

NORTH CAROLINA



GlaxoSmithKline
FOUNDATION

Child Health Recognition Awards Program

September 18, 2013

Honoring North Carolina public health professionals and departments for innovative, creative and successful approaches to help the lives of our younger generations.

Public health professionals know that providing care and services for families and children can be done in many different ways and many different places.

Sometimes, children come to clinics for health services, and other times, the services come to them in the form of mobile dental clinics and health fairs or through school nurse programs. Sometimes, mothers of autistic children meet for lunch to support each other through challenges, while elsewhere new mothers meet with supportive coaches who teach them to breastfeed their babies. And sometimes, the health "clinic" is not inside at all but is out in the open air, with children tending school and community gardens to learn about nutrition and combat obesity with fresh vegetables and fruit.

While health care can be delivered in many different ways, North Carolina's health care providers have these traits in common: passion, dedication and commitment to the children and families they serve.

Child Health Recognition Program

INDIVIDUAL RECOGNITION

★ Kristie Marr, MSW, Gaston County Health Department

Kristie Marr has made a great difference in the well-being of children in Gaston County with her great caring, compassion and warm interpersonal skills. She began her career as an intern, helping to pilot test the Pediatric Social Work Program. As a result, 122 families applied for Medicaid, 78 children secured Medicaid benefits, 129 children were assigned to primary care providers through the Carolina ACCESS Program, 135 families received case management referrals to social support services and outside organizations, and the Gaston County Health Department earned a monthly average of \$3,983 in new Medicaid revenues. She is an unwavering advocate for her patients.

Sherrilynn Little, Davidson County Health Department

Sherrilynn developed and leads a lunch time support group for mothers of autistic children. She started the group when one of the mothers needed information and access to resources to help with the challenges of having an autistic child. Sherrilyn Little could provide the information, but thought it would be better coming from someone who was experiencing the same needs. Lunch topics include support for respite, preschool classrooms, summer care, lack of support from family, strategies for getting a good night's rest, pediatricians, dentists, and restaurants that accommodate children with special needs.

PUBLIC HEALTH STAFF RECOGNITION

★ Jodi Massey, Granville Vance District Health Department

Jodi Massey, a social worker in the Care Coordination for Children Program believes in team work, and it shows in her relationships with WIC staff, management support and public health nurses in child health and newborn home visiting. She serves as a role model for other employees in the department, and works well with agency partners such as the Department of Social Services, local churches, Children's Development Services Agency and the Child Fatality Prevention Task Force. Among her many duties, she coordinates the Health Department's Christmas Santa for needy families, steps up to entertain children while moms are getting family planning and prenatal exams, assists in the annual flu vaccine clinic, participates in the Relay for Life Team annually and chaired the Sunshine Committee for many years.

Susan Mauk, Mecklenburg County Health Department

Susan Mauk works diligently with local refugee resettlement agencies, providing information, resources and referrals to help new arrivals get a healthy start. She is very conscientious about providing documentation as required by the "Bright Futures" child health requirements and ensures that children receive their immunizations. Susan Mauk is always willing to go the extra mile to deliver excellent customer service, and serves as an outstanding role model for her clients, the Refugee Program and the public she serves. She exhibits kindness, understanding and patience working with non-English clients and their interpreters as she provides detailed information and instructions to ensure that they understand the process for their communicable disease assessments required to obtain green cards for securing citizenship.

LIFETIME ACHIEVEMENT RECOGNITION

★ Miriam Labbok, MD, MPH Carolina Global Breastfeeding Institute

As a pediatric epidemiologist, Dr. Labbok has served as an expert and/or consultant for the U.S. and North Carolina Institutes of Medicine, the World Bank, Centers for Disease Control and Prevention, UNICEF, USAID, and World Health Organization expert committees related to Maternal and Child Health and Nutrition. She recently was invited to serve a four-year term on the U.S. Secretary of Health's Advisory Committee on Infant Mortality. Among her major accomplishments was serving as Technical Secretariat for the Innocenti Meeting, where the Innocenti Declaration was developed. Signed by the United States and 29 other countries, the declaration calls for national nutrition policy, improved hospital practices, support for women in the workplace for family health, and an emphasis on healthy marketing of infant and young child foods. Dr. Labbok has dedicated her career to research, teaching and service.

Mary Taylor, Cumberland County Health Department

Known as a "change agent" at the Cumberland County Department of Public Health, Mary Taylor has spent the last three decades sharing her experience and strengthening the department, most recently as manager for medical records. Early on, she implemented the first Billing Department within the agency, and began the Carolina Access operation. Later, she was instrumental in identifying and solving billing issue problems and reimbursements. In 2008, a state consultant recognized the Medical Records Department as the best in the state. In 2010, Vital Records was merged with Medical Records and in 2011, Mary was appointed by the Health Director as the agency's first HIPAA Officer.

★ Denotes 2013 award recipients



LOCAL HEALTH DEPARTMENT RECOGNITION

★ Alamance County Health Department, NC Project LAUNCH

By integrating several areas, including development screenings, home visits, early childhood mental health consultations and parent education, Alamance has created a continuum of early child health promotion and prevention. The Department is a local implementation site for NC Project LAUNCH (Linking Actions for Unmet Needs for Children's Health), awarded by the state's Division of Public Health. The project promotes the wellness of children from newborn to 8 years old, and their families. The goal is to mobilize a public health approach to support young children's physical health, social, emotional and cognitive development and help parents learn how to support that healthy development.

Alamance County began Triple P training through Project LAUNCH primary care offices, training doctors and nurses, and then branching out to child-serving partner agencies across the county, training more than 100 providers in 15 organizations.

Avery County Health Department Children's Dental Screening Program

The health department in conjunction with the state's Oral Health Program, sponsors free dental screenings in a festive clinic, with the option of a healthy snack of water and apple smiles or oranges. The screening program has increased awareness of infant and child oral health needs. Parents come to the clinic with questions and concerns and the dental hygienist encourages and compliments parents on their efforts while teaching them important information they can easily incorporate into their daily routines.

Cumberland County Department of Public Health Teenage Pregnancy Prevention Task Force

Becoming a parent when you're a teen is not fun, easy or healthy, and youth need straight talk about the realities of teen pregnancy. The Teenage Pregnancy Prevention Task Force (TPPTF) held a "Real Talk" event aimed at sharing information and resources about teen pregnancy prevention with area teens and the community. The event, which featured teen parents as speakers along with local physicians, reached more than 400 teens and their parents with a very real message about the consequences of teen pregnancy, including medical costs and the impact on a teenager's health, education and future.

★ Dare County Department of Public Health Coordinated School Health Program

From helping students use inhalers to teaching CPR to school staff to holding safe and sober after-prom parties for teens—these activities are just a small part of the program that works on the premise that healthy children will become healthy adults. Dare County's commitment to school health shows with its impressive student-to-nurse ratio of 1:500, compared to the national average of 1:750. Other school health staff includes school-based health educators and dental health staff positions. The coordinated school health program actively involves parents, teachers, students, families and communities in its implementation. Dare County has seen a trend in students with emotional issues, coming to school hungry, and living in homes impacted by substance abuse and mental health concerns. The Coordinated School Health model addresses these concerns with one-on-one counseling, support groups and substance abuse community-based counselors in the schools.

Guilford County Department of Public Health School Health Dental Program

Young boys and girls in Guilford County know Debbie Kennedy as "the lady who brings the gigantic set of teeth and a giant-sized toothbrush" to their school. As the only dental hygienist in the Guilford County Health Department, Debbie screens every kindergarten student at each of the county's 68 elementary schools – 5,100 students in all. She works closely with school nurses to identify dental problems, make referrals and follow up with the students to ensure care. Of the students screened, she made 432 urgent referrals due to the large number of students who are uninsured or underinsured.

★ Henderson County Department of Public Health School and Community Gardens

To combat obesity concerns, the Henderson County Department of Public Health has used grants to establish school and community gardens and farm markets that engage students, community partners and volunteers for a healthier Henderson County. The first phase of the community garden, led by community volunteers and local gardeners, featured 19 raised beds and fruit trees. The next phase was spearheaded by an area physician as a place for clients and others to learn about growing healthful foods as part of managing chronic conditions. Another important part of this project was support of the Seventh Avenue Farm Market. It began in 2011 for organic growers only as part of the annual Apple Festival. Its popularity warranted another market, which was expanded to include conventionally grown produce as well as organic. The grant helped promote the market as a recurring event to draw residents of the Seventh Avenue area and encourage them to eat healthier foods that are grown locally. The program continues to grow for a healthier community.

New Hanover County Health Department Early Childhood Mental Health Program

The first five years of life are the most important in terms of brain development. Unfortunately, some children endure parental neglect, abuse or mental illness, domestic violence and other stressful situations that can affect their well-being. The county was the first in the state to address child maltreatment as a public health issue through the Early Intervention Collaboration Project (EICP). Nearly 500 families have benefitted from interventions designed to build nurturing parent-child relationships, improve parenting skills and effectiveness and reduce toxic stress.

Wayne County Health Department Children's Health Program

The health department is a busy place, collaborating with a wide range of community partners to address child health issues such as immunizations, dental services, vision exams and glasses, pregnancy prevention, orthopedic care, obesity and nutrition, child care center safety, and parental health education and care coordination. A notable program for the health department provides in-kind staff to middle and high school student WISH Centers twice a week, focusing on nutrition education and lifestyle choices. The county also provides educational programs that work with mothers, babies and children.

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

2013 SELECTION COMMITTEE

The North Carolina GlaxoSmithKline Foundation appreciates the diligence of the North Carolina Public Health Association (NCPHA) in overseeing the North Carolina GlaxoSmithKline Foundation Child Health Recognition Awards program. We are grateful to the selection committee members for their time and careful consideration of all nominations.

Thank you to everyone involved.

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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 throughout the booklet are from Big Stock Photo.