

NORTH CAROLINA



GlaxoSmithKline
FOUNDATION

Child Health Recognition Awards Program

September 16, 2015



Celebrating passionate advocates, individuals, public health staff
professionals and North Carolina Health Departments.

Together we can make a better tomorrow.

NORTH CAROLINA



GlaxoSmithKline
FOUNDATION

2015 Child Health Recognition Awards

As a public health professional, you provide a lot of things to help children and families: Information, immunizations, dental care, hugs and comfort to name a few. But one of the best gifts you provide is hope.

When you help a pregnant mom with better nutrition, oral health care, smoking cessation programs and breastfeeding tips, you give her hope that her child will come into this world healthier. When you show young students how to eat healthier foods, you provide hope that they will not join the obesity epidemic. When you screen a teen for depression, you are giving that teen and their family hope that their child needs to succeed in school and in life.

Hope motivates us. Hope inspires us. Hope is what keeps us going when we feel like giving up. Our children and families face many challenges, sometimes enormous in scope. The North Carolina GlaxoSmithKline Foundation thanks you for constantly going above and beyond to provide innovative health care programs. Because of you, we all have hope for a brighter future for today's families and children, and for all North Carolinians.



**Hope is the thing with feathers that perches in the soul - and
sings the tunes without the words - and never stops at all.**

Emily Dickinson

Lifetime Achievement Recognition

★ **Marian Earls, MD**

Community Care of North Carolina

Dr. Marian Earls is a driving force behind Community Care of North Carolina's (CCNC) efforts to improve health outcomes for children across the state. For more than 30 years, Dr. Earls has delivered care to some of North Carolina's most vulnerable patients. Her role in improving behavioral health, dental care, foster care, asthma, sickle cell disease and childhood obesity has positioned North Carolina as a leader in delivering health care to children on Medicaid.

Lydia Lyon, RN

Union County Division of Public Health

Lydia Lyon's public health career spans 24 years, two counties and multiple clinical and administrative roles. Over the decades, she has helped thousands of North Carolinians with public health programs and services. The only thing that exceeds her energy level is her compassion and heart for the people she serves, whether clients or public health colleagues.

Individual Recognition

Rebecca "Beckie" Boulton

Rockingham County Division of Public Health

As coordinator of the annual "Give Kids a Smile" campaign since 2004, Beckie Boulton has collaborated with elementary schools, dentists and community volunteers to provide dental services to Rockingham County's most vulnerable young residents. This effort has served more than 2,000 children and provided more than 12,200 free dental services.

James "Jimmy" H. Hines, Jr.

Rutherford-Polk-McDowell District Health Department

Imagination comes to life on the front lawn of the McDowell Public Health Department, where children can wiggle on broccoli, hop on a corn stalk, climb on a strawberry and dance on a carrot. This Heart Healthy Playground was first envisioned by Health Director Jimmy Hines, who believes that health is not a building or department, but an attitude of well-being!



★ **Maria Clara Laury**

Union County Division of Public Health

Maria Laury is contagious—but in a good way! She works tirelessly and diligently to serve families with all aspects of health care, and her enthusiasm is infectious. She works in dental health programs, teaches parenting classes and Scrub Club handwashing classes, coordinates the After Lunch Tooth Brushing Program in pre-kindergarten child care centers across the county and recently began work in the Healthy Homes program. Her knowledge and positive attitude make her a resource and trusted advocate for families and colleagues in her department and beyond.

Public Health Staff Recognition

Beth Ferree, RN, BSN

Moore County Health Department

Beth Ferree runs the Immunization Program at the Moore County Health Department. She is always current on the latest immunization news, and provides vaccine education to patients and clinical staff. In addition to diligently running the Immunization Program, she works in all of the other clinics, and is considered an indispensable team member.



Luana Gibbs, RN, PHN

Hyde County Health Department

Luana Gibbs brings dedication, commitment and passion to her work every day, constantly pushing for additional actions to make families healthier. She takes great pride in being part of a high quality and professional health department, and meets every challenge with energy that her staff and the community find contagious.

Beth Fornadley Johnson, MPA

Appalachian District Health Department

Beth Johnson is known as a team player, energetic advocate and dedicated public health leader who has helped develop successful strategies and programs related to nutrition, physical activity and tobacco prevention. From recording innovative commercials that encourage physical activity to getting more children to love riding their bikes while wearing a helmet, she has made a real difference in the health of children.

William Pilkington, DPA

Cabarrus Health Alliance

Dr. William "Phred" Pilkington has served as CEO and public health director in Cabarrus County since 1981. With confidence and an innovative spirit, he continues to empower his staff and lead the Cabarrus Health Alliance in a positive direction, creating noticeable change not only in his community, but in the region and for the state of North Carolina.

★ **Kelly Warnock, MPH, RD, LDN**

Durham County Department of Public Health

Kelly Warnock is a Nutrition Communications and Health Promotion Program Manager who is known as the "go-to" person on just about any question or issue related to food policy and programs. She always tries to make the healthier choice the easier choice, and her innovative, creative, and successful approaches are helping to improve the lives of younger children and their families in Durham County.

★ **Denotes 2015 award recipients**

“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”

– Helen Keller

Local Health Department Recognition

Immunization Team

Brunswick County Health Services

Brunswick County Health Services' Immunization Team has made great strides in reaching some of its youngest patients, helping to protect children not only by vaccinating them but by vaccinating the adults who come in contact with them. The team provides kindergarten physicals at each school to help prevent students from being suspended for not being immunized.

Adverse Childhood Experience (ACE) Collaborative

Buncombe County

Health and Human Services

This collaborative pulls together a diverse array of community stakeholders, including educational, medical, mental health, early childhood development and non-profit leadership, to address and prevent adverse childhood experiences that are considered to be traumatizing for children and their families.

★ **Shield of Protection Immunization Program** **Buncombe County**

Health and Human Services

Hundreds of Buncombe County students are now "immunization heroes" and have their names on the Superhero Wall of Fame to prove it. Buncombe County Health and Human Services has developed an innovative campaign called The Shield of Protection campaign to tackle failing immunization rates.

Dental Practice

Catawba County Public Health

Providing dental care to pregnant women is just as important as providing it to children after they are born. Catawba County Public Health Dental Practice partnered with several agencies to provide increased access to dental care for children up to 5 years old and to pregnant women covered by Medicaid.

★ **Mobile Dental Clinic** **Cabarrus Health Alliance**

Like many other counties, Cabarrus takes dental services to students with a mobile dental clinic, saving time for parents and making it easier on students who can see a dentist at school. But the Cabarrus Health Alliance portable mobile dental unit is unique in that it serves as a Dental Home to students by visiting each school twice per year.

School Health Staff

Cleveland County Health Department

Cleveland County Health Department contracts with the school system to provide health services to students, using a staff of registered nurses, including five who are nationally certified in school nursing, and four family nurse practitioners. These staff members are very committed to improving the health of students, and loyal to and supportive of their schools.

Child Health Clinic

Cumberland County Department of Public Health

In Cumberland County, public health staff promote literacy with the Reach Out and Read program, which provides free books to its target group of low-income children 6 months through 5 years



old. The clinic also has begun an expansive program to educate parents about safe sleeping practices to reduce the incidence of Sudden Infant Death Syndrome.

Children's Environmental Health Section **Guilford County Department of Health & Human Services**

The Guilford County Public Health Children's Environmental Health Section promotes and protects children by ensuring a safe and healthy environment through lead poisoning prevention, minimizing asthma triggers and enforcing childcare regulations. Guilford's staff also inspects childcare centers for safe food handling, proper sanitizing and disinfecting, general cleanliness and overall facility safety.



★ **Denotes 2015 award recipients**

Early Is Best Home Visiting Program Guilford County Department of Health & Human Services

When parents bring new babies into homes that are not stable, whether for financial, emotional or other reasons, the infants are at risk for developmental and maltreatment issues. In Guilford County, the public health staff has established the Early Is Best Nurse Home Visiting Program to expand and complement the Universal Newborn Home Visiting Program, offering information or referrals for a number of issues, including breastfeeding, depression screening, child care and effective parenting skills.

Immunization Coalition Henderson County Department of Public Health

As a result of a recent pertussis outbreak in western North Carolina, Henderson County public health immunization nurses reached out to pediatric providers to form the Henderson County Immunization Coalition. Using educational materials, including PSAs shown at the local movie theater, the group promoted early childhood and adolescent immunizations.

School Health Vision Screening Program Henderson County Department of Public Health

Vision disorders and undetected vision problems in children can lead to learning difficulties, delayed development or vision loss. Henderson County has developed an innovative approach to its public school vision screenings by partnering with the Etowah Lions Club to use its technology to provide faster screening.



Child Dental Clinic Macon County Public Health Department

Since 2004, Macon County Public Health has been providing dental services to children using the "Molar Roller," a 53-foot mobile dental clinic semi-trailer equipped with dental hygiene equipment and services. Since it began, the Molar Roller has provided 29,899 dental visits and performed 99,783 dental procedures.

★ Child Health Program Northampton County Health Department

In Northampton County, RECESS does not mean students take a break. Instead, RECESS puts them on the move. To combat high rates of overweight/obesity, Child Health Program staff use the USDA "My Plate" and "Eat Smart, Move More" program materials, take-home exercise equipment and a monthly after-school nutrition and exercise program in partnership with several other agencies.

Dental Division Orange County Health Department

When moms learn to take better care of their own oral health, their young children will, too. For this reason, the Orange County Health Department Dental Clinic has begun an outreach program targeting pregnant women and young



children, educating parents on the importance of good oral hygiene with the Prenatal Oral Health Program and the Baby Oral Health Program.

Healthy Homes Program Richmond County Health Department

Through the Healthy Homes Program, Richmond County staff addresses multiple childhood diseases and injuries in the home, focusing on housing-related hazards in a coordinated fashion rather than addressing a single hazard at a time. The Healthy Homes initiative builds upon other health department programs that address a variety of environmental health and safety concerns, including mold, lead, allergens, asthma, carbon monoxide, home safety, pesticides and radon.

Mitchell-Yancey Substance Abuse Task Force

Toe River Health District

Like so many areas of the country, Mitchell and Yancey counties faced serious substance abuse issues in their communities. A community-led, grassroots, volunteer coalition formed called the Mitchell Yancey Substance Abuse Task Force (MYSATF) formed to tackle the complex nature of substance abuse and prevention by providing education, outreach and programs like pill collections.

Child Health Well Child Checks Wilkes County Health Department

Landra Roope is efficient and effective in coordinating services and referrals for children and making sure parents know about appointment dates and times, but she often steps into her job as Expanded Role Nurse, as well. She sees children for Well Child Checks four days a week, and if the clinic is short-staffed, she'll add extra appointments to her plate.

MESH Mental Health Program Wilkes County Health Department

The Mobile Expanded School Health Program (MESH) from the Wilkes County Health Department provides mental health counseling for uninsured and underinsured high school students by a therapist qualified in treating adolescents. The therapist works with students who have suicidal thoughts, harmful behaviors and anger management outbursts and assists them with improving life skills.



The North Carolina GlaxoSmithKline Foundation is a proud supporter of programs in our state that help advance science, health and education.

2015 Selection Committee

The North Carolina Public Health Association (NCPHA) oversees the North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards program. The North Carolina GlaxoSmithKline Foundation appreciates the hard work of the NCPHA, and we are grateful to the selection committee for their time and diligence in considering all nominations.

Thank you to everyone involved.

Selection Committee

Cindy B. Evans, RN-BC

Program Manager, Child Health Clinic
Wake County Human Services

Gerri Mattson, MD, MSPH, FAAP

Pediatrician
Sunnybrook, Wake County Human Services

Kelly Spangler, LCSW, MSW, MPA

Regional Social Work Consultant, Women's Health Branch –
Division of Public Health

Karen Parks, BSW

Medical Social Worker, Chowan County Public Health

Jackie Morgan, BA, candidate for MHA

Health Promotions Supervisor,
Union County Division of Public Health

Jennifer McCracken, RN, MSN

Health Services Manager, Catawba County Public Health

**Five Moore Drive
PO Box 13398
Research Triangle Park, NC 27709-3398
919-483-2140**

**www.NCGSKFoundation.org
Email us at info@ncgskfoundation.org
Follow us on Twitter @NCGSKFound**

The information presented in this booklet was provided by the nominators and reflects their views. We appreciate their participation sharing the work of others that create innovative programs. Photos from Rutherford-Polk-McDowell District Health Department (taken by Sarah Jacobs), Cumberland County Department of Public Health and Macon County Public Health Department were used; all other pictures are from Big Stock Photo.