when it comes to fighting obesity. Entire schools in Catawba County are going on a health kick with the help of the Catawba County Public Health Department. The Healthy Schools Recognition Program recognizes schools for taking certain actions to create healthier students. When they get to display a banner that says they are a Healthy School, students, teachers and parents are proud of the recognition.

In Gaston County, girls are on the run to stay healthy, and that does not pertain to just their physical health. The Gaston County Health Department offers the Girls on the Run Program to help prevent pregnancy, drug abuse, academic failure and other problems that often begin when girls are pre- and young teens. These girls run away from drugs, bullying and other risky activities toward better grades, body image, self-esteem and a healthy identity, building strength, stamina and confidence that will serve them well into adulthood.

“The ‘I’ in illness is isolation, and the crucial letters in wellness are ‘we’.”

Author Unknown

Another constant challenge is to help children start life on a healthy note. Low birthweight babies and infant mortality are at alarming levels in some counties. The best guard against this is prenatal care, but many uninsured or low-income women do not get it. The Pitt County Health Department, with a community group 100 strong, is using work settings to educate women on health issues, especially before and during pregnancy. A maternity fair that spreads the word about available resources and a child-friendly waiting area for health appointments are other innovative strategies being used to ensure that babies and moms start off and stay on a healthy path.

Staying on top of all of these challenges is hard work—dealing with many problems, old and new—and nobody works harder than our public health professionals. North Carolina is fortunate to have these professionals on our front lines everyday, and we are grateful for their selfless advocacy and commitment to stronger, healthier communities. That is why we enjoy taking this opportunity to thank them for all they do by honoring them with the North Carolina GlaxoSmithKline Foundation Child Health Awards.



## LIFETIME ACHIEVEMENT RECOGNITION

Given to an individual who has made an outstanding contribution to improving children's health services through a series of achievements over a period of time.

The award consists of a monetary grant given to the North Carolina Public Health Association for scholarship in the name of the award recipient, honoring his/her commitment to this valuable cause.

### Award Recipient

#### **V. Sam Bowman-Fuhrmann**

Child Advocate

1956 Fancy Gap Road

Mount Airy, NC 27030

For the last three decades, Sam Bowman-Fuhrmann has worked passionately to better the lives of children, especially those with special needs. She served as an inspiration to the community by fighting for better health and living conditions for all children in North Carolina.

Some of her advocacy work includes:

- Local Interagency Coordination Council member, coordinating the needs of preschool children.
- Participation on the Community Child Protection Team.
- Work Group for Care Coordination for Children, where she served as a parent representative at monthly meetings to promote care management for identified high-risk children.
- Visiting with parents at the Neonatal Intensive Care Unit to offer guidance and support to families.
- Chat and Snack at Baptist, which allows families to meet with parents of children that are in the hospital or who have special needs.
- Family Support Network, an organization that provides resources and support for families, including medical, economic or transportation needs.
- Court advocate for families, offering support and feedback on issues affecting families, such as domestic violence, child protective issues, substance abuse and custody battles.
- Governors' Coalition for Children with Special Healthcare Needs.
- Stop Child Abuse Now (SCAN), where she serves as a parent advocate continuously promoting activities for screening and prevention of child abuse in Surry County.



Sam is known as a resource both locally and at the state level, appearing at conferences and serving on myriad boards and work groups to talk about effective parenting of children with special healthcare needs. She also dedicates a tremendous amount of her time to advocating for legislation and actions that ensure children receive the needed services to reach their optimum potential in life.

## Award Recipient

### Jacqueline (Jackie) Quirk, RN, BSN, CCHC

Children and Youth Branch

North Carolina Child Care Health and Safety Resource Center

5601 Six Forks Road

Raleigh, NC 27609

800.367.2229

Jackie Quirk may be the project coordinator for the North Carolina Child Care Health and Safety Resource Center—which keeps her busy—but that title does not fully capture the scope of her work. Called “one of the very brightest and creative minds in public health” by a nominator, she is known as a powerful guiding force in the world of child care and safety, serving as leader, mentor and advocate for her colleagues and for children around the state.

As project coordinator for the NC Child Care Health and Safety Resource Center for the past decade, she has made available a toll-free information line, call tracking and referral data base, informational data base, resource library for child care health consultants, safety bulletins, developmentally based child care health and safety calendars, posters and numerous resource materials.

Jackie is the editor of the quarterly NC Child Care Health and Safety Bulletin, which provides a wealth of information and resources to health and early care and education professionals. She also organizes an annual statewide forum, the Healthy Child Care NC Conference and hosts the annual NC Child Care Health Consultant’s Association meeting.

Jackie’s professional experiences include being a registered nurse, public health worker, researcher, child care program director, health consultant, educator, counselor, and birthing and lactation specialist. One nominator notes that Jackie cultivates an “atmosphere of collaboration and creative energy that overflows the bounds of her project. Her office is filled with laughter, brainstorming, and good food.” Her unique talent of seeing the best in people and drawing out their best qualities means that “North Carolina’s children, families and the public health community are fortunate to have her!”

“Those who think they have no time for exercise will sooner or later have to find time for illness.”

Edward Stanley



## LOCAL HEALTH DEPARTMENT RECOGNITION

This award recognizes local health departments that have developed an innovative program that has produced measurable, sustainable outcomes.

Three local health departments receive awards consisting of monetary grants to be used by the grantees for activities such as special projects, staff development or educational materials.

### Award Recipient

#### Guilford County Department of Public Health: Adopt-A-Mom Program

1203 Maple St., 3rd Floor  
Greensboro, NC 27405  
336.641.6775

Guilford County babies have a much better shot at being born healthy now that their moms are getting better prenatal care, thanks to the Guilford County Coalition on Infant Mortality's Adopt-A-Mom Program.

Babies are born at healthier weights and fewer women show up at the emergency department to have their babies without having had prenatal care.

In 1988, North Carolina was ranked the worst state in the nation for infant mortality, and Guilford County's rate of 13.4 deaths per 1,000 babies was higher than the state's rate. Spurred into action, the Coalition on Infant Mortality formed to figure out why Guilford County was losing so many babies. The group of health care professionals, and business, church and community leaders discovered a gap in the system: these women were not eligible for Medicaid, they didn't have health insurance and they couldn't afford prenatal care on their own.

To remedy that, the Coalition approached one provider at a time, asking them if they would accept a nominal fee to provide prenatal care for these women. Preterm babies are costly—more than \$41,500 in the first year of life vs. an average of about \$2,800 for healthy weight/full-term babies.

Preventive healthcare is clearly essential, and the Adopt-A-Mom Program not only addresses the health of at-risk mothers and babies, but also links families with a medical home and provides education and referral sources once the baby is born.

“Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.”

World Health Organization, 1948



## Award Recipient

### **Robeson County Department of Public Health: Youth Violence Prevention Program**

460 Country Club Road  
Lumberton, NC 28360  
910.671.3200

Violence has physical, emotional, social and economic consequences. Youth violence, in particular, affects individuals and families, and the community as a whole by increasing the cost of health care, reducing productivity and diminishing property values. It puts youth at risk of leaving school and being arrested.

In Robeson County, the state's poorest and the nation's most racially diverse rural community, the murder rate is four times the national average and young people are twice as likely as teens in other parts of North Carolina to die before they are old enough to vote. That's why the county is a site for the nation's first rurally focused Academic Center for Excellence (ACE) in Youth Violence Prevention, a project of the Centers for Disease Control and Prevention.

After a baseline needs assessment, the North Carolina ACE (NCACE) team chose four community intervention programs: Positive Action, Students Against Violence Everywhere (SAVE), Teen Court and Parenting Wisely. Public health staff lead the Positive Action program, which targets 13 middle schools with grades 6-8, addressing school attendance, better grades and problem behaviors such as substance use, violence, suspensions, disruptive behaviors, drop out rates and sexual behavior. It also is designed to improve parent-child bonding, family cohesion and family conflict. Teaching youth the life skills they need to deal with situations without resorting to violence can have a huge impact on their lives and the lives of those around them.

## Award Recipient

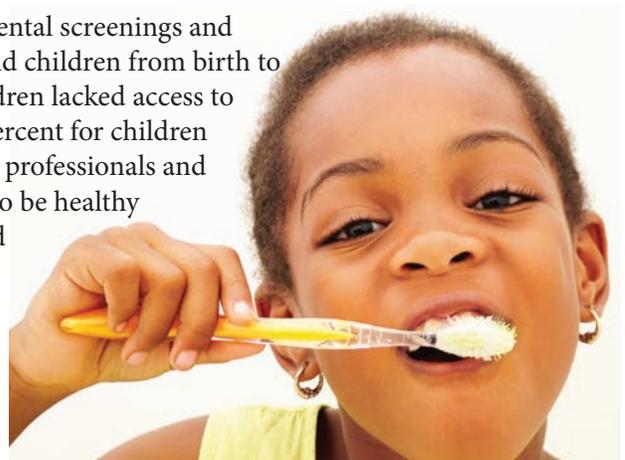
### **Transylvania County Department of Public Health: Healthy Smiles Program**

98 E. Morgan St., Suite 170  
Brevard, NC 28712  
828.884.3135

Many children in Transylvania County no longer show up at school with tooth decay and pain that keeps them from learning. Healthy smiles are the payoff from the Healthy Smiles Program, a collaboration between the county's Public Health Department, local dental practices, Smart Start of Transylvania County, regional hospitals and child care centers.

The Healthy Smiles program provides education, dental screenings and access to dental care for uninsured children and Medicaid children from birth to 5 years old. The program was started because many children lacked access to regular dental care, and the untreated decay rate of 24 percent for children entering kindergarten was unacceptable to public health professionals and child advocates in Transylvania County. Children need to be healthy and prepared to learn when they enter kindergarten, and chronic dental pain can stand in the way of that path.

When children are identified for care, dentists volunteer their time and Medicaid revenues earned for these patients are dedicated back to the department to cover program costs and uninsured dental care.



**LOCAL HEALTH DEPARTMENT RECOGNITION:**  
**Special Recognition Award**

**Durham County Health Department: Dental Division Programming**

414 E. Main St.  
Durham, NC 27701  
919.560.7798

Many more disadvantaged children in Durham are getting dental care now because of the efforts of the Durham County Health Department's Dental Division. By adding coverage from the University of North Carolina's School of Dentistry, the county can see more patients in its clinic and mobile dental unit.

With a growing population and increased demand for care, the Dental Division needed to find a way to see more patients. They relocated into a new building, which had eight dental chairs instead of five, along with upgraded technology and equipment. In addition to the clinic treatment team of three dental assistants and one hygienist, the Health Department contracts with the UNC School of Dentistry for faculty, and pediatric dental residents and students for operative procedures.

Through its partnership with UNC, the director of Dental Practice can focus on the Tooth Ferry without having to cover for absent providers in the clinic. The mobile unit team visits eight elementary schools each year, providing exams and general dental procedures. The Tooth Ferry also participates in numerous summer programs, including collaborating with Durham Parks and Recreation for summer camps.

**LOCAL HEALTH DEPARTMENT RECOGNITION:**  
**Special Recognition Award**

**Gaston County Health Department: Girls on the Run Program**

991 W. Hudson Blvd.  
Gastonia, NC 28052  
704.862.5341

In Gaston County, girls are on the run. They are running away from drug abuse, bullying, sexual activity and emotional issues that could lead them to drop out of school or become teen mothers, limiting their future educational and career opportunities. Instead, they are running toward improved grades, body image, self-esteem, attitudes toward eating and healthy identity, all while adopting an active lifestyle and sense of purpose that will serve them well into adulthood.

Since 2003, the Gaston County Health Department has offered the Girls on the Run Program to help prevent pregnancy, drug abuse, academic failure and other problems that often begin when girls are pre- and young teens. This character development program for girls in grades 3-5 (followed by Girls on Track for grades 6-8), helps them avoid falling into the trap of trying to be popular by engaging in unhealthy behaviors, and instead be proud of academic performance and better understand themselves and the pressures they face. They also build physical strength, stamina, healthy bodies and confidence at a critical point in their development.

Kelly, a 3rd grader, did not know anyone when she joined GOTR. "I felt out of place, but at Girls on the Run, I belong. This is a place where no matter your shape or size, you are taught that you can do anything that you set your mind to. Now I am comfortable, within myself, and allow no one to get in the way of what I stand for."

## LOCAL HEALTH DEPARTMENT RECOGNITION: Nominees

### **Cabarrus Health Alliance: Innovative Approaches Initiative**

300 Mooresville Road • Kannapolis, NC 28081 • 704.920.1000

Parents of children with special health needs have unique knowledge. By tapping into their experience, the Innovative Approaches Initiative is making life better for parents and special needs children by linking them with available resources each step of the way from newborn through young adulthood.

Parents and families faced with special health needs are often overwhelmed by the information they receive and responsibilities they face. The Innovative Approaches project, overseen by the Cabarrus Health Alliance, brought together parents, the school system and nearly a dozen community agencies that work with children with special health care needs to collaborate and brainstorm new and innovative ideas for improving access to services. With this project, parents have taken on leadership roles in guiding the project's activities and focus areas.

With feedback from parents, Innovative Approaches identified major transition points: from the Neonatal Intensive Care Unit to home; upon entering preschool, kindergarten, middle school and high school; moving from high school to adulthood, and also from pediatric to adult medical care.

Packets of materials are given to parents for each transition stage. Each packet contains a checklist of things to consider and prepare for during that transition point, along with a list of resources and information on issues they or their child may encounter. Materials are available in English and Spanish.

A website also was developed in response to parental feedback that a central information portal is needed, where they can learn about all types of resources. It resulted in the Cabarrus Resource Café, which provides "Connections and Access to Families through Education" ([www.resourcecafe.org](http://www.resourcecafe.org)).

The Cabarrus health care community has given parents of special needs children more resources to better handle their challenges, which gives the children the opportunity to live better lives in their community.

**"Take care of your body. It's the only place you have to live."**

**Jim Rohn**





## LOCAL HEALTH DEPARTMENT RECOGNITION: Nominees

### **Catawba County Public Health Department: Healthy Schools Recognition Program**

3070 11th Ave. Dr. SE • Hickory, NC 28602 • 828.695.5818

Entire schools in Catawba County are going on a health kick with the help of the Catawba County Public Health Department. A new program that recognizes schools for taking certain actions to create healthier students has made students, teachers and parents proud to be recognized as a Healthy School. One school even changed its policy to require only healthy snacks for birthday treats.

The Healthy Schools Recognition Program (HSRP) works with schools to promote healthy policies that improve physical activity and nutrition by offering technical assistance and support. When schools meet the criteria, they receive a large banner naming them a Healthy School during year-end awards ceremonies, along with recognition in a press release and newspaper ads.

The program, which impacted more than 14,000 students last year, stemmed from awareness of high overweight and obesity rates among younger students. Like the rest of the nation, Catawba County is experiencing epidemic levels of childhood obesity, putting the children at risk of many health problems. In Catawba County, 38.1 percent of children ages 2-18 are overweight or obese. Among school-age children, this includes 30.5 percent of children ages 5-11 and nearly half (49.5 percent) of children ages 12-18.

The program was created and implemented by Eat Smart Move More Catawba County, a volunteer community coalition aimed at preventing childhood obesity in Catawba County, and Catawba County Public Health's school nurses. Volunteers from hospitals, local nonprofits, government agencies and other health centers serve on the HSRP team.

### **Cleveland County Health Department: Journey to Kindergarten Program**

315 E. Grover St. • Shelby, NC 28150 • 704.484.5200

By the time some Cleveland County students make it to kindergarten, they will already have “visited” China, Mexico, the Wild West and the jungle, and have gotten their required health physical along the way! The Cleveland County Health Department worked with school nurses and the school system to encourage parents to schedule and follow through on their children's physicals. In 2010, schools officials had reported that 22 children were in jeopardy of being expelled for not having their assessments within the 30-day grace period after school started.

The problem is compounded because local providers, including the Health Department's Child Health Clinic, had filled all of the available appointment slots by August and felt pressured to create additional appointments. This meant moving staff from other areas.

To reward the parents and children who scheduled and kept their appointments early in the process and to make the assessment a fun experience for everyone, the “Journey to Kindergarten” project was born. On designated days, the health clinic is transformed into a series of themed stations. The children move through these stations during the process, “visiting” China, Mexico, the Wild West, Pirates, Under the Sea and Hawaii for their hearing, vision and dental screenings, temperature and vitals, lab tests, physical and any required immunizations. Each station has educational information to help the child learn about that place or topic.

The children have a “passport” that is stamped at each station, and qualifies them for a prize at the end of the journey, and then they are ready for an entirely new journey as they begin school!

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## LOCAL HEALTH DEPARTMENT RECOGNITION: Nominees

### Henderson County Department of Public Health: Electronic School Nurse Program

1200 Spartanburg Highway • Hendersonville, NC 28792 • 828.694.6072

More and more students are coming to public schools with chronic health conditions that require medical attention during the school day. This means that school nurses are busier than ever.

With one nurse to 1,556 students (far exceeding the federal recommendation of a ratio of 1:750), Henderson County school nurses have huge workloads. They have turned to technology as a solution to help manage those workloads. eSN (electronic School Nurse) was developed in collaboration with the Henderson County school nurses and the county's Information Technology department. Among its features, eSN allows nurses to document interactions with students and maintain records of individual students. With just a click of the mouse, the program provides information regarding a student's chronic health conditions, medications, special medical procedures and health plans. If students transfer to other schools within the county, the school nurse can quickly get a snapshot of the student's medical history.

The program saves tremendous amounts of time. Because eSN can quickly produce accurate and timely reports, it has proven to be cost-effective in hours saved by employees who formerly had to manually tabulate data. The End-of-School-Year Report took most nurses up to 25 hours to collect and tabulate information. Using eSN, the data needed for the report can now be easily obtained by the supervisor since it is regularly entered on a daily basis by the nurse as she provides care to individual students.

Henderson County Schools provided Internet access so nurses could use their laptop computers to enter data in a secured method at their school site or at their Health Department office. This collaborative effort between the Henderson County Public School system, the Henderson County IT department and the Henderson County School Nursing team is better serving school children by maintaining their health records effectively. It is also using tax efficiently for all citizens of Henderson County.

**“Healing in a matter of time, but it is sometimes also a matter of opportunity.”**

**Hippocrates**





## LOCAL HEALTH DEPARTMENT RECOGNITION: Nominees

### **New Hanover County Health Department: WIC Breastfeeding Peer Counselor Program**

2029 S. 17th St. • Wilmington, NC 28401 • 910.798.6500

Forget about the race between nations to become super powers. In New Hanover County, the real super powers are moms who breastfeed their babies! Knowing that breastfed infants get the right balance of nutrients to grow into strong and healthy toddlers, the New Hanover County Health Department started a Breastfeeding Peer Counselor Program to encourage its Women, Infants and Children (WIC) clients to choose breastfeeding.

Most mothers need support and assistance to continue breastfeeding once they are home from the hospital. Not all healthcare providers have adequate training and education related to the many benefits of breastfeeding.

In order to promote and support breastfeeding and increase rates, New Hanover hired a part-time bilingual International Board Certified Lactation Consultant as the breastfeeding coordinator, working with mothers to solve problems and educate families and health care professionals about the benefits of breastfeeding. A Peer Counselor joined the staff, and now mothers can attend breastfeeding classes and can also get help by telephone, office visits or home visits.

As a result of these interventions, breastfeeding initiation rates have been steadily climbing the past few years in New Hanover County WIC, exceeding state and national averages. Healthy babies become healthy children, requiring less physician visits, less medication, and less intervention. Through their continued efforts, the New Hanover County Health Department's WIC Department is showing new moms how they have the power to protect their babies from illness and get the best start in life. This makes them supermoms!

### **Pitt County Health Department**

201 Government Circle • Greenville, NC 27834 • 252-902-2424

Health education in the workplace, a maternity fair and a child-friendly waiting area for health appointments are all strategies the Pitt County Health Department is using to battle the county's high infant mortality rate. Alarmed by high rates and striving for better services for children, the Pitt Infant Mortality Prevention Advisory Council (PIMP AC) formed more than a decade ago. The 100-plus member collaborative effort focuses on linking families with better health care services. Pitt County's partners include a medical center, a school of medicine, and a university, county schools, local human services, nonprofit agencies, businesses, media, community groups and consumers.

PIMP AC has reached out to local businesses that employ large numbers of women who are childbearing age, such as fast food restaurants, department stores and certain large industries. With management's consent, PIMP AC conducted on-site presentations and used health fairs to raise employee awareness about planned pregnancies and prenatal care. A longer series of workshops included topics like physical activity and health, nutrition, multivitamins and folic acid, smoking cessation tips, dental health, family violence prevention and stress management.

The annual "Making Pitt's Babies Fit" Maternity Fair provides education on the leading causes of infant death (prematurity, birth defects and Sudden Infant Syndrome) and links families with available services. The fun, educational fair includes vendors, a maternity and children's clothing fashion show and certified child passenger safety technicians who help install car seats.

When parents make healthier lifestyle choices, delay pregnancy until they are financially stable and know about the many resources that are available, the result is lower infant mortality and healthier children.

## LOCAL HEALTH DEPARTMENT RECOGNITION: Nominees

### Surry County Health & Nutrition Center

118 Hamby Road • Dobson, NC 27017 • 336.401.8410

Surry County families can be confident their children are receiving high quality care from the county's Health & Nutrition Center. The Surry County Health and Nutrition Center's Pediatric Primary Care Clinic is the first public health agency in North Carolina to be certified by the National Committee for Quality Assurance (NCQA).

The Pediatric Clinic became a certified Patient Centered Medical Home so the center can provide continuous quality, compassionate care for all children and adolescent clients. Surry County's Patient Centered Medical Home concept is a health care setting that creates and supports partnerships between individual patients, their families and their personal physicians. By using registries, technology, health information exchange and other means, patients get the appropriate care they need—when and where they need it.

The children and youth served are often uninsured or underinsured. They are at high risk for multiple reasons that include racial and ethnic backgrounds, economic status, family living conditions, one-parent families, transportation and language barriers as well as other limitations that may interfere with routine health services. The Patient Centered Medical Home concept provides a system that not only delivers quality care but provides a process (a "one-stop" primary medical home) to ensure the child will receive a continuity of care that is important for his/her development.

To obtain NCQA certification, clinic staff demonstrated their ability to pass a rigorous, comprehensive review of best practices, quality standards and performance measures.

*The information presented in this booklet was provided by the nominators and reflects their views. We appreciate their participation. Photos throughout the booklet are from Big Stock Photo.*

## Conclusion

We would like to sincerely thank all of the nominators who took time to bring these inspiring stories to our attention. Without their knowledge, we would not be able to find these encouraging narratives of devotion and innovation within our state's health care system.

It is a primary objective of the Child Health Recognition program to raise awareness about these individuals and various departments in hopes that other communities can benefit from these remarkable successes and implement similar programs across North Carolina.



# North Carolina GlaxoSmithKline Foundation

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919-483-2140

The North Carolina GlaxoSmithKline Foundation supports the Child Health Recognition Awards program. The Foundation enriches the state by supporting health, science and educational programs.

## *2012 Selection Committee*

The North Carolina GlaxoSmithKline Foundation appreciates the diligence of the North Carolina Public Health Association (NCPHA) in overseeing the Child Health Recognition Awards program. NCPHA coordinates many tasks associated with the program, including selecting healthcare professionals to serve as committee members. We are grateful to the committee members for their time and careful consideration of all nominations. Thank you to everyone involved.



Follow us on Twitter  
@NCGSKFound

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