

Fall 2021



NENC Connect is now LIVE!

NENC Connect, the Northeastern North Carolina Regional Substance Use Information Campaign is now live! Window clings, postcards, yard signs, stickers, and social media posts will point people to the new NENC Connect webpage and app, via a QR code and/or phone number for a local behavioral health specialist, where information and a substance use service locator will be available. The aim is to connect community members in the region (and beyond) to prevention, support, treatment, and recovery services. Local health departments, health providers, businesses, schools, and other community service providers will be asked to post and share the information.

This initiative has been a collaborative effort of many dedicated partners from health departments, managed care organizations, service providers, web developers, graphic designers, and Vidant Health. A special thanks to Vidant Health for a \$12,000 grant received to support this initiative. To learn more or become part of this initiative, go to www.nencconnect.org or to request NENC Connect materials contact Julie Tunney (jtunney@arhs-nc.org).

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Scan or Call for Local Substance Use Help or Information



Connecting People to Prevention, Support, Treatment & Recovery Services

1-866-437-1821

Free, Confidential, 24/7

www.nencconnect.org



The website address or QR code links to a mapping locator feature and information. Or for **Trillium** Counties dial the phone number at the bottom left; for **Edgecombe** County use the below right phone number for substance use service information.

Scan or Call for Local Substance Use Help or Information



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NENCPPH Board Corner — “Finding the Energy to Move More Mountains...”

Submitted by Beth Lovette, NC DHHS, Division of Public Health

As we are down in the trenches of COVID, still in vaccinations, still with clusters and outbreaks, still dealing with angry people and misinformation about a public health respiratory pandemic, will we be able to find the energy for the opportunities in front of governmental public health in this moment and beyond? I think we can. I think we must figure this out, to make the case for the future of governmental public health!

So, I'm going to take a minute here to offer a challenge. Squeeze in some time to click the links below. Consider how you can have as much information as you can to talk about, educate and advocate for the critical work that happens in governmental public health.

- ⇒ Public Health National Center for Innovations (I keep this [website](#) bookmarked for easy reference.)
- ⇒ National Frameworks:
 - ⇒ [Revised 10 Essential Public Health Services](#) “As part of *The Futures Initiative: the 10 Essential Public Health Services*, the de Beaumont Foundation, Public Health National Center for Innovations, and a Task Force of public health experts revealed a revised version of the 10 Essential Public Health Services on September 9, 2020. The framework now centers equity and incorporates current and future public health practice.”
 - ⇒ [Foundational Public Health Services](#) “The FPHS framework outlines the unique responsibilities of governmental public health and defines a minimum set of capabilities and areas that must be available in every community. This framework can be used to explain the vital role of governmental public health in a thriving community; identify capacity and resource gaps; determine the cost for assuring foundational activities; and justify funding needs.”
 - ⇒ [Staffing Up: Determining Public Health Workforce Levels Needed to Serve the Nation](#) “While several frameworks have outlined the activities and responsibilities of governmental public health departments, none have articulated the number of staff needed to carry out those activities based on the size of the jurisdiction served. The “Staffing Up: Determining Public Health Workforce Levels Needed to Serve the Nation” (Staffing Up) initiative has begun to make the case for sufficient staffing to protect the public’s health.” [Project Report: October 2021](#).
- ⇒ From [National Association of County and City Health Officials](#): Bipartisan Policy Center: [New Coalition Formed to Modernize & Advance the US Public Health System](#)
- ⇒ NC Institute of Medicine: [Future of Local Public Health Task Force](#) overview linked here.

Sending you all the best and all my gratitude for your work before, during and after (with fingers crossed!) COVID.

Beth Lovette



Beth Lovette supports the NC Department of Health and Human Services, Division of Public Health (DPH) as Deputy Director. Working with DPH since November, 2017, she has had leadership responsibility for working closely with NC DHHS leadership and with the leadership of NC's 85 local health departments. Beth serves as one of the primary state liaisons to local health directors. Directly supervising the Office of the Chief Public Health Nurse, the Local Training and Technical Assistance team and the Environmental Health Section, Beth supports the local health departments in their work with both personal health and population health strategies, interventions, and mandated services. These past 20 months, DPH has focused on the public health response to COVID, but back on the radar are the public health connections with the NCIOM Future of Local Public Health Task Force, Medicaid transformation, the Opioid Crisis, Early Childhood and emerging threats that intersect environmental concerns and epidemiology. With a BSN from UNC Greensboro and a Master's in Public Health from UNC Chapel Hill, Beth has had leadership roles in the private health care sector and has served as health director in two local public health departments.

Results of the NENCPPH Regional Get Moving Challenge Are In!

The results are in! Dare County Department of Health and Human Services (DHHS) has once again earned the traveling trophy for the most team average steps walked this year during the NENCPPH Regional Get Moving Challenge. This is the fourth out of five years that Dare has taken first place. Last year, "Good Trouble" from Edgecombe County Health Department took first place. **"Willie Walka" from Dare County DHHS** obtained the most steps of all participating teams. They achieved 775,338 average team steps in six weeks. Team members included: Tammy Reber, Willie Spencer, Angela Long, Wilima Parks, and Ashia Norman. Second and third place teams were also from Dare County: "All About That Pace" and "Your Pace or Mine."



The partnering agency team with the most steps was once again from Halifax County. **"Walkie Talkies" from Halifax County Department of Social Services** took first place with 545,159 average team steps at the end of the six week challenge. Team members included: Amanda Bell, Christy Wilkins, Carolyn Fields, Sophia Brinkley, and Katie Richardson. In second and third place for partnering agency teams were "Sole Train" and "Penny Loafers", also from Halifax County.



The individual to obtain the most steps was once again **Heather Gardiner** (*pictured at left*) of team "All About That Pace" from Dare County Health and Human Services. This is the fifth year she has achieved this distinction! Heather had accumulated 1,262,540 steps by the end of the six week challenge. Two others joined Heather in obtaining over 1 million steps: Angela Long and Cathy Silk, both from Dare DHHS. Wow!

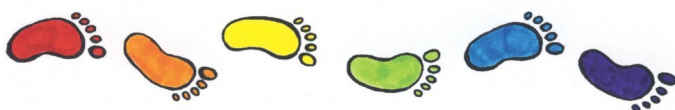
The partnering agency individual to achieve the most steps during the challenge was **Donald Bennett** (*pictured at right*) from team "Strut, Stride, and Sole" of Halifax County Operations: he accumulated 713,060 steps in six weeks.



Halifax County Public Health received a certificate for the most creative team name, **"Agony of De Feet."** There were many other very creative team names, with Dare DHHS having four teams as runner-ups: "Your Pace or Mine," "Too Inspired to be Tired," "Scrambled Legs and Achin'," and "Easier said than run."

Special recognition also goes to two local health department directors who participated in the Regional Get Moving Challenge: Sheila Davies, Director of Dare County Department of Health and Human Services, and Luana Gibbs, Hyde County Health Department Director. **Sheila Davies** will receive a trophy for the NENCPPH Board member with the most steps.

This was the fifth year for the Northeastern North Carolina Partnership for Public Health (NENCPPH) holding a regional physical activity challenge between local health departments (LHD/DHHS) and partnering agencies. The six-week Get Moving Challenge was held from September 13 through October 24, 2021. Two hundred fifty-seven (257) participants including 51 teams (including 37 LHD teams and 14 partnering agency teams) participated in this year's challenge. Steps from walking, running, or other means of physical activity were tracked for the six weeks.



(continued page 4)

Get Moving Challenge *(continued from page 3)*

Initial results from the Get Moving Challenge evaluation show that 94 percent of respondents (n= 63) reported that they had increased their physical activity as a result of this Get Moving Challenge, and 91 percent reported that participation in the challenge will most likely encourage them to continue to engage in other regular physical activity after the challenge ends.

Replies regarding the best or most helpful part of the Get Moving Challenge included: Having one's team spirit/team support/encouraging each other, motivating me to fit in additional walks during the day with my coworkers and after work as well, having a friendly competition, receiving prizes an added bonus, gets me moving more, able to maintain my weight, tracking steps helped to push myself, in better shape than before the challenge, spending more time with coworkers, and "It's easy!"

Photos of Get Moving Challenge Participants from Halifax County



2021 NENCPPH Get Moving Walking Challenge

NC LHD Accreditation Annual Report

Submitted by Amy Thomas Belflower, NCIPH

This year as our health department staff superheroes across North Carolina continuously rallied together to test, track and vaccinate our communities against COVID-19, the North Carolina Local Health Department Accreditation program took some time so that we can strategically move forward and support the North Carolina public health system in years to come. Take a look at our 2020-2021 Annual Report!

<https://nclhdaccreditation.unc.edu/research/annual-reports/>

Halifax County Health Department Celebrations



Harvest Days Pumpkin Contest Winner Health Department (Social Work Unit)



Halifax County Harvest Days – Halifax County Health Department providing fruit, snacks and water for local schools.



Halifax County Health Department Celebrates Harvest Days, Breast Cancer, SIDS & Domestic Violence Month

Save the **NEW** Date

for the

**NENCPPH Regional Local Health Department
Conference and Celebration**

May 10, 2022

Eastern AHEC, Greenville

(A Virtual option will also be available)

Tobacco Prevention is Back on the Road

Submitted by Teresa Beardsley, Tobacco Prevention Manager—Region 9

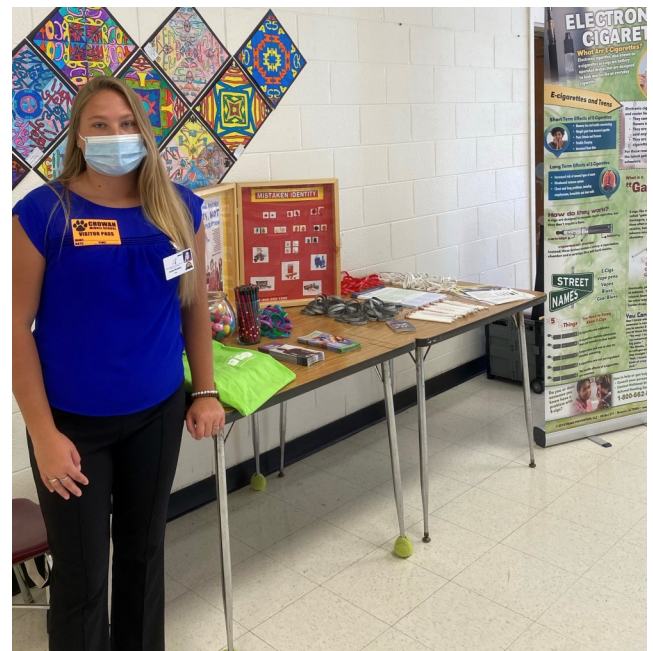
Over the course of the past few months Region 9 Tobacco Free Living Coalition members have been back on the road to provide tobacco prevention and education to a variety of age groups within the region. Wanda Stallings, Health Educator with Albemarle Regional Health Services, and Karlee Modelski, ECU Public Health Intern, arranged tobacco prevention education at an Albemarle Middle School Tobacco Free Living Week. Teresa Beardsley, Tobacco Prevention Manager and Karlee Modelski, both City State Tobacco Prevention Manager and attended the Elizabeth City State University Health Science Fair to present tobacco prevention information to students and staff. Karlee and Teresa last stop at the Currituck County Senior Center where they presented information about available cessation resources.



*Pictured Above: Karlee Modelski and Teresa Beardsley
Elizabeth City State University Health Science Fair*



Pictured Above: Display at Currituck Senior Center



Pictured Above: Karlee Modelski at Chowan Middle School

Shattering the Stigma of Addiction . . .

By Brenda Thacker, Walk Against Addiction chair and board member Saving Lives Task Force, Dare County

First off, what is addiction anyway? Substance use disorder (SUD) is a complex condition in which there is uncontrolled use of a substance despite its harmful consequences. People with SUD have an intense focus on using a certain substance(s) such as alcohol, tobacco, vaping, or other illicit drugs to the point where the person's ability to function in day-to-day life becomes impaired. People keep using the substance even when they know it is causing or will cause problems. The most severe SUDs are sometimes called addictions.

Healthcare has effective tools including medications for opioid and alcohol use that could prevent many of the deaths associated with addiction, but they are not being utilized widely enough, and many people who could benefit do not even seek them out! Why? One important reason is the stigma that surrounds people with addiction.

People with the disease of addiction continue to be blamed for their illness. Even though medicine long ago reached a consensus that addiction is a complex brain disorder with behavioral components, the public and even many in healthcare and the justice system continue to view it as a result of moral weakness and flawed character. People with addiction internalize this stigma – feeling shame and even refusing to seek treatment as a result.

Stigma and Addiction: A History

Early in the 20th century, morphine, cocaine and opium were common treatments for such diseases as headaches, teething, and menstrual cramps. The 1914 Harrison Act (sought to tax opium and coca imports) brought to question the legality of prescribing medicines containing these ingredients to soothe opiate dependence. The 1919 Supreme Court decision *Webb v. U.S.* deemed it illegal for physicians to dispense narcotics to patients with addiction! Thus, drug use was pushed into the shadows and severed the concept of addiction as a medical condition in the public eye.

Understanding the history is important because it marks the moment when substance use became seen as an illicit behavior and the language to describe the condition was derogatory!

Breaking the Stigma of Addiction means Destroying the Language Surrounding it

"Junkie" "Crackhead" "Alcoholic" "Addict" . . . these are only a handful of terms used to describe those persons suffering with the disease of addiction! I was at a women's group meeting recently and someone used the term "my addict sister!" Gee, we don't use the term "my cancer daughter" or "my MS sister!" These persons are people who are sick—they are NOT their diseases!! Language has the power to fracture the support systems that people with addiction need desperately for recovery. Terms like "co-dependency" and "hitting rock bottom" mislead families into taking a hard-line approach toward loved ones with substance use disorder when we now know that consistency and support are requirements for long-term changes in behavior.

Advocates in the scientific community and media industry are working to educate health professionals regarding medically accurate language in order to stop reports and portrayals that reinforce bias. Let's continue to change the language and shatter the stigma concerning this deadly disease that is killing roughly 250 people in the US every day...so that when a loved one is ready to receive treatment, all one has to do is "raise your hand!"

Fall Harvest Offerings with DEPC & Golden Organic Farm

Submitted by Mary Jane Lyonnais, PICH Healthy Foods Coordinator

In September of 2021, Partnerships to Improve Community Health (PICH) partnered with the Down East Partnership for Children (DEPC) to provide produce prescriptions to the Rocky Mount Housing Authority residents who participated in the Food Smarts SNAP-Ed nutrition education session. To ensure that participants were able to use the vouchers effortlessly and on the freshest produce possible, local farmer, Kendrick Ransome set up a pop-up farmer's market right outside of the building after class. Kendrick, farm owner of Golden Organic Farm, offered fresh carrots, sweet potatoes, kale, and other greens for participants to purchase with their vouchers. Participants were excited to use the fresh produce and enjoyed supporting a local farmer in the community. Collaborations like this make all the difference when implementing programs that address complex issues such as access to healthy foods. A big thank you to the Down East Partnership for Children, the Rocky Mount Housing Authority and Golden Organic Farm for making this possible!



Partnerships to Improve
Community Health

Peace-Love-Prevent: Beaufort County Health Department

Submitted by JaNell Octigan, Beaufort County Health Department



On October 15th 2021, World Pregnancy and Infant Loss Remembrance Day, Beaufort County Health Department staff wore their "Peace- Love - Prevent" t-shirts to spread awareness regarding SIDS (Sudden Infant Death Syndrome).



Martin-Tyrrell-Washington District Health Updates

Submitted by Kirsten Smith, Martin-Tyrrell-Washington District Health

Miranda Keel, the Tobacco Coordinator for MTW, has been leading our tobacco-free campus initiative by speaking to Tyrrell and Washington County commissioners about the benefits of tobacco-free policies. She planned cigarette-butt pickup days for both counties. Commissioners will vote on tobacco-free campuses and a proclamation of "Tobacco Awareness Month" for November at their upcoming meetings.

MTW has started to add themes to their Friday's. Staff wore pink for "Breast Cancer Awareness" and purple for "Domestic Violence Awareness" during the month of October.

MTW staff participated in the Martin-Pitt Partnership for children "Trunk or Treat" event on October 28th. Roughly 200 children and their parents attended the event! Below is one of MTW's "Charlotte's Web" themed trunks - featuring a live action Wilbur!



August 31st was International Overdose Awareness Day. Partners with the 2nd Judicial District Opioid Coalition planned their first event with help from Trilium, Hyde County Health Department, Beaufort County Health Department, MTW District Health and Cakes by Becky. The event provided free naloxone kits, dinner (leftovers were donated to the community), community resources and a memorial. The event was featured on the news!



Martin-Tyrrell-Washington District Health

Promoting Healthier Lifestyles Through Personal and Environmental Health Services

Whole Grain Pumpkin Muffins

Tender, moist, and perfectly sweet, these Whole Grain Pumpkin Muffins are a family favorite! This simple recipe can be enjoyed year-round.

Prep Time: 15 mins; Cook Time: 25 mins

Servings: 18

Ingredients

- 2 cups Whole Wheat Pastry Flour
- 2 ¼ teaspoon ground cinnamon
- ¾ teaspoon ground ginger
- ⅛ teaspoon ground allspice
- 1 teaspoon baking soda
- ½ teaspoon baking powder
- ½ teaspoon salt
- ¾ cup packed brown sugar
- ¾ cup avocado oil
- 3 eggs
- 2 teaspoon vanilla extract
- 2 cups pumpkin puree canned or freshly roasted
- ½ cup chocolate chips, walnuts, or other add-ins



Instructions

- Preheat oven to 350°F. Spray muffin cups with oil to prevent sticking.
- In a large mixing bowl, combine flour, spices, baking soda, baking powder, and salt. Stir to combine and set aside.
- In another bowl, combine brown sugar, pumpkin, oil, vanilla, and eggs. Add wet mixture to dry and stir until JUST combined. A few lumps are ok but be careful not to overmix.
- Using a melon baller or tablespoon, scoop a spoonful of batter into each tin. Sprinkle a few chocolate chips or other favorite add-ins into each cup. Finish off by adding another spoonful of batter until each tin is roughly ¾ of the way full. Add a final sprinkle of chocolate.
- Bake for 23-25 minutes, or until muffins are fluffy, golden, and pass the toothpick test. Let sit for 10 minutes prior to transferring to a wire rack to cool.

Recipe Notes

This recipe yields roughly 18-20 muffins. We often bake 1 pan of muffins and make a small loaf in a glass baking dish which can easily be frozen and enjoyed at a later date.

Calories 165. The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Recipe Credit: Elise and Stephen Compston, From Have A Plant <https://fruitsandveggies.org/recipes/whole-grain-pumpkin-muffins>

Chowan County LHD Makes an ImPACT

Submitted by Wanda Stallings, ARHS

Albemarle Regional Health Services—Chowan County Health Department is proud to have made an impact in their community during the COVID-19 pandemic. The Albemarle Regional Health Services Team took a break from the day-to-day tasks and had some fun and gave their clients some gaming action as they chased each other around the halls during a primary care clinic in Chowan County.



Pictured Above: Chowan County Health Department staff dress up as characters from the PAC man game: Janette Palumbo, Wanda Stallings, Sandra Sawyer, Leila Lane, Kylli Priest, Jean Cobb, and Lisa Parker

Northeastern NC Partnership for Public Health



Bertie · Beaufort · Camden · Chowan · Currituck · Dare
Edgecombe · Gates · Halifax · Hertford · Hyde · Martin
Pasquotank · Perquimans · Tyrrell · Washington

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**“Healthy Communities Through
Leadership and Collaboration”**

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www.facebook.com/nencpph

Calendar of Events

Nov 9	NENCPPH Wellness Challenges Taskforce Meeting
Nov 15	NENCPPH Workforce Dev Workgroup Meeting
Nov 18	NENCPPH Regional Behavioral Health Meeting
Nov 25	Thanksgiving
Nov 29	NENCPPH Finance Committee Conference Call
Dec 1	NENCPPH Board Meeting
Dec 2	NENCPPH Substance Misuse Taskforce Meeting
Dec 10	PICH Healthy Foods and Tobacco-Free Living Meetings
Dec 25	Christmas
Jan 1	New Year's Day
Jan 31	Items Due for NENCPPH Winter Newsletter
May 10	Regional LHD Conference, Greenville

For full calendar view: <https://www.nencpph.net/calendar>

Board of Directors

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Luana Gibbs, NENCPPH Secretary and Treasurer
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Beth Lovette
Division of Public Health, NC Dept of Health and Human Services

Amy Belflower Thomas
NCIPH at Gillings Global School of Public Health,
UNC at Chapel Hill

What is the Northeastern North Carolina Partnership for Public Health?

The Northeastern North Carolina Partnership for Public Health (NENCPPH) is a partnership of health departments in Northeastern NC which have come together with support from the Division of Public Health, East Carolina University, and the NC Institute of Public Health at UNC Chapel Hill, to collectively address the community's health by sharing best practices and resources. Currently the NENCPPH represents seven health departments and sixteen counties.