

THE NORTH CAROLINA INSTITUTE FOR PUBLIC HEALTH

Pandemic Flu Preparedness: What every community should know



A Free Live Satellite Broadcast and Webcast
September 29, 2006 2:00 - 3:00 pm ET
www.PublicHealthGrandRounds.unc.edu

Impact

a quarterly newsletter



September 2006

From the Institute Director Ed Baker

Over its seven year history, a short time for some pretty amazing growth and activity, new programs and new faces seem the norm at the Institute.

Introductions are important. I have found that organizations that take the time to introduce new people send the message, "We have this great person joining us and we hope you have the chance to work with them."

So, let me introduce you to...

[More...](#)

Edward L. Baker, MD, MPH
Director
North Carolina Institute for Public Health

In this issue:

- » [From the Institute Director Ed Baker](#)
- » [Management Academy stars in special journal issue](#)
- » [Preparedness center travels to Bangkok to aid in avian flu training](#)
- » [Community projects exceed "active living" expectations](#)
- » [NC Public Health Academy moves to field and Web](#)
- » [Nursing task force creates tools to meet new nursing requirements](#)
- » [Heather Gates named executive director of NC public health groups](#)



Management Academy stars in special journal issue

The Institute's Management Academy for Public Health is featured in a special issue of the *Journal of Public Health Management and Practice*. The September/October 2006 issue of the journal is devoted to the key principles and lessons learned from the Academy. [More...](#)




Preparedness center travels to Bangkok to aid in avian flu training

The North Carolina Center for Public Health Preparedness (NCCPHP), based in the Institute, recently completed an international training effort around one of public health's current hot topics: avian influenza.

Anjum Hajat works with avian influenza rapid response team attendees from Egypt and India.



Early this year, NCCPHP received a grant from the Thai Ministry of Public Health and the U.S. Centers for Disease Control (CDC) to coordinate curriculum development for avian influenza rapid response teams in Southeast Asia. The Preparedness Center was charged with developing materials that could be translated into various languages and used by regional workers to train local health teams. NCCPHP staff developed content for nine modules with case studies and interactive learning activities in cooperation with regional leaders and context experts from the International Emerging Infections Program, the World Health Organization and the CDC. [More...](#)



www.sph.unc.edu/nciph

Heather Gates named executive director of NC public health groups

NCIPH program coordinator Heather Keith Gates has been named Executive Director of the state's three public health membership groups--the NC Public Health Association, the NC Association of Local Health Directors, and the NC Alliance of Public Health Agencies. She assumes her post November 1, replacing retiring Executive Director Deborah Rowe.

Having worked with health directors and public health staff around the state through the North Carolina Public Health Incubator Collaboratives, "Heather has a great understanding of the challenges and the opportunities facing public health in North Carolina," Rowe said.

Gates received her BS in Biomedical Science from University of South Alabama and her MPH in Health Behavior and Health Education from UNC-CH. She has worked at NCIPH since 2004.

*The North Carolina Institute
for Public Health*

*"Serving our State...
... Leading the Nation"*

Local health department accreditation update



Recently, four more health departments were accredited by the state accreditation board, bringing the total to date of 20. For more information go to: www.sph.unc.edu/nciph/accred/

Community projects exceed “active living” expectations

Below: Seattle school girl enjoys healthy ethnic cuisine introduced by **HEbD** community partnership



Currently midway through their initiatives, the Active Living by Design (ALbD) community partnerships are making remarkable progress.

While it is too early to measure long-term behavior change, it is clear that community changes already are occurring.

Partnerships have amended development ordinances and approved new street design standards, created trails and greenways, implemented social marketing campaigns to increase awareness of opportunities for physical activity, changed school policies regarding recess and lunch menus, and established new community gardens and bicycle recycle programs.

[More...](#)




NC Public Health Academy moves to field and Web

Have you ever wondered about careers in public health with growth launching potential, or how to advance your capabilities and career opportunities? Plans are well underway for the launch of the NC Public Health Academy. Funded through a three-year grant from The Duke Endowment, the Academy will provide improved access to public health practice-relevant knowledge through state-of-the-art learning methods for frontline public health practitioners and clinicians. NCIPH is partnering with NC Area Health Education Centers (AHECs) to broaden public health professional development opportunities and experiences through AHEC's multi-site education and training system. Mountain AHEC is the pilot site for Academy activities beginning this fall in western NC. [More...](#)



Nursing task force creates tools to meet new nursing requirements

Public health nurses are one of the state's most important public health resources. Now, an expert



The Southeast Public Health Leadership Institute is now accepting applications until **October 1** for its next year-long leadership development program. Network with mid- to senior level managers from the region. Go to www.sephli.org for details.

group of them are working together with members of NCIPH to develop education tools to meet the NC Board of Nursing's new continued competence requirements for licensing.



This taskforce builds on the continuing work of the Committee on Practice and Education of the NC Association of Public Health Nurse Administrators, which is facilitated by the Southeast Public Health Training Center. [More...](#)

Above: Nursing task force:

Back row L-R: Deborah Herring, Ellen Shope, Beth Lamanna, Wayne Sherman

Middle: Hazel Moore, Marilyn Burns, Sue Guptill, Liz Mahanna

Front: Mary Davis

Absent: Eunice Inman, David Steffen, Janet Place, Becky Whitley



If you do not want to receive this quarterly electronic newsletter, please email becky_hart@unc.edu with the subject heading *Unsubscribe Impact*.

September 2006

From the Institute Director

Over its seven year history, a short time for some pretty amazing growth and activity, new programs and new faces seem the norm at the Institute.

Introductions are important. I have found that organizations that take the time to introduce new people send the message, "We have this great person joining us and we hope you have the chance to work with them."

So, let me introduce you to...

David Bergmire-Sweat joins the NC Center for Public Health Preparedness as a research associate epidemiologist. He will be assisting state and local health departments with preparedness training, providing technical assistance with infectious disease epidemiology and surveillance, and assisting with efforts to train epidemiology teams.

Jen Bergmueller is our new graphic artist and will work with many of our partners on marketing pieces for their conferences and workshops. She holds a BFA degree from the University of North Carolina at Greensboro.

Margie Britnell is our first "placed" staffer of the new public health academy. The Academy aims to strengthen the outreach of the Institute and the School among the state's public health practitioners, particularly in the area of training. You'll read more about Margie in this issue.

Gene Matthews, former chief legal advisor at the Centers for Disease Control and Prevention, is project director of an exciting new program focusing on emergency public health law and policy.

Heidi Nash is one of the new voices you will hear when you call the Institute with a question or to register for one of our courses. It's nice to be in Chapel Hill and get to draw from the UNC graduate pool: Heidi recently graduated from Carolina with a degree in sociology.

Rich Rosselli has come on board to direct our pandemic influenza preparedness efforts at the NC Center for Public Preparedness. Rich was formerly with the New York City Department of Health and Mental Hygiene.

Dr. Rachel Wilfert is also joining the Preparedness Center as a research associate for training and education. Prior to joining NCCPHP, she worked for AHEC on a statewide digital library for health professionals where she developed the Disaster Preparedness and Response Special Collection.

We have some great people joining us and we hope you will get a chance to work with them in serving the public's health.

Ed Baker, MD, MPH
Director

Management Academy stars in special journal issue

The Institute's Management Academy for Public Health is featured in a special issue of the *Journal of Public Health Management and Practice*. The September/October 2006 issue of the journal is devoted to the key principles and lessons learned from the Academy.

The Management Academy is a public health management training program that combines a business education with a public health focus, to enhance the performance of individual public health managers and improve organizational strength throughout governmental public health. The Academy received funding from the W.K. Kellogg Foundation for the special issue project in 2004. Ed Baker is the principal investigator on the grant, and Anne Menkens is the project director.

Over the past year and a half, Anne has supported about 30 authors through the writing, editing and review of their work, and have begun the process of disseminating the special issue among academics, practitioners, and funding organizations interested in the field of public health management development.

The purpose of the special issue is to document the Management Academy's activities and outcomes in a way that promotes interest and attracts resources to the MAPH model for public health management development. Articles describe how the funding partners came together to create the original RFP, how the UNC School of Public Health and Kenan-Flagler Business School created their winning proposal, and what theories underlie the program. The issue also includes commentary on the Management Academy from nationally known experts in the field and an overview of the measurable impact of the Academy up to this point.

The bulk of the articles are case studies from selected Management Academy graduates, in which they highlight specific changes in their public health practice as a result of their participation in the program. The articles detail the business plans written for the Management Academy, how the business plans were implemented, outcomes of the new programs, and lessons learned about applying business-like thinking to public health challenges.

Like public health managers everywhere, these authors and their organizations are grappling with being the provider of last resort for the growing number of un- or under-insured citizens in their districts; providing mental health services to the poor and indigent; protecting the population against threats to their health – from rabies to chronic disease, to bioterrorism and other disasters; and, finally, facilitating the work of others who work to improve population health by providing the support, information and technological resources for them to do so. These articles reflect a deep understanding of these challenges, as well as a confidence borne of having met those challenges in innovative, measurably successful

ways.

The shift towards a more entrepreneurial approach to planning social interventions, as taught in the Management Academy, comes in the context of economic uncertainty, rising expectations and on-going and emerging health threats. The articles in the special issue illustrate ways some Management Academy graduates have thought innovatively and created valuable, sustainable programs for their constituencies.

The Management Academy itself charges tuition as a self-sustaining entity. In the most recently graduated class, 88 managers from six states – North Carolina, South Carolina, Georgia, Virginia, Florida, West Virginia, and Wisconsin– completed the program, bringing total graduates to 823.

A copy of the September/October issue of the *Journal of Public Health Management and Practice* will be available soon on the Management Academy website, www.maph.unc.edu, for one year after its publication. For more information on this special issue, contact Anne Menkens at 919-843-8542 or anne_menkens@unc.edu.

Preparedness center travels to Bangkok to aid in avian influenza training

The North Carolina Center for Public Health Preparedness (NCCPHP), based in the Institute, recently completed an international training effort around one of public health's current hot topics: avian influenza.

Early this year, NCCPHP received a grant from the Thai Ministry of Public Health and the U.S. Centers for Disease Control (CDC) to coordinate curriculum development for avian influenza rapid response teams in Southeast Asia. The Preparedness Center was charged with developing materials that could be translated into various languages and used by regional workers to train local health teams. NCCPHP staff developed content for nine modules with case studies and interactive learning activities in cooperation with regional leaders and context experts from the International Emerging Infections Program, the World Health Organization and the CDC.

In June, three NCCPHP staff members traveled to Bangkok, Thailand, to meet with course advisees in preparation for the training course. Although the program was designed for use by countries in Southeast Asia, attendees from Africa and Central America were also invited to participate because of widespread interest in the program.

Five NCCPHP staff returned to Bangkok in July to assist in the training on avian influenza and rapid response to public health workers. There were 130 participants from 14 countries. Staff members presented the materials and then facilitated working groups where attendees developed plans to implement the training in their home countries.

For more information on the work of the Center, go to www.sph.unc.edu/nccphp.

Community projects exceed “active living” expectations

Currently midway through their initiatives, the Active Living by Design (ALbD) community partnerships are making remarkable progress. While it is too early to measure long-term behavior change, it is clear that community changes already are occurring.

Partnerships have amended development ordinances and approved new street design standards, created trails and greenways, implemented social marketing campaigns to increase awareness of opportunities for physical activity, changed school policies regarding recess and lunch menus, and established new community gardens and bicycle recycle programs. In addition, during their first two-and-one-half years the ALbD partnerships have secured or leveraged additional funding equal to over sixteen times that of the Robert Wood Johnson Foundation's initial investment in their communities.

Our 12 Healthy Eating by Design (HEbD) grantees are entering the last six months of their 18-month funding periods. To date they have achieved important milestones in their efforts to increase access to healthy foods for children and their families in low-income communities. Each of the HEbD community partnerships has implemented policy and environmental strategies that increase access to healthy foods in either a school or community setting.

In an effort to continue to test and replicate the 5P approach (prepare, promote, program, policy influence, physical project), ALbD is working with a variety of other organizations across the country. It is providing technical assistance to three local partnerships in Minnesota for community engagement and assessment addressing active living. Funded by Blue Cross and Blue Shield of Minnesota, ALbD anticipates that these partnerships will eventually build a vision and principles for active living into their communities' comprehensive plans.

Closer to home, ALbD also provides technical assistance to counties and municipalities funded through the North Carolina Health and Wellness Trust Fund's Fit Community initiative and to rural communities through Blue Cross and Blue Shield of North Carolina Foundation's Fit Together grants program.

Through these comprehensive efforts, ALbD and local partnerships are collaborating in neighborhoods, communities, counties and regions across the United States to combat the nation's epidemics of physical inactivity and poor nutrition. For additional information, go to www.activelivingbydesign.org.

North Carolina Public Health Academy moves to field and Web

Have you ever wondered about careers in public health with growth launching potential, or how to advance your capabilities and career opportunities? Plans are well underway for the launch of the NC Public Health Academy.

Funded through a three-year grant from The Duke Endowment, the Academy will provide improved access to public health practice-relevant

knowledge through state-of-the-art learning methods for frontline public health practitioners and clinicians. NCIPH is partnering with NC Area Health Education Centers (AHECs) to broaden public health professional development opportunities and experiences through AHEC's multi-site education and training system. Mountain AHEC is the pilot site for Academy activities beginning this fall in western NC.

The Academy's first NCIPH field-based continuing education specialist, Margie Britnell, MPH, began working in partnership with MAHEC in June. During 2007 two more field-based continuing education specialists will be hired to be based in other AHEC regions. These field representatives will work directly with AHEC staff and be the "eyes and ears" in the field to better understand needs, collect information and respond more effectively.

In addition to a multi-site training and education system, the Academy will be organized around a web-based system for orienting public health practitioners to public health theory and careers in public health. It will also provide self-assessment tools for guiding career development for public health practitioners. Professional development guidance will be available and practitioners will be linked to the most appropriate learning opportunities and learning resources for their needs. Finally the system will allow for practitioners to track their professional development in terms of training and education as well as informal learning experiences.

The Academy is being developed around schools for specific public health disciplines. Development of a school for current and aspiring local health directors is underway, in addition to a school for medical residents. Clinicians play a critical role in the public health system, yet few health science schools provide much population-health content in their curricula.

Future Academy professional development opportunities will include schools for public health nurses, environmental health practitioners, health educators and public health social workers. These schools are not designed to be formal educational programs, but instead a targeted professional development process for helping practitioners to organize their learning experiences.

The Academy will also integrate the multiple workforce development resources within NCIPH, AHEC and other schools, organizations and agencies.

Watch for more information on the NC Public Health Academy resources and the launch of ncpublichealthacademy.org, or contact: Steve Hicks, PhD, director of workforce development or Janet Place, MPH, Academy project director at 919-966-4032.

Nursing task force creates tools to meet new nursing requirements

Public health nurses are one of the state's most important public health resources. Now, an expert group of them are working together with members of NCIPH to develop education tools to meet the NC Board of Nursing's new continued competence requirements for licensing.

This taskforce builds on the continuing work of the Committee on Practice

and Education of the NC Association of Public Health Nurse Administrators, which is facilitated by the Southeast Public Health Training Center.

The new nursing requirements, which took effect in July 2006, are based on a reflective practice model. Nurses will be required to self-assess their practice, develop a learning plan, select a learning activity, and implement their plan. The taskforce is developing web-based tools that will help public health nurses understand and fulfill each step of the process.

The web-based tools will be pilot tested in the fall and presented at public health meetings around the state. The tools are expected to be ready for public health nurses by no later than early next year.

NCIPH convened the taskforce as part of its commitment to public health workforce development. The web site will be part of the Institute's new Public Health Academy.

For more information on the NC Board of Nursing Requirements, see www.ncbon.com/prac-contcomp.asp.

Heather Gates named executive director of NC public health groups

NCIPH program coordinator Heather Keith Gates has been named Executive Director of the state's three public health membership groups--the NC Public Health Association, the NC Association of Local Health Directors, and the NC Alliance of Public Health Agencies. She assumes her post November 1, replacing retiring Executive Director Deborah Rowe.

Having worked with health directors and public health staff around the state through the North Carolina Public Health Incubator Collaboratives, "Heather has a great understanding of the challenges and the opportunities facing public health in North Carolina," Rowe said.

Gates received her BS in Biomedical Science from University of South Alabama and her MPH in Health Behavior and Health Education from UNC-CH. She has worked at NCIPH since 2004.