

# Then and Now: Dismantling Systemic Racism for Equity

– Crystal Dixon, MPH, MCHES, NBC-HWC, Associate Professor, UNC Greensboro  
Guilford Anti-Racism Alliance, Member, Greensboro Health Disparities Collaborative, Member

# BLACK LIVES MATTER



Although the recent swell of a global pandemic and exposure of the deep-rooted heinous incidents of police brutality have incited protests, triggered a wave of statements, goodwill, and diversity and inclusion efforts across corporate and institutional sectors, it is important to recognize the long-standing grassroots efforts of activists in the US.

For several years a diverse cadre of local advocacy groups and leaders have dedicated their lifetimes to exposing the deleterious effects of systemic racism on population health. These groups have a documented history of organizing to dismantle systems of oppression that are infiltrated in the fabric of this country.

While many have recently awakened to their newfangled knowledge of systemic racism, social justice and public health have always been inextricably linked. For the past two decades, the denial of human rights and environmental protection has raised awareness of environmental racism and injustice. Environmental discrimination (e.g., toxic waste sites, poor air quality) and unsustainable practices have historically impacted communities of color. These discriminatory practices were the impetus for grassroots efforts and birthed the environmental justice movement in the late 1970's and early 1980's.<sup>1</sup> Environmental discrimination is merely one example of why we must recognize racism as a pre-existing condition impacting communities of color. Hazardous environmental conditions resulting from discriminatory practices have exacerbated vulnerabilities for communities of color during this pandemic. Environmental conditions compounded with [inequitable health care practices](#) demonstrate that systemic racism is multi-layered and stems from multiple sources of discriminatory practices.

## Continued... Then and Now: Dismantling Systemic Racism for Equity

Racism is a public health crisis. COVID-19 may be the current pandemic but this country has been plagued with another pandemic that has historically pervaded communities of color in this country: racism. Racism undergirds the economic foundation for the ever-widening wealth gap for white beneficiaries today. Although chattel slavery was abolished it is important to note that racism seldom rears its head in acts of bigotry. Racism has conformed and is operating in our systems. Racism has manifested itself into structures and policies in this country. Therefore, we should not limit our response to systemic racism by removing symbols of racial oppression and participating in synchronized expressions of solidarity (e.g., removing statues, kneeling with kente cloths and singing The Black National Anthem). These responses on their own are not practical solutions for dismantling a system. This will require a multi-pronged and systemic approach.

Michelle Alexander states in her book, *The New Jim Crow*, “Since the nation’s founding, African Americans repeatedly have been controlled through institutions such as slavery and Jim Crow, which appear to die, but then are reborn in new form tailored to the needs and constraints of the time”<sup>2</sup>

We are witnessing an indelible time in our history. We are seeing a diverse cadre of interracial and multi-generational people organize in a collective movement for social justice. In this solidarity it is imperative for all races to empathize and understand the significance of black lives in this moment in history. When individuals begin to challenge the need to focus on black lives we should reflect and consider this perspective:

When the deadly shootings in Las Vegas took place, people changed their profiles and hashtags to, “Stand with Vegas,” not “Stand with Everywhere.” When we raise awareness about breast cancer people do not counter with saying, “Wait, what about lung cancer?” So why do people counter “Black Lives Matter” with an “all-inclusive” All Lives Matter?<sup>3</sup>

Focusing on black lives does not devalue any other race/ethnicity group’s oppressive experience in this country, rather it unifies us together to amplify the truth of a racial experience unique to black people in this country. We are all products of an intentional orchestration of poor imaging of black people through various touch points in society. These associations are what feeds our implicit biases. We

must reflect and reassess our biases towards black lives and work hard to dismantle these beliefs. This is the beginning of doing this work.

White allies: I challenge you to leverage your privilege and power granted to you freely and advocate for systemic change and equity in your institutions. Your voice and commitment to understanding systemic racism is the catalyst to dismantling this system created by your ancestors. Remember, continue to read, learn, and grow as an ally. You can never arrive in this work. Four-hundred years of inequality will not be solved tomorrow. In the meantime, never stop challenging the system. The moment you stop challenging the system is the moment that you unconsciously conform back to your complacency and silence. Concurrently, the system will revert back to its original form operating the way it was intended – to oppress blacks and unfairly advantage whites.

North Carolina Public Health Association represents public health professionals across the state who stand in solidarity and acknowledge racism as a public health issue. Join us in contributing to a legacy of fighting for social justice and health equity for future generations.

“In the end, we will not remember the words of our enemies, but the silence of our friends.”

- Martin Luther King, Jr.

### References:

1. Bullard, Robert. *The Quest for Environmental Justice: Human Rights and the Politics of Pollution*. Sierra Club Books. [Berkeley, Cali] Counterpoint Press: Distributed by Publishers Group West
2. Alexander, Michelle. *The New Jim Crow: Mass Incarceration in the Age of Colorblindness*. New York : [Jackson, Tenn.]:New Press; Distributed by Perseus Distribution, 2010
3. Bennett, Donovan. “Explaining What ‘All Lives Matter’ Actually Means When You Say It”. Sportsnet.ca, 5 June 2020, [www.sportsnet.ca/basketball/nba/explaining-lives-matter-actually-means-say/](http://www.sportsnet.ca/basketball/nba/explaining-lives-matter-actually-means-say/).

# NCPHA Giving Back

## NCPHA Healthy Babies Initiative



SCHOOL OF MEDICINE

Center for  
Maternal and  
Infant Health

In February the NCPHA Executive Committee voted to make a \$30,000 Gift to UNC Center for Maternal and Infant Health (CMIH). The gift was made as part of the NCPHA Healthy Babies Initiative. The funds will be used to provide safe sleep education and portable cribs for North Carolina families. Quarterly updates will be provided by CMIH and will be posted on the NCPHA website.

## NC Health News Donation



To support NC Health News and their reporting efforts during the pandemic, the Executive Committee also voted to support NC Health News with a one-time gift of \$5,000. NC Health News has done an excellent job covering the pandemic. Many of their articles have been shared on the NCPHA Facebook page. They offer a twice-weekly free electronic newsletter. If you aren't a subscriber, go [here](http://northcarolinahealthnews.org) to subscribe: [northcarolinahealthnews.org](http://northcarolinahealthnews.org).

## NCPHA COVID-19 Fund



When the pandemic began, we of course realized many North Carolinians were severely impacted and we wanted to help. Therefore, the NCPHA COVID-19 Fund was established. In a little more than two months, we raised more than \$1600. In mid-June the Executive Committee voted to disburse those funds to three food banks located across North Carolina. The three food banks were:

Manna Food Bank of Asheville  
Second Harvest Food Bank of Charlotte  
The Food Bank of Central and Eastern North Carolina

Each food bank received \$540. Sixty-four counties in NC were impacted by our donation. Thanks to all of you who donated!



# NCPHA



## Fall Educational Conference

### Virtual Conference

# October 7-9, 2020

Due to the COVID-19 Pandemic, the 2020 FEC scheduled for September 16-18 in Wilmington will now be held virtually. The virtual dates are October 7-9, 2020. Some sessions will be pre-recorded and available for viewing for a month. Other sessions will be live, including the GSK Awards presentation, NCPHA Awards presentations and the keynote speakers.

**Registration fees are:**

\$25 students  
\$50 members  
\$100 non-members

For more information and to register, go here: [ncpha.memberclicks.net/fall-educational-conference](https://ncpha.memberclicks.net/fall-educational-conference)

### NCPHA Awards, Scholarships, Mini-Grants, GSK Child Health Awards and Emerging Leaders Program

It's time to nominate for all the NCPHA awards, scholarships, mini-grants, Emerging Leaders Program, etc. Due to concerns with COVID-19, we have changed the nomination dates in hopes this gives you more time to submit a nomination(s).

Also please note that **all nominations should be emailed to Kim Dittmann** rather than mailed due to working remotely. All nominations are due by Friday, July 31 with the exception of the NC Dental Society Foundation Award which is due June 30. If you have any questions, please email Kim Dittman at: [kdittmann@ncapha.org](mailto:kdittmann@ncapha.org).



## Continued... Fall Educational Conference Update

### **GSK Child Health Recognition Award:**

Does your health department have an innovative program addressing health outcomes for children? In particular, partnerships that focus on the following health problems: asthma, dental health, environmental health (healthy homes), immunizations, low-birth weight, mental health, nutrition and substance abuse? **If so, you may be one of three lucky health departments chosen to win a monetary grant of up to \$10,000 to be used for activities such as special projects, staff development or educational materials.**

The NC GlaxoSmithKline Foundation recognizes three local health departments with the Local Health Department Recognition Award. In addition, one person will win the Individual Recognition Award, another the Public Health Staff Recognition Award and one the Lifetime Achievement Award.

For more information about the awards and a link to the form, go to [NC GSK Foundation Award](#).

**All nominations due by Friday, July 31.** The nominees do **not** have to be a member of NCPHA.

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### **Dr. Ann Wolfe Mini-Grants:**

The Dr. Ann F. Wolfe Endowment was established in October of 2003 through the estate of the late Dr. Ann Wolfe. The endowment was established as a component fund of the North Carolina Community Foundation. The purpose of the fund, as stated in the establishing agreement, is to combat infant mortality and enhance child health. This purpose is to be accomplished through mini-grants to local health departments to aid their work in these endeavors. [Click here for more information and to download the 2020 Dr. Ann Wolfe Mini-Grant Application.](#) **Nominations are due by Friday, July 31.**

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### **NCPHA Major Awards:**

#### **Reynolds Achievement Award:**

The Reynolds Achievement Award is bestowed upon the individual member of NCPHA who has made the greatest contribution to public health in North Carolina during the past year. Winner is awarded \$500.

#### **Rankin Legacy Award:**

The Watson S. Rankin Award is given to a NCPHA member in recognition of the outstanding contributions to public health in North Carolina over the member's lifetime. Winner is awarded \$1000.

#### **Distinguished Service Award:**

This award is given to a NCPHA member for their service to NCPHA. Nominated by the NCPHA Executive Committee. Winner is awarded \$250.

#### **Partners in Public Health Award:**

This award was established in 1998 to recognize other organizations and professions outside public health departments who have made significant contributions to public health in North Carolina over the past year. Winner is awarded an organizational membership to NCPHA.

#### **Dr. Sarah Taylor Morrow Health Departments of the Year:**

This award is given to health departments for outstanding programs and efforts. Awarded to two health departments based on the population size in the county. Health department must be an organizational member of NCPHA. Winners are awarded \$1000. Click on the below link for county populations.

[To download nomination form click here.](#) **ALL NOMINATIONS ARE DUE BY Friday, July 31.**

## Continued... Fall Educational Conference Update

### **NCPHA Scholarships:**

The below scholarships will be available. Each scholarship has its own application form for which all criteria must be completed. All documentation should be submitted with application or indicated that is being sent separately (transcripts and recommendation letters). All materials must arrive Friday, July 31. NCPHA will NOT acknowledge receipt of applications (due to large number received) and is not responsible for checking the completeness of applications. Omissions may eliminate your application from consideration. [Click here for complete descriptions of all scholarships and the appropriate nomination forms.](#)

- Robert Parker Leadership Scholarship
- Graduate/Undergraduate Scholarship
- Associate/Technical Scholarship
- Child of Member Scholarship
- Women's and Children's Health Section Scholarship in memory of Dr. Ann Wolfe

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### **All-Star Awards:**

Each public health agency is being asked to look through their ranks and identify that special, spirited someone that epitomizes "Public Health." All professions and positions are open for nomination to the All-Stars Team! All you have to do is complete a brief nomination form and submit it by the July 31, 2020 deadline. Winners will be awarded \$25 plus an All Star award sponsored by Advanced Imaging. [Click here for the form and letter.](#)



Class of 2019 NCPHA Emerging Leaders Program

### **NCPHA Emerging Leaders Program:**

The NCPHA Emerging Leaders Program is a year-long leadership development program that provides participants the opportunity to develop a greater understanding of themselves as leaders and learners. Through interactive sessions, applied-learning and reflection, participants improve their self-awareness, learn how to lead teams, communicate with others, and how they view and engage with others.

The NCPHA Emerging Leaders Program aims to provide emerging leaders in public health with skills and knowledge to become even more effective in their work through successfully leading teams through change and the ability to communicate with a diverse group of stakeholders as well as understand financial concepts as these relate to public health and the complex landscape of health care. [Click here for the nomination form and more information on the program.](#) Nominations are due Friday, July 31.

# Call for Abstracts

## NCPHA 2020 Fall Educational Conference Virtual Conference

October 7-9, 2020



### **Hosted by the Academic/Practice-Based Research Section (APBR)**

The APBR Section provides a forum through which researchers (including students) and practitioners statewide can interact and work together to improve population health. The NCPHA Fall Educational Virtual Conference presents a venue through which to share our knowledge and experience to improve public health systems and services.

**Are you working in a local health department or other applied public health setting?** We want to hear about how you use research in local health department practice or other applied public health settings. Do you have an evidence-based intervention that you are piloting in your agency? Have you conducted a focus group in your community and used the data to drive your programming? Are you evaluating health outcomes of participants in one of your programs? Or maybe you are using innovative techniques to collect data or drive programming like GIS or texting? [We need to hear from YOU!](#)

**Or, are you an academic public health investigator with insights to share from public health research and evaluation?** Are you a **student** currently undertaking qualitative or quantitative research about population health? Maybe you are a faculty member testing health behavior theory? [We need to hear from YOU, too!](#)

The APBR section invites you to submit an abstract for presentation at the 2020 NCPHA Fall Educational Virtual Conference. Presenting at the conference is a way to share your work and learn from others using the skills of research, implementation, monitoring and evaluation in public health practice.

## Continued... NCPHA Fall Educational Conference Call for Abstracts

### **We encourage submissions that focus on the following areas:**

- 1) *Public health practice-based evaluation and research.* This could include, but is not limited to the development, implementation, adaptation and/or evaluation of evidence-based interventions or best practices in an applied setting; or interventions that have been developed as a result of community-based work, such as focus groups, surveys and collaborations.
- 2) *Public health services and systems research.* This area focuses broadly on improving the public health system, including delivery of services, information or technology used in the system, enhancing financing or the economics of local public health or workforce dynamics.
- 3) *Emerging issues in public health practice.* This focus area is on current issues in North Carolina public health. This may include, for example, recent legislative or other policy changes and their impact, as well as new initiatives or health services programs, or other topics of interest to public health professionals.

### **There are two virtual/online presentation formats:**

1. Podium Style: 15-20-minute formal oral presentation (power point slides recommended) delivered synchronously during conference using online conference platform (more details to follow)
2. Poster Session: 5-10-minute narrated presentation of poster delivered in same format as podium style but only showing poster (synchronously during conference)

Abstracts are limited to 350 words. Abstracts will be peer-reviewed by a panel of public health researchers, practitioners and advanced public health students. Please identify in the abstract if you are a student, practitioner or academic researcher. **Presenting author(s) must be registered for the conference on the day of their presentation (October 8, 2020). There will be no “one day” only registration, but conference fees will be very reasonable. Please see NCPHA website for specific fees.**

### **Important dates:**

- i. Call for abstracts: July 1, 2020
- ii. Abstracts due: August 15, 2020
- iii. Notice of acceptance: September 11, 2020
- iv. Notice to planning committee of intention to present September 18, 2020

### **Presentation prizes: The APBR Section awards prizes for student and practitioner presentations:**

\$100 for Student Podium Presentation Winner, \$100 for Practitioner Podium Presentation Winner

\$100 for Student Poster Winner, \$100 for Practitioner Poster Winner

To be eligible for prize consideration, the presenting author must be either a student (when the work was conducted) or public health practitioner **and** registered for the conference on the day of their presentation. **ALL podium and poster presentations will be held on Thursday October 8th during the morning and day sessions via Zoom or another online platform (details to come later as approved by NCPHA).**

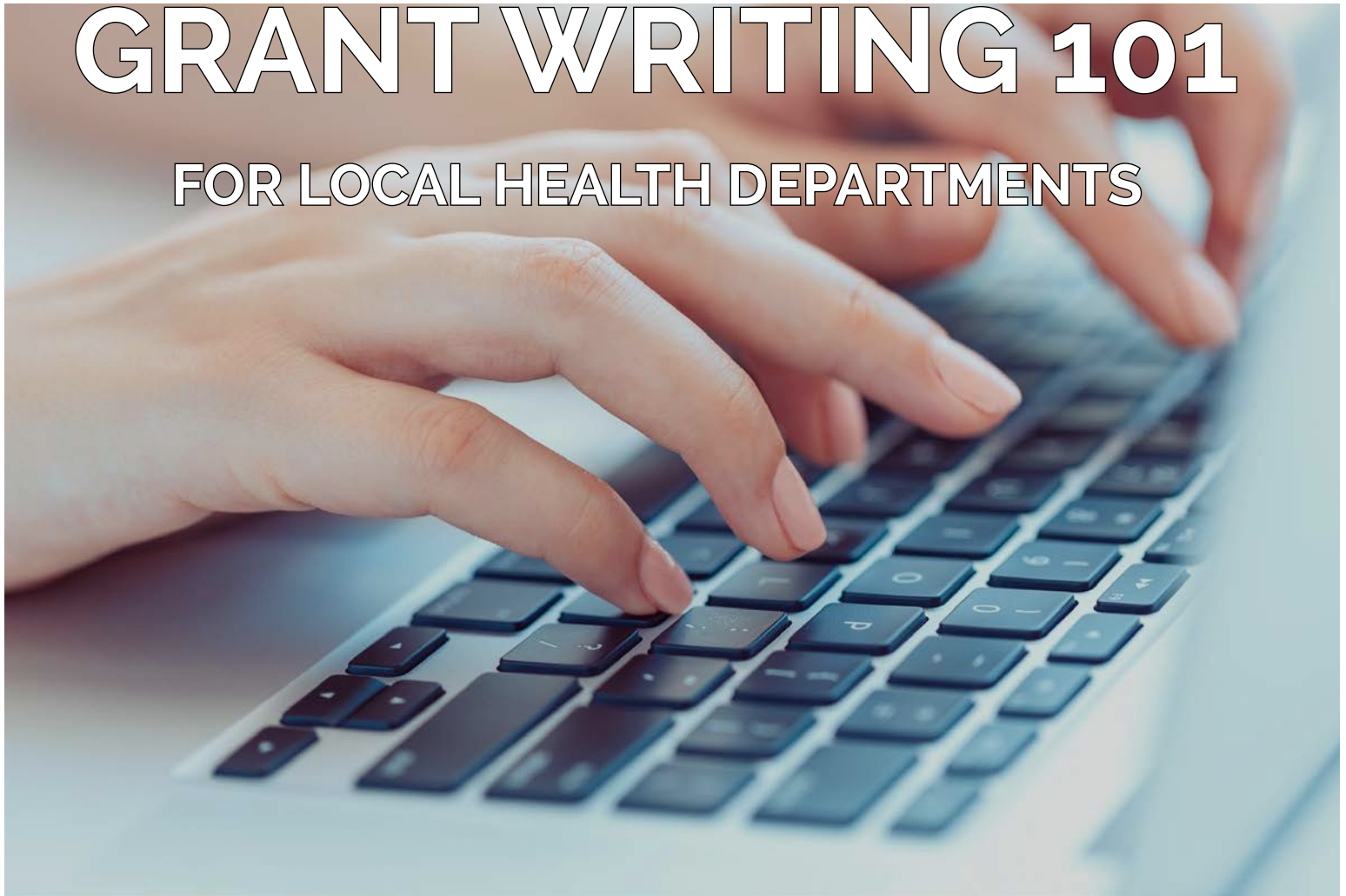
**Submit abstracts here:** [ncpha.memberclicks.net/abstract-submission](https://ncpha.memberclicks.net/abstract-submission).





# GRANT WRITING 101

## FOR LOCAL HEALTH DEPARTMENTS



**October 22, 2020**

South East AHEC  
Wilmington, NC

**October 23, 2020**

Southern Regional AHEC  
Fayetteville, NC

**October 27, 2020**

Charlotte AHEC  
Charlotte, NC

**October 29, 2020**

Mountain AHEC  
Asheville, NC

**December 1, 2020**

Northwest AHEC  
Winston-Salem, NC

**December 3, 2020**

Moses H. Cone Memorial Hospital  
Greensboro, NC



Provided by North Carolina Area Health Education Centers  
In collaboration with North Carolina Public Health Association



# NCPHA Member SPOTLIGHT



**Rod Jenkins**  
Health Director  
Durham County Department  
of Public Health

## **How long have you been a NCPHA member?**

Nine years.

## **What is a typical day like for you?**

No two days are ever the same. I begin my mornings with a daily devotional, and then it is off to the races! A typical day is spent going over implementing strategies involved with our Strategic Plan, attending community meetings (in and out of our building), conducting 1-on-1 sessions with senior leaders, and/or providing encouraging words of praise to my outstanding staff. The days are long, but the reward can always be found in a grateful, healthy community!

## **What do you enjoy most or find most valuable about being a member of NCPHA?**

NCPHA is the preeminent professional association for public health professionals. I thoroughly enjoy the professional growth opportunities that are afforded to me through the meticulously planned educational conferences (Spring & Fall). We have newsletters that are informative and a staff at NCPHA that is second to none! As an affiliate of the American Public Health Association (APHA), our organization is the largest and most financially stable in the nation (**Go, NCPHA!!!**). We are 1181 members strong, thus providing serious networking opportunities and an array of leaders who are united in fulfilling the mission of Public Health. I have also developed enduring friendships over the course of ten years.

## **Describe your leadership/volunteer position within NCPHA**

I currently serve as the Audit Committee Chair and am privileged to be a member of the Executive Committee and Governing Council. In past administrations, I have served as the NC State representative to the Southern Health Association (now defunct). I have volunteered for many different committees including Membership & Outreach and Academic Based Research.

## **What is your favorite tip for someone in public health?**

The best tip for someone in public health is to get involved and participate. NCPHA is our professional association - our voice! Our voice can be as loud as we want it to be. There is a saying that goes, "Tell me and I forget... show me and I remember... involve me and I understand!" The only way to truly understand the complex world of public health is to get involved. NCPHA will only be as strong as its members!

# NCPHA Member SPOTLIGHT



**Naglaa Rashwan**  
Masters Student, Public Health  
Education, UNCG  
Graduate Research Assistant,  
Center for Women's Health and  
Wellness, UNCG

## **How long have you been a NCPHA member?**

I joined NCPHA during the NCPHA Annual Conference that took place in Greensboro, 2019.

## **What do you do at the Center for Women's Health and Wellness?**

I support the different initiatives in the center. *All the initiatives aim at advancing the health, wellness and quality of life of girls, women and LGBTQ+ individuals.* One main project that I am part of right now is developing needs assessment tools for community-based organizations serving survivors of domestic violence to better inform program planning for survivors of domestic violence.

## **What is a typical day like for you?**

My day start 5:30 am, waking up preparing my three kids for school. I drop off Alia and Laila to their school at 7 am. Then I go to the gym with Hana from 8 to 9 am. I leave to the Center for Women's Health and Wellness (CWHW) by 9:30 am. From 10 am to 3 pm I am in the CWHW. I pick up my kids around 4 pm, prepare dinner, have one hour or so to do assignments for my courses. Last part of my day is going to my evening classes from 6-9 pm. I am home by 10 pm.

## **What do you enjoy most or find most valuable about being a member of NCPHA?**

Being a member in NCPHA provides me with unique networking opportunities. I meet with other professionals where I build new relationships. It is also such a privilege to being provided with employment opportunities that are shared weekly with members of NCPHA.

## **Describe your leadership/volunteer position within NCPHA.**

As a Vice President of the Young Professional's (YP) group I support the goals of the group that aim at sustaining and growing the membership of the group. A huge focus of the YP group is to provide its members with opportunities for networking and professional development.

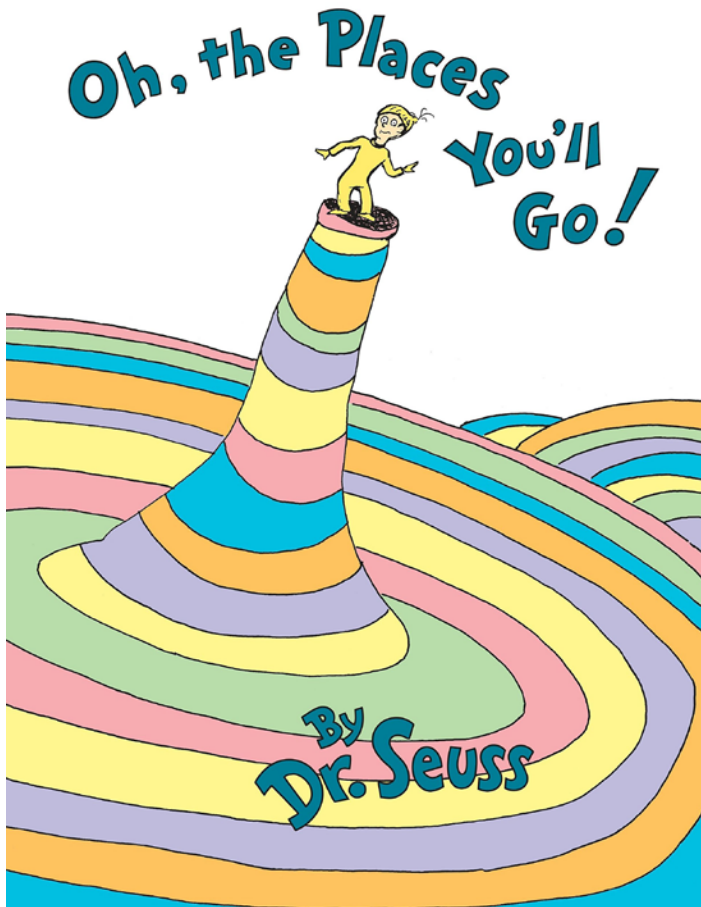
## **What is your favorite tip for someone in public health?**

For me achieving our professional goal of better healthier communities means cooperating and collaborating with different stakeholders. So, I believe that our focus should be on gaining skills of building coalitions and partnerships. I also believe that for achieving a sustainable change we need to adopt systems thinking approach where we not only focus on individual and interpersonal changes but also think of organizational, community and policy level change.

# Get Involved in NCPHA! Read Why You Should!

## Encouraging Volunteerism as Professional Development

– Victoria Hudson, EH Section – Membership Committee



Recruitment has been tough enough for the EH Section over the past several years. An assessment of the EH Section membership in 2016 illustrated that membership in NCPHA was slacking for EHS in their first five years and the middle years, 10-15. Here is the take-away message for every new Environmental Health Specialist and should be offered to those mid-career EHS by their supervision: Volunteering is a great way to develop professionally.

I cannot quit “joining.” At the light suggestion of collaboration, there I am. These adventures are often time-consuming, taking away precious time from the work, but incredibly fascinating and rewarding. The opportunities are plentiful in a professional association, say, like NCPHA. Belonging to the membership might also mean stepping up into leadership or committee roles. Regrettably, folks want to help, but may not be sure they will have agency support to volunteer, have enough time, or have the confidence to try.

Volunteering in a professional association is the perfect place to develop new skills. Many can testify that a volunteer experience at NCPHA or in a Section leads to some task or chance never, ever thought or spoke. This inevitably helps one to discover a skill or interest. Volunteering in a professional association offers the space to practice skills in a relatively risk free environment, observing others and selecting best practices. It helps one to retain and to sharpen old skills, too.

Serving on a Section or NCPHA committee is a great way to learn group dynamics and teamwork. Group work not only fosters teamwork, but also offers opportunities to learn more about different perspectives. Health Departments will recruit premium well-rounded individuals who have good teamwork and goal setting skills. Serving as a committee chair increases facilitation skills. Program planning for the annual conference and implementing a major fund raising event can develop goal setting, planning, and budgeting skills. Working with the professional association teaches public administration concepts, such as strategic thinking, change management and conflict resolution.

*“You’ll get mixed up, of course, as you already know. You’ll get mixed up with many strange birds as you go. So be sure when you step. Step with care and great tact and remember that Life’s a Great Balancing Act. Just never forget to be dexterous and deft. And never mix up your right foot with your left.”*

– Dr. Seuss, Oh, The Places You’ll Go!

Supervising and training other volunteers simply helps to develop supervisory and training skills. Volunteering in the professional association creates new leaders. Managing a group of volunteers is not the same as managing employees. Why? Volunteer groups are usually a group of peers. They are

## Continued... Get Involved in NCPHA! Read Why You Should!

responding more to the leadership than the “management.” Learn to lead by persuasion and innovation.

Volunteering offers incredible networking opportunities. New members should be encouraged to at least volunteer at a time that fits the schedule if nothing more than for the networking, as seen in the Young Professionals group, or individual Sections, like the Environmental Health Section. The new member is only at risk for developing lifelong personal and professional friendships; for learning about job openings; for gathering insider employment information; and for courting great references. Not bad.

Admitting the limitation of how volunteerism is encouraged, this is not talking about being voluntold. As is the case so much in public health and local government, there is this job description item that sneaks up: other duties as needed. There are committees, task forces, consortiums,

coalitions and the such. These are absolutely necessary to organizational operations. Here and there, a person is just not given the option to volunteer; it happens without the person's express consent or knowledge, by someone with a higher authority to do it.

In short, volunteering for NCPHA or a Section drives up the value for the member and also benefits the organization. Volunteering can be energizing and renewing. Sometimes it is a welcome break in the routine of work. It gives that satisfaction of knowing the job is well done. If someone feels strongly about something that is happening or not happening in the profession, this gets them involved. The greatest members volunteer for the sustainability of the profession, for those emergent trends and issues, for the membership needs and resources, etc. It is a little infectious. “Joiners” get others to join, who get others to join, to craft solutions to this profession's problems.

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## Epidemiology, Statistics and Lab Section



### **Eleanor Howell 1972-2019**

The Epidemiology, Statistics, and Lab Section commemorates Eleanor Howell for her leadership, participation and all-around dedication.

View her obituary here:

[www.legacy.com/obituaries/name/eleanor-howell-obituary?pid=194257187](http://www.legacy.com/obituaries/name/eleanor-howell-obituary?pid=194257187)

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## NCPHA Emerging Leaders Program – Why You Should Apply!

*– Ashley Curtice, MS, Deputy Health Director, Cumberland County Health Dept*



Being a part of the Inaugural Emerging Leaders Program for NCPHA was an excellent experience. I was able to network and work with public health professionals from all across the state and learn from their experiences. There were several sections of the program that I still use today, but my favorite tool was the Insights Discovery Assessment. I learned more about my communication

style and where my blind spots are which has helped me in working with those who do not communicate in the same way as I do.

When I was in the program, I was the Region 6 Tobacco Control Manager for a ten-county region. Since then, I have promoted within the Cumberland County Department of Public Health and am now the Deputy Health Director. I carry the skills learned in the Emerging Leaders Program with me and I still keep my binder to refer back to from time to time. I highly recommend this program to upcoming leaders in public health. It will be well worth your time and something that you can look back on for guidance as you move through the world of public health.

# Women and Children's Health Section



## Tax Credits Help Women, Children and Their Families!



It is tax season again! We all need to encourage all patients and families to file taxes and take advantage of federal and several state governmental tax credits for working patients and their families.

We know that poverty is a significant risk factor for poor health and women, children and their families need to

be financially secure in order to be healthy. Public health professionals can help play a role in assessment and linkage to resources to help reduce the numbers of women and children in poverty.

Earned income tax credits and child tax credits make a difference and help to lift millions of people out of poverty and have additional demonstrated benefits as highlighted by a policy on children and poverty from the American Academy of Pediatrics which include “more prenatal care, less maternal stress and signs of better infant health. Children in families who receive these tax credits also have a better chance of finishing high school and going to college.”

Abstract: [pediatrics.aappublications.org/content/early/2016/03/07/peds.2016-0339](http://pediatrics.aappublications.org/content/early/2016/03/07/peds.2016-0339)



Right now, the U.S. Census Bureau is conducting a nationwide count to collect important data about people living in communities across the United States. The U.S. Constitution (Article 1, Section 2) mandates the census in order to determine the number of seats in Congress for each state, and to guide the distribution of federal funds for health, schools and transportation around the country. These federal funds support many programs which impact women and children, such as Head Start, the National School Lunch Program and the Supplemental Nutrition Program for Women, Infants and Children (WIC). Over \$16 billion of funding to North Carolina depends on an accurate count. Young children are overrepresented in populations often missed and considered “hard to count,” which include racial and ethnic minorities, low income households and homes with more complex family structures.

In the 2010 census, the U.S. Census Bureau estimated that 25,000 young children in North Carolina were not counted.

During the 2020 census, 73,000 young children are estimated to be at risk of being missed in our state.

Public health professionals have a role in helping to make sure that the count of our state's population is right. We can help with outreach about the importance of the census by sharing materials from [www.census.gov](http://www.census.gov), [www.census.nc.gov](http://www.census.nc.gov), [www.ncchild.org/our-impact/census](http://www.ncchild.org/our-impact/census) and [sites.google.com/view/2020-census-resources/outreach-toolkit](https://sites.google.com/view/2020-census-resources/outreach-toolkit). You can add the “Make NC Count” logo and branding/visuals to your email signature, website, newsletters and social media. You can host a Census Day on April 1st to encourage people to respond and as possible you can also offer internet access, computers or mobile devices to submit their responses. The [www.2020census.gov](http://www.2020census.gov) website can be translated into more than 50 languages. This can be a great tool to engage and help some people overcome concerns and barriers.

Source: [NC Child Fact Sheet on Young Children and Census 2020](#) and the several web sites listed above.

# NEW CONFERENCE DATE!

## SOCIAL WORKERS *generations* STRONG

The NCPHA Social Work Section, in conjunction with NC Public Health Social Work Continuing Education and Training Advisory Committee (CETAC), is pleased to announce the 2020 Public Health Social Work Conference—“Social Workers: Generations Strong” has been rescheduled! The conference will be held on Thursday, October 29, 2020, at The Conference Center at Guilford Technical Community College in Colfax, NC. The center is working on providing larger spaces to allow for physical distancing, increased cleaning, hand sanitizing stations, etc.

This bi-annual conference is dedicated to the recognition of public health, celebration of public health social workers and provision of opportunities for networking and education. In addition, this year’s conference is held in conjunction with the National Professional Social Work

Month theme. Usually celebrated each March, Social Work Month is an opportunity for social workers across the country to turn the spotlight on our profession and highlight the important contributions social workers make to society.

This year’s agenda includes presentations on the state level by Dave Richard, Deputy Secretary for NC Medicaid and Ben Money, NC DHHS Secretary for Health Services. Breakout sessions include topics of field safety, health equity and advocacy, oral health and pregnancy, boundaries and social media, tobacco cessation, safe sleep and exposures for pregnant and breastfeeding women.

If you registered for the original conference date in March and are unable to make this new date, please contact Kim Dittmann ([kdittmann@ncapha.org](mailto:kdittmann@ncapha.org)) to make a substitution. Registration will re-open in early September to allow those to register who could not attend the original March 26 date. Registration fee is \$90 and includes lunch. Spots will be limited.

To see the complete agenda, register, and additional details go to [NCPHA.com](http://NCPHA.com) → Events → [Public Health Social Work Conference](#)

We are looking forward to a great day of public health social work!

## Contact Us

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