

**Issue 3**

October 2013

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# REGION 9 HIGHLIGHTS

The CTG Project At Work In  
Northeastern North Carolina



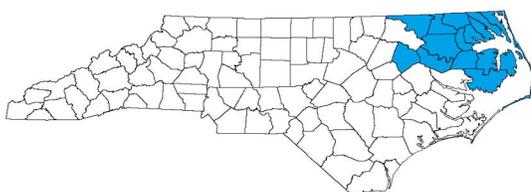
**Communities  
Transforming**

*To make healthy living easier*

## Region 9 Hosts Community Engagement Training

The Region 9 Community Transformation Grant Project sponsored a Community Engagement Training workshop at the Vernon James Research and Extension Center in Plymouth on October 3. Dr. Forrest Toms and Dr. Sylvia Burgess from NC A&T State University led a great discussion on the role of stakeholders, community and coalition building, and how to get members of the community involved in addressing health disparities.

The participants engaged in active discussions centered on stakeholders Region 9 currently have at the table and who needs to be involved in the future to enhance success of the strategic directions. Break-out sessions occurred by respective Action Teams (Active Living, Healthy Eating, Tobacco-Free Living) to collaborate on the impact each stakeholder group may have on reaching the goals of each strategic direction. All participants are eager to utilize what was learned in the workshop to strengthen the CTG Project.



The Region 9 NC Association of Local Health Directors oversees the CTG Project in the following counties:

BERTIE, CAMDEN, CHOWAN, CURRITUCK, DARE, EDGECOMBE, GATES, HERTFORD, HYDE, MARTIN, NORTHAMPTON, PASQUOTANK, PERQUIMANS, TYRRELL, AND WASHINGTON

# GRANT CYCLE III

In order to address our CTG Project strategies, our three Action Teams (Tobacco-Free Living, Healthy Eating, and Active Living) and the Strategic Leadership Team (the Region 9 Health Directors) initiated a grant process. Governmental organizations and non-profits can apply for grant funding if the proposed project meets one or more of the CTG Project strategic directions as required by the Centers for Disease Control and Prevention. During the **third** grant cycle, Region 9 provided funding for the following projects:

Strategy	Grantee	Project
Healthy Eating	Gates Partners for Health	Gates Farmers Market
	Town of Edenton	Edenton Farmers Market
	Town of Edenton	W.R. Bunch Produce Stands
	Historic Hertford, Inc.	The Market at Missing Mill
	Healthy Carolinians of the Albemarle	Barcliff's Blueberries
	Healthy Carolinians of the Albemarle	Brother's Farm Stand and CSA
	Town of Pinetops	Pinetops Farmers Market
	Town of Manteo	Manteo Farmers Market
Active Living	Partnership for the Sounds	Windsor Super Farmers Market
	NE NC Partnership for Public Health	Healthy Lifestyle Choices Promotion Initiative
	MTW District Health Department	A Path to Health
	Hyde County Office of Planning and Economic Development	Parks and Recreation Master Plan
	Town of Windsor	CLUP - Healthcare Plan



**Communities Transforming**  
To make healthy living easier

Community Transformation Grant Project  
Region 9 NCAHLD Collaborative

Bertie-Camden-Chowan-Currituck-Dare-Edgecombe-Gates-Hertford-Hyde  
Martin-Northampton-Pasquotank-Perquimans-Tyrrell-Washington

Guidelines and Proposal Application  
Cycle III

4/13

**Cycle III projects were approved at the end of August 2013. Our Action Teams and Strategic Leadership Team are currently considering letters of intent for Cycle IV of grant funding.**



Grant Applications for Cycles I - III				
Strategy	Number of Applications	Total Amount Requested	Grantees Funded	Amount Funded
Tobacco-Free Living	6	\$33,105.00	6	\$33,105.00
Active Living	21	\$704,552.65	16	\$208,038.97
Healthy Eating	16	\$172,042.00	15	\$89,170.20
<b>TOTAL</b>	<b>43</b>	<b>\$909,699.65</b>	<b>37</b>	<b>\$330,314.17</b>
<i>To date, the Region 9 CTG Project received applications for projects that cover all 15 counties</i>				

# TOBACCO-FREE LIVING

## CTG Project Strategies:

- Increase the number of smoke-free government buildings and indoor public places.
- Increase the number of tobacco-free government grounds, including parks and recreational areas.

## Sedgewood Apartments Smoke-Free on January 1st



Sedgewood Apartments, located in Hertford County, will go smoke-free on January 1, 2014. Tiffany Wiggins, a member of the Tobacco Free Living Action Team, was instrumental in working with the Site Manager, Johnnie Manley, to distribute smoke-free decals, information on secondhand smoke, and QuitlineNC resources.

“Smoke-free housing is an industry trend and one that can save both lives and money,” said Rick Allen, Vice President and Chief Operating Officer of Partnership Property Management (PPM). “Our residents are the heart of our company,” Allen said. “We want to protect their health as well as the health and future of our properties.”

Other PPM properties in Region 9 that will go smoke free on January 1, 2014 include: Woodgate Apartments in Tyrrell County, Chowan Gardens in Chowan County, Mattamuskeet Village in Hyde County, Richland and Cedar Grove in Northampton County, Edgewood Place in Edgewood County, and Roanoke in Martin County. PPM, a full service property management firm out of Greensboro, manages 249 properties in five states and all are going smoke-free on January 1st.

## A Smoke-Free Environment for The Wash House

The Wash House, with 10 locations in Region 9, has formally developed an indoor smoke-free workplace policy to protect all employees, customers, and visitors from secondhand smoke. “Thank You for Not Smoking” decals have been placed inside and cigarette butt receptacles have been placed outdoors at their businesses.

In the photo, the Tobacco Free Living Action Team presents a QuitlineNC banner to Justis Bobbitt (second from right), of The Wash House, to display in one of their locations.



## YES! Training at Mattamuskeet Early College High School



This past August, the CTG Project in Region 9, the Hyde County Health Department, and Hyde County Schools sponsored a YES! (Youth Empowered Solutions) Training for over 30 students at Mattamuskeet Early Learning College.

YES! is a statewide non-profit organization that empowers youth, in partnership with adults, to create community change. They have offices in Raleigh, Charlotte, and Asheville and are noted for their innovative practices and dedicated and energetic staff.

The youth were trained in Tobacco 101 and Advocacy 101. They practiced public speaking, developed advocacy skills, explored basic tobacco information, and created an action plan to gather community support and to educate their peers.



# HEALTHY EATING

## CTG Project Strategy:

- Increase the number of new or enhanced farmers' markets, mobile markets, farm stands and community supported agriculture programs.

## Success Stories

- The Conetoe Family Life Center in Edgecombe County received two canopy tents to use at their roadside stand operations.
- The Edenton Farmers' Market in Chowan County was awarded an enhancement grant for cooking equipment to conduct healthy eating demonstrations.
- The Gates Farmers' Market will be issuing CTG Project funds for new benches at the market and developing advertising messages on county transport vehicles.
- Bunch's Produce Stand in Chowan County received funding for advertising and signage.
- The Manteo Farmers' Market in Dare County was awarded funding to replace their vinyl banner that stretches over the street leading into downtown Manteo.
- Barclifts Blueberries in Pasquotank County will use grant funding to expand a U-Pick operation to include a roadside stand.
- Bob Brothers in Pasquotank County received funding to expand his CSA from 23 customers to 40.
- The Partnership for the Sounds was awarded funding to purchase a hand-washing station and develop advertising strategies for the Windsor Super Farmers' Market in Bertie County.
- Non-profit group Historic Hertford, Inc. received a CTG award to develop new signage and purchase needed supplies for the Market at Missing Mill in Perquimans County.
- The Town of Pinetops in Edgecombe County will use CTG Project funding to develop a farmers' market, which is set to open in Spring 2014.

## New roadside stand opens in Bertie County

Perry's Farmers Market opened its doors in July, setting up shop at the intersection of Hwy 45 and Hwy 17, in an area known as Midway. This new roadside stand offers local Rocky Hock watermelons and cantaloupes, along with many local vegetables. Refrigerated items, jams, and even dried peppers are also available.



## Jackson Farmers' Market Now Open! Saturdays, 8am to 12noon



The new Jackson Farmers' Market is a result of a year of tireless effort by the Town of Jackson and Mayor Jim Gossip. The former Northampton County Health Director, Sue Gay, established the first communications between the mayor and CTG Project staff. Region 9's Health Eating Action Team and the Strategic Leadership Team moved swiftly to approve a mini-grant to purchase needed supplies to jump start the market. This included tables, scales, entrance and roadside signage, pull-carts, trash barrels, and several other items. At the same time, the Town of Jackson approved expenditures allowing for the construction of a new barn and permanent storage building.



With much planning on the part of the Town of Jackson, the market opened for business on Saturday, May 4th. The first market has several local vegetables, watermelons from nearby Galatia, local artists, a musician, and several other vendors. The Jackson Farmers' Market provides access to fresh fruits and vegetables for a large region in Northampton County.



# ACTIVE LIVING

## CTG Project Strategies:

- Increase the number of new or revised comprehensive plans that include health considerations.
- Increase the number of organizations that allow access to physical activity facilities.

## **New Joint Use Agreement Approved in Hyde County**

In July 2013, the Hyde County School District and the County of Hyde officially entered into a joint use agreement that will allow the community to exercise on school grounds. The project will focus on students and families in Hyde County, and the aim is to combat obesity. Elizabeth Mumm, Public Health Educator with the Hyde County Health Department (and Active Living Action Team member), reported that this agreement will provide an opportunity for residents of the county to engage in physical activity in a safe environment. This agreement was the result of collaboration among many partners including East Carolina University Recreation and Leisure Studies Department, Hyde County Partners for Health Local Physical Activity, Obesity, and Nutrition (LPAN) Task Force, Hyde County Health Department, Hyde County Board of Health, Hyde County Superintendent and the Director of Student Services, Hyde County Manager, Hyde County Government, and CTG Region 9 Project Staff.



Pictured from top left to bottom right: Lori Gibbs, Melinda Harris, and Doreen Holloway (Mattamuskeet Early College), Dr. Clifton Watts (East Carolina University), Liz Mumm (Hyde County Health Educator) Wesley Smith (Hyde County Health Director), Archie Green and Christine Davis (Project Direct Legacy)  
Photo courtesy of Jay Clark, East Carolina University

## **Edgecombe County Health Department Dedicates Footprints Leading To The Tarboro-Edgecombe Farmers' Market**



Edgecombe County received a grant from the Region 9 CTG Project to enhance the Tarboro-Edgecombe Farmers' Market and to increase redemption of WIC Farmers' Market Nutrition Project Vouchers at the market. The County took an innovative approach to this, and incorporated active living into their efforts. The new location of the Edgecombe County Health Department is only about 1/3 of a mile from the farmers' market, so the health department took advantage of the close proximity and used part of their CTG Project funding to paint footprints leading from the health department to the farmers' market. The approval and placement of the footprints on the sidewalks required joint efforts between the Health Department, the Cooperative Extension agency, Edgecombe County, the Planning Department, and the Town of Tarboro.



On October 15, 2013, Derrick Haskins, Edgecombe County Health Promotion Coordinator and Active Living Action Team member, led a dedication ceremony honoring the newly painted footprints and the farmers' market. The Edgecombe County Health Department hopes to see active use of the footprints and increased redemption of the WIC Farmers' Market Nutrition Project Vouchers at the market next season.



Photos by Doward Jones

# CLINICAL INTERVENTION/QUALITY IMPROVEMENT

## CTG Project Strategies:

- Increase the number of healthcare providers who implement Quality Improvement (QI) systems for the clinical practice management of high blood pressure and high cholesterol.
- Increase the number of healthcare providers that implement QI systems for tobacco use screening, referral and treatment.



Region 9 holds quarterly meetings with Eastern AHEC and Region 10 CTG Project staff in order to share information and plan for the clinical intervention and quality improvement strategies. At the August 20 joint meeting at the Bertie County Health Department, Region 9 & 10 CTG Project staff were joined by Melanie Watkins, Angel Moore, and Norbert Krantz from Eastern AHEC and Shannon Cambra and Lisa Renfrow from Area I AHEC. Our next joint meeting is scheduled for November 19th in Greenville, NC.

## Connecting with Patients for Behavior Change and Tobacco Dependence



Donna Dayer  
BS, RRT, CTTS

On September 27th, the Community Transformation Grant (CTG) Project Regions 9 & 10 and the Eastern Area Health Education Center (EAHEC) hosted speakers Donna Dayer, BS, RRT, CTTS, a Tobacco Treatment Specialist with the North Carolina Division of Public Health and Paul Toriello, RhD, an Assistant Professor in the College of Allied Health Sciences at East Carolina University, to present *Connecting with Patients for Behavior Change and Tobacco Dependence* at the Edwin Monroe Conference Center in Greenville.

Over 70 nurses, social workers, counselors, pharmacists, health educators, psychologists, and other healthcare providers, from Northampton to Tyrrell, attended this training. Participants learned about the 5A's (Ask, Advise, Assess, Assist, Arrange) to provide evidence-based tobacco treatment in a clinical setting, QuitlineNC, and simple motivational techniques to assess a patient's motivation or readiness to quit. Dawn Grant, Director, Allied, Public & Dental Health Education, Pharmacy Education, Health Careers & Workforce Diversity with EAHEC commented on the training stating that, "Anything that helps healthcare providers motivate patients for healthy lifestyle change is very much needed in today's healthcare climate where the Affordable Care Act has placed new emphasis on prevention."

## Regional News: Region 9 Counties Work Towards Including Health Considerations into Land Use Plans

Martin County has served as a model county incorporating health into their recently completed Comprehensive Land Use Plan with health language. The plan was supported by Region 9 CTG Project funding and was developed through a partnership between Holland Consulting Planners, Mid-East Commission, and Martin County. Landin Holland of Holland Consulting Planners presented the final document to the Martin County Commissioners for a public hearing at their meeting on October 9. To gain support from local municipalities and towns in Martin County, the plan will be presented at a dinner on October 29.

Through Cycle III funding and an outreach effort, several more counties have agreed to include health considerations into their land use plans. Hyde County will be updating their 2002 Recreation and Parks Master Plan to include more health components, and to set goals and priorities for future recreation development and efforts. The Town of Windsor in Bertie County is working on the "Town of Windsor Comprehensive Land Use/Healthcare Plan" to integrate components, such as increasing involvement and use of healthcare services and parks, as well as, increase access to local foods. With the support of local Health Directors, County Planners, and County Managers, the counties of Edgecombe, Perquimans, and Washington are all in the beginning stages of the planning process to integrate components of active living, healthy eating, and tobacco-free living into their comprehensive land use plans.



## Dare County Celebrates New Pathway

On Hatteras Island, pathway celebrations were recently held in the three northern villages of Rodanthe, Waves, and Salvo and in Avon during the month of September. The pathways provide a safe way for residents and visitors to walk, run, bike and skate along NC 12 in the four Hatteras Island villages. This is a project of the Outer Banks National Scenic Byway.

The project built 7.9 miles of five-foot wide concrete, off-the-road pathways in the four villages. In the three northern villages, four bridges and two elevated walkways over wetlands were also constructed. One of the first grants awarded in Region 9 went towards promotion, advertising, and supplies to promote the pathway and to develop a joint use agreement between Dare County and the National Park Service.



Photo courtesy of MHG-M

## Edenton Farmers' Market Launches a Customer Appreciation Program

The Edenton Farmers' Market, which recently moved to a location near Vidant Chowan Hospital in Edenton, has started a customer rewards program. Customers will get a punch-card that they can present every time they come to the market. After five visits, they can receive a new farmers' market tote bag. These durable, reusable bags include the new Edenton Farmers' Market logo and logos for the CTG Project and Three Rivers Healthy Carolinians.



**Regional News continued:**

## **New Floormats Remind Clients that Health Department is Tobacco-Free**

The Region 9 Tobacco-Free Living Action Team approved grant funding for a project submitted by Albemarle Regional Health Services. The project, "Tobacco-Free ARHS," focused on signage aimed at enforcing a 'no tobacco products rule at health department buildings in the seven-county district. As a part of the project, floormats advertising the policy now greet visitors at the Bertie, Camden, Chowan, Currituck, Gates, Pasquotank, and Perquimans County Health Department buildings.



## **Region 9 Bids "Best Wishes" to Two Local Health Directors**



### **Sue Gay, RN Northampton County**

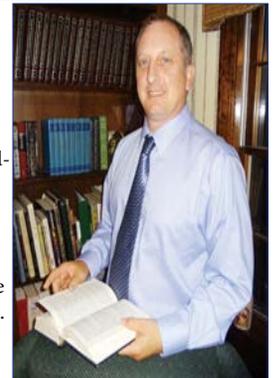
Sue Gay was the co-leader of the Healthy Eating Action Team and was a member of Region 9's Strategic Leadership Team. Sue took the lead in our first grant cycle and worked with the County Commissioners to develop a county building and grounds tobacco-free policy. Sue also initiated the work that led to a partnership with the Town of Jackson to develop the new Jackson Farmers' Market. She was helpful in the initial planning stages for a grant to develop a comprehensive land use plan with a health element in Northampton County. Her contributions to all three action

teams and the Strategic Leadership Team are greatly appreciated. Region 9 wishes Sue a happy retirement!



### **James Madson, RN, MPH Hertford County Public Health Authority**

James Madson was a member of our Strategic Leadership Team and a valued co-leader of the Active Living Action Team. He was instrumental in the development of the new Winton Farmers' Market in Hertford County. In addition to his duties on the Active Living Action Team, he assisted with the "Promoting A Tobacco-Free Environment" project. This grant, approved by the Tobacco-Free Living



Action Team, enabled new cessation programs in Hertford County and included new signage for the Tobacco-Free policy in Ahoskie parks.



Region 9 wishes him the best of luck in his new position as Health Director for Beaufort County!

### **Region 9 Contacts**

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**Jill Jordan, MAEd**  
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### **Strategic Leadership Team**

**Jerry Parks, MPH**  
Fiscal Lead, CTG Project  
Lead Region 9 Health Director  
Albemarle Regional Health Services

**Anne Thomas, RN, MPA**  
Dare County Department of Public Health

**Kathleen DeVore Jones, RN, MSPH**  
Health Director  
M-T-W District Health Department

**Karen Lachapelle, MAEd**  
Health Director  
Edgecombe County Health Department

**Wesley Smith, MBA**  
Health Director  
Hyde County Health Department

#### *Interim Health Directors:*

**Ramona Bowser**  
Hertford County Public Health Authority

**John White**  
Northampton County Health Department

### **Upcoming Events**

**Tobacco-Free Living Action Team**  
Friday, November 1st from 10:00am to 1:00pm  
Shepard Pruden Library, Edenton, NC

**Healthy Eating Action Team**  
Tuesday, November 5th from 1:00pm to 3:00pm  
Shepard Pruden Library, Edenton, NC

**Active Living Action Team**  
Friday, November 8th from 10:00am to 12:00pm  
Shepard Pruden Library, Edenton, NC

**Quarterly Meeting with Regions 9 & 10 and Eastern AHEC**  
Thursday, November 14th from 9:30am to 12:30pm,  
Pitt County Health Department, Greenville, NC

**Strategic Leadership Team**  
Tuesday, November 19th from 10:30am to 12:00pm  
Shepard Pruden Library, Edenton, NC



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