



# Tennessee Public Health Association Newsletter

[www.TNpublichealth.org](http://www.TNpublichealth.org)

## “Public Health: Touching Every Life, Linking Every Community”

### 2011 TPHA Conference Plenary Sessions

Submitted by: David Brumley, Program Committee Chair

The Tennessee Public Health Association is well known across the U.S. for sponsoring annual conferences which offer exceptional opportunities for continuing education. In the past several years, conference attendees gained knowledge from hearing plenary session speakers representing diverse fields of expertise, including public health, education, healthcare, research, journalism, government, business, advocacy, religion, and motivation. Our 2011 TPHA conference – *Public Health: Touching Every Life, Linking Every Community* – will follow the tradition of bringing outstanding plenary session speakers to Tennessee.

Each of the three days of this year’s annual conference features a plenary session speaker. Information about Wednesday’s keynote speaker, Dr. John O. Agwunobi, can be found in the previous *TPHA Newsletter* (January 2011). The two plenary sessions on Thursday afternoon and Friday morning are also ones you won’t want to miss. Take a few minutes to read about the qualifications and accomplishments of two great leaders in their fields – Dr. Richard J. Jackson and Dr. Arthur G. Cosby.

#### Thursday Plenary Session: Richard J. Jackson, MD, MPH

On Thursday afternoon, September 15, attendees at the TPHA conference will have an opportunity to hear Dr. Richard J. Jackson, Chair of Environmental Health Sciences at the UCLA School of Public Health and a Professor at the Institute of the Environment & Sustainability, Urban Planning. Dr. Jackson has done extensive work in the impact of the environment on health, particularly relating to children, and has chaired the American Academy of Pediatrics Committee on Environmental Health. Over the past decade much of his work focused on how the built environment, including architecture and urban planning, affects health.

Dr. Jackson recently served on the Board of Directors of the American Institute of Architects and has written and spoken extensively in the above areas. Currently, he is working on policy analyses of environmental impacts on health ranging from toxicology, chemical body burdens, terrorism, sustainability, climate change, urban design, and architecture. In addition, he is developing policy analyses in related areas, such as how farm, education, housing, and transportation policies affect health. In California his work led to the establishment of the California Birth Defects

### IN THIS ISSUE

	Page		Page
President’s Message	2	Member Recognition	6
SHA Report	3	Focus on Public Health Issues	7
Facebook Page and Reservations	4	Regional Reports	9
Committee Deadlines	5	Dates to Remember	16

(Continued from page 1)

Monitoring Program and state and national laws. These helped reduce risk from dangerous pesticides, especially for farm workers and children.

Dr. Jackson served in the highest California Public Health position where he advanced the state's disease preparedness efforts and public health effort to reverse the obesity epidemic. He was instrumental in the re-creation of the California Department of Public Health, separated from the insurance functions from the former Department of Health Services. He served 15 years at the CDC where he established the National Asthma Epidemiology and Control Program and advanced the childhood lead poisoning prevention program. He instituted the current federal effort to biomonitor chemical levels in the U.S. population and was the U.S. lead under several U.S. government efforts around health and environment in Russia, including radiation threats. In the late 1990s he was the CDC leader in establishing the U.S. National Pharmaceutical Stockpile to prepare for terrorism and other disasters. In 2006 Dr. Jackson received the Breast Cancer Fund's Hero Award and at the University of California, Berkeley 2007 Commencement, the School of Public Health graduate students recognized him as the Distinguished Teacher and Mentor of the Year. Dr. Jackson co-authored *Urban Sprawl and Public Health*, a 2004 book from Island Press.

### Friday Plenary Session: Arthur G. Cosby, PhD

On Friday morning, September 16, attendees at the TPHA conference will have an opportunity to hear Dr. Arthur G. Cosby, a William L. Giles Distinguished Professor at Mississippi State University. Dr. Cosby serves as Director and Research Fellow at the University's Social Science Research Center and as Professor of Sociology. He also serves as the MSU Coordinator for the collaborative doctoral programs with the University of Catania, Italy. He received his PhD in Sociology from Mississippi State University in 1969 and has held prior faculty positions at Louisiana State University and Texas A&M University.

Dr. Cosby has numerous publications and conference presentations in the area of public sociology. His research applies social science knowledge to such real-world problems as health, poverty, career development, racial disparities, tobacco control, families/children, and policy studies. From 1981 to 1987, Dr. Cosby was the Thomas L. Bailey Professor and Head of the Department of Sociology, Anthropology, and Social Work. In 2003, he was the founding Director of the Mississippi Health Policy Research Center, and in 2000, he served as the Executive Director of the Rural Health, Safety, and Security Institute.

His research program has been supported by numerous agencies and foundations, including the American Cancer Society, The Bower Foundation, the Department of Homeland Security, the Economic Research Service, the Ministero dell Istruzione, dell Universita'e della Ricera, Italy, the National Aeronautic and Space Administration, the National Institute of Education, the National Institutes of Health, the National Science Foundation, the Office of Rural Health Policy (HRSA), the Phil Hardin Foundation, the Robert Wood Johnson Foundation, the U.S. Department of Agriculture, as well as numerous state agencies. Dr. Cosby's current research focuses on a number of approaches to investigating the social climate for the improvement of health and well-being in America. These include such topics as the social and cultural dimensions of pain, healthy and unhealthy places in America, and geographic and racial disparities. In 2005, he was first editor of *About Children: An Authoritative Resource on the State of Childhood Today* which was released by the American Academy of Pediatrics on its 75<sup>th</sup> anniversary.



### President's Message

Submitted by: Robert Goff

One of the exciting parts of serving as president of our association is the chance I have had to get to know more of Tennessee's public health workers and gain a better understanding of how we improve life for residents of and visitors to our state. Through this, I have been reminded that there is no typical public task. One reason for this is because public health covers such a wide range of activities. The other reason is because public health workers carry out these activities with dedication and hard work each time as if it's the first time.

We have an opportunity to honor some of public health's best during our annual meeting through our Awards Committee, chaired by Janet Ridley. I encourage each of you to start thinking about colleagues to nominate for these awards. Nomination information will be available in a few weeks, but it is not too early to start thinking about who you can nominate. I suppose, in a way, that I am asking that you make the work of the Awards Committee very difficult!

(Continued from page 2)

This year TPHA will be presenting a new award in each grand division, and I am very excited about it. The Visionary Award will be given to an individual, group, or organization that has taken steps to improve health in their communities. The award is related to the theme of Public Health Week. This year's theme is 'Safety is No Accident: Live Injury Free'. The 2011 TPHA Visionary Award will be given to the individual, group, or organization in each division that has taken action to provide a safe place for residents to walk, run, and ride a bike. In this way, TPHA can recognize the efforts of those that are helping fight obesity in Tennessee, some even outside the realm of public health. The Public Health Week Committee, chaired by Shannon Railling, has worked hard on the first awards. This is truly a new direction for TPHA, and I look forward to being part of the first awards.

Thank you again for all you do and for allowing me to serve in this role.

## **REPORT FROM THE PUBLIC HEALTH WEEK COMMITTEE**

Submitted by: Shannon Railling, Public Health Week Committee Chair

The 2011 celebration of National Public Health Week was a huge success! Activities, education, and events took place across the state to promote the theme "Safety is No Accident: Live Injury Free". A big thank you goes to the TPHA Public Health Week Committee for their hard work in promoting activities throughout their regions and metros. These committee members were devoted to creating new ways to outreach in our local communities to promote public health, as well as rewarding and recognizing the dedication and hard work of our state's public health workers. From employee awards and appreciation luncheons, to patient education on the dangers of texting and driving and the importance of having working fire alarms, this year's celebration shined a spotlight on the commitment each of us has to public health in Tennessee!

There were several new and exciting additions to Public Health Week this year including daily Facebook posts from the TPHA Facebook page, daily emails to our membership with injury prevention tips, and the new community focused TPHA Public Health Week Visionary Award. This award will be presented annually to a community group, agency, or individual that is a visionary for public health efforts in their community, and will be based each year on a combination of one of TPHA's strategic goals and the national theme for Public Health Week. There will be a Visionary Award presented to each grand division. This year's winners are: East Tennessee-City of Alcoa, Middle Tennessee-Annie Hardison, and West Tennessee- Sarah Newstok. Congratulations to this year's winners and to all those who were nominated for the work that you do to build safe and healthy communities across Tennessee.

## **SOUTHERN HEALTH ASSOCIATION**

Submitted by: Tammy Burke, SHA Representative

The SHA Governing Council met in Charlotte, NC on February 24-26. Charlotte will be the site of the 2011 joint SHA/NCPHA meeting, September 21-23, 2011. This conference will be the third in a series of three that celebrates NCPHA's 100 year anniversary. In 1909 several physicians gathered in an Ashville hotel for the first organizational meeting of NCPHA. Therefore there was a 100 year organizational anniversary meeting held in Ashville in 2009. In 2010, the second of the series of meetings was held in Wilmington, the birth place of public health in North Carolina. The upcoming joint SHA/NCPHA meeting will commemorate the first NCPHA Annual Meeting which was held in Charlotte. The theme of the meeting is "Learning from our Past, Leading for the Future". The registration fee is \$160.00 and includes all meals with the exception of lunch on Thursday. The meeting will be held at the Hilton at University Research Park.

SHA now has a Facebook Page and a Twitter Account, so "like" us and "follow" us!

SHA Awards nomination deadline is June 30<sup>th</sup>. Awards will be presented in Charlotte at the Thursday evening Awards Banquet. All nominations that were not selected last year will be carried forward for consideration this year. With budget cuts, no pay increases, these awards are an excellent way to recognize our fellow public health workers. Award criteria can be found at [www.southernhealth.net](http://www.southernhealth.net).

SHA is writing a proposal for a National Network of Libraries of Medicine grant that would provide speakers at the Affiliates' annual meetings. The topic of the presentation will be childhood obesity, possibly in the direction of the link of obesity and fructose consumption. A part of the presentation will be ensuring that providers are educated as to where to get the most reliable information about the topic.

We did a little spring cleaning at the TPHA office.  
Here are some of the things we found.



We decided we should try something new.



[www.facebook.com/pages/Tennessee-Public-Health-Association](http://www.facebook.com/pages/Tennessee-Public-Health-Association)

### **Reserve Your Room Today at the Cool Springs Marriott**

**Simply cut and paste the link below and you will be directed to the property's home page with the code already entered in the appropriate field. Enter your arrival date to begin the reservation process.**

<http://www.marriott.com/hotels/travel/BNACS?groupCode=TPHTPHA&app=resvlink&fromDate=9/13/11&toDate=9/16/11>

## SCHOLARSHIP APPLICATIONS BEING ACCEPTED

Submitted by: Matt McDaniel, Scholarships Committee Chair

Hello everyone! Are you working on your MPH? Wanting to sit for the CHES or other public health certification exam? Needing CEUs to keep your license current? If so, then why haven't you applied for a TPHA scholarship? The TPHA gives out annual scholarships every year to members who are looking to better themselves through training or education applicable to public health.

Any current TPHA member of at least one year who has three or more years of full time public health employment in Tennessee is eligible for up to \$1,000 to help fund their public health educational pursuits. Last year, only three out of the hundreds of TPHA members applied for scholarships. Three! All you need to do to reverse this trend is fill out the application located at the TPHA website, get your supervisor's approval, and send it to me, Matt McDaniel, before June 30<sup>th</sup>. The scholarship committee and I will review all applications and award funding to the most deserving members. What are you waiting for? Apply today!

## AWARD NOMINATIONS SOUGHT

Submitted by: Janet Ridley, Awards Committee Chair

Please put your thinking cap on and recognize your hard working, deserving co-workers! Each year at the annual conference we celebrate and honor recipients of the following awards:

R. H. Hutcheson, Sr., MD Award  
 Alex B. Shipley, MD Award  
 Public Health Worker of the Year Award  
 Public Health Group/Unit/Department Award  
 PAL (Partners and Leadership) Award

The awards committee will be having conference calls and making plans to encourage each region/metro/central office to submit nominations for all of the above awards. Please be thinking of staff in your region to nominate. Please visit the TPHA website, [www.tnpublichealth.org](http://www.tnpublichealth.org) for further info regarding each award and the required forms.

The deadline for submitting nominations is **July 15, 2011**. If you have any questions, please e-mail Janet.Ridley@tn.gov.

## CALL FOR ABSTRACTS

Submitted by: Tyler Zerwekh, Poster Session Committee Chair

The TPHA conference planning committee invites submission of abstracts for poster presentation. We encourage abstracts in all areas of public health from all public health disciplines, including colleges and universities. Abstracts on all topics related to public health in Tennessee are welcome. You do need to be a TPHA member to submit an abstract. If your poster is accepted for display at the conference, you may be asked to present at one of the workshops this year. You will need to register for the conference and plan to attend.

Abstracts must be typed and submitted in electronic format (Microsoft Word). Use 12-point font, double-spacing, and 250 words or less. The word count excludes the title, authors, affiliations, and contact information. These documents can be found here: <http://www.tnpublichealth.org/index.php?id=65>.

Please email Committee Chair Dr. Tyler Zerwekh at [tyler.zerwekh@shelbycountyttn.gov](mailto:tyler.zerwekh@shelbycountyttn.gov) with any questions that you may have. **Deadline for submission is June 15, 2011. Authors whose abstracts are accepted for poster session must register for the conference. Presenters are responsible for all of their expenses, including conference registration, travel and hotel costs. The TPHA poster committee will review all abstract submissions and acceptance letters will be sent to first authors by July 15, 2011.** Questions regarding paper/poster submission can be directed to: Dr. Tyler Zerwekh at 901-544-7734 or e-mail at [Tyler.Zerwekh@shelbycountyttn.gov](mailto:Tyler.Zerwekh@shelbycountyttn.gov).

## TPHA MEMBERS RECOGNIZED FOR OUTSTANDING ACHIEVEMENTS

### DR. WILLIAM SCHAFFNER

*Published in The Tennessean, March 31, 2011*

Dr. William Schaffner, an infectious diseases specialist with Vanderbilt University Medical Center, has been presented the prestigious Duncan Clark Award from the Association for Prevention Teaching and Research.

Schaffner, professor and chairman of the university's department of preventive medicine, said he accepted the award on behalf of all of the school's "excellent faculty here and at the Tennessee Department of Health," who are dedicated to teaching in the public health program as well as teaching preventive medicine to medical students, the Vanderbilt "Reporter" said.

The award, presented this month in Washington, D.C., is given to a senior-level person with a distinguished record of achievement in the areas of teaching, research and advocacy in preventive medicine and public health. Schaffner is also a regular source of expert information for national and local media on topics ranging from vaccines and tick-borne diseases to H1N1 flu and lung ailments.

###

### DR. KELLY MOORE

Kelly Moore, MD, MPH, medical director of the state Immunization Program, has been named one of 30 "Women of Influence" by the Nashville Business Journal. The newspaper honors Nashville-area business women each year for their leadership and contributions to the community. Honorees are chosen from nominations submitted by people in the community, and will be recognized Feb. 4 with an awards luncheon at the Renaissance Nashville Hotel.

Dr. Moore's leadership in the Immunization Program has been vital to Tennessee's response to the H1N1 flu pandemic this year. The program has been awarded the 2009 Bull's Eye Award for Innovation and Excellence in Immunization from the Association of Immunization Managers for the success of the Tennessee Web Immunization System, or TWIS. TWIS is used to register medical providers to receive information and order H1N1 flu vaccine, and has served as a model for several other states' programs.

Dr. Moore has served as medical director of the Tennessee Immunization Program at TDOH since 2004. In this role, she serves as the subject matter expert on seasonal and pandemic influenza and oversees the state sentinel provider network for outpatient influenza surveillance. From 2005 until 2008, she also served as Tennessee's pandemic influenza planning coordinator and as a consultant to the Centers for Disease Control and Prevention on community mitigation planning.

Please join in congratulating Dr. Moore for this latest honor!

###

### DR. PAUL PETERSEN

Paul Petersen, PharmD, BCPS, Strategic National Stockpile coordinator for the Department of Health, has been selected as one of 2010's "Federal 100" by Federal Computer Week magazine. The magazine chooses 100 top executives each year from government, industry and academia who had the greatest impact on the way agencies, companies and government officials develop, acquire, manage and use information technology. The honor is the signature awards program for government information technology.

As coordinator of Tennessee's Strategic National Stockpile program, Petersen is responsible for receipt, storage and distribution of SNS medication and supplies from the Centers for Disease Control and Prevention, and has a lead role in Tennessee's response to public health emergencies. Additional responsibilities include emergency response policy development, teaching and training, information technology project management and quality assurance.

Petersen developed the Tennessee Countermeasure Response Network, a medical emergency IT system originally developed for SNS management and dispensing. In 2010, this system was used in response to the H1N1 influenza outbreak, and Petersen expanded it to include patient tracking capability for emergencies. Petersen also worked last year with federal, state, local and private entities to conduct a full-scale exercise to evaluate patient tracking

*(Continued from page 6)*

systems during a natural disaster, exchanging data among numerous agency systems. These projects earned his inclusion in the Federal 100.

In addition to his work with TDOH, Petersen is an assistant professor with the University of Tennessee College of Pharmacy. He earned his Doctorate of Pharmacy at the University of the Pacific in Stockton, Calif., and completed his postgraduate pharmacy practice residency at Saint Thomas Hospital in Nashville. He is a board certified pharmacotherapy specialist, and an active member of several professional pharmacy associations.

Petersen will be recognized at a black-tie gala on March 28 in Washington, DC, and included in the March 28 issue of Federal Computer Week.

Please join in congratulating Paul Petersen for this honor!

###

## **FOCUS ON PUBLIC HEALTH ISSUES**

### **Tennessee Men's Health Network**

#### **2011 Legislative Health Screenings**

On March 8, the Tennessee Men's Health Network (TMHN) hosted the 9<sup>th</sup> Annual Legislative Health Screenings. This event is conducted each year by TMHN for members of the General Assembly, staff, state employees, and others at no charge. TMHN has designed the Legislative Health Screenings as a convenient way for attendees to receive a variety of different health screenings, including a prostate-specific antigen (PSA) test for each male participant. In addition, participants received informative health education materials, and were given the opportunity for informal consultations with healthcare professionals.

The Legislative Health Screening provides an opportunity for TMHN to showcase the type of signature programming TMHN hosts in workplaces across Tennessee. To receive a comprehensive report on the 2011 Legislative Health Screening please contact Mike Leventhal at [mikel@menshealthnetwork.net](mailto:mikel@menshealthnetwork.net) or call 865.406.0129.

###

### **Get The Diabetes Resources You Need**

**By: Dawn Hollaway, RN, BSN, MPH, CDE  
Diabetes Program Coordinator  
Blount Memorial Hospital  
Maryville, TN**

**Dawn Hollaway is a registered nurse, certified diabetes educator and program coordinator for the Blount Memorial Diabetes Management Center in Maryville, Tennessee.**

Do you have patients who are unable to afford their medications? During 2009, in response to the changing economy and in recognition of the increasing number of patients without insurance, Blount Memorial Hospital's Diabetes Management Center began to create a list of patient assistance programs. The list began as a couple of pages, and over the past two years it has grown into an 18-page booklet containing a wide variety of information. The resource guide is available on Blount Memorial's website at [www.blountmemorial.org](http://www.blountmemorial.org) by choosing Diabetes Patient Resource Guide under Patient Resources.

The booklet contains local resources for patients and their families, including low-cost prescription medication and medical supply options. Information is available on obtaining test strips and insulin. The booklet also contains information on places to obtain medical and dental care, pharmacies, food pantries and many other resources.

While many of these resources are specific to Blount and surrounding counties, several of the programs are nationwide. The two patient assistance programs Blount Memorial's Diabetes Management Center utilizes most frequently are Dispensary of Hope's Continued Access program and Pharmacy Home Delivery.

(Continued from page 7)

The Dispensary of Hope is a not-for-profit organization with headquarters in Nashville. I had the opportunity recently to tour the Dispensary of Hope and they are doing a lot of work to help those in need. The Dispensary of Hope's Continued Access program allows patients who meet certain guidelines to purchase their medications and supplies at a cost of \$45 for one year. To qualify for the continued access program individuals must be between the ages of 18 to 64, United States citizens and meet certain income guidelines. Physician offices who have unexpired medication samples are encouraged to donate to the Dispensary of Hope. The Dispensary of Hope can be contacted at [www.dispensaryofhope.org](http://www.dispensaryofhope.org) or by calling 1-888-428-HOPE.

Pharmacy Home Delivery is a retail pharmacy based in Cleveland, Tennessee that assists patients with or without insurance. The healthcare provider completes a one page application and faxes it to the company. A representative from Pharmacy Home Delivery contacts the patient at home and serves as the patient's advocate to find the patient assistance program that best meets their individual needs. Pharmacy Home Delivery can be contacted at [www.pharmhd.com](http://www.pharmhd.com) or by calling 1-800-862-1456.

Tennessee Public Health Association has a link to the resource guide on their website at [www.tnpublichealth.org](http://www.tnpublichealth.org) by choosing links and resources for diabetes patients.

For more information on Blount Memorial's Diabetes Patient Resource Guide, contact Dawn Hollaway at [ehollawa@bmnet.com](mailto:ehollawa@bmnet.com) or 865-980-5047.

###

### **Surgeon General's Call to Action: A Roadmap to Improving Support for Breastfeeding Mothers**

**Washington, DC**--Three out of four women in the United States provide their infants with the healthiest start in life by breastfeeding, and today Surgeon General Regina Benjamin called on the entire nation to support the removal of barriers to this important public health behavior. *The Surgeon General's Call to Action to Support Breastfeeding* is an unprecedented document from the nation's highest medical source, calling on health care providers, employers, insurers, policymakers, researchers, and the community at large to take 20 concrete action steps to support mothers in reaching their personal breastfeeding goals.

The United States Breastfeeding Committee (USBC) applauds the Call to Action, which is based on the latest evidence about the health, psychosocial, economic, and environmental effects of breastfeeding. The document includes action steps and implementation strategies for six major sectors of society:

- **Mothers and their Families:** emphasizes the need to educate and inform families about the importance of breastfeeding, and provide the ongoing support mothers need to continue.
- **Communities:** calls upon the entire community to support breastfeeding mothers, including the provision of peer counseling support, promotion of breastfeeding through community-based organizations and traditional and new media venues, and the removal of commercial barriers to breastfeeding.
- **Health Care:** urges the health care system to adopt evidence-based practices as outlined in the Baby-Friendly Hospital Initiative, provide health professional education and training, ensure access to skilled, professional lactation care services, and increase availability of banked donor milk.
- **Employment:** calls for paid maternity leave and worksite and child care accommodations that support women when they return to work.
- **Research and Surveillance:** emphasizes the need for additional research, especially regarding the most effective ways to address disparities and measure the economic impact of breastfeeding, and calls for a national monitoring system.
- **Public Health Infrastructure:** calls for enhanced national leadership, including creation of a federal interagency work group, and increasing the capacity of the United States Breastfeeding Committee and affiliated state coalitions.

According to USBC Chair Robin Stanton, "*The Surgeon General's Call to Action to Support Breastfeeding* truly paints the landscape of breastfeeding support in the United States, demonstrating a society-wide approach to removing the barriers that make it difficult for many women to succeed. The United States Breastfeeding Committee urges all Americans to be proactive in using these action steps as a springboard to extend support so that mothers throughout the country get the care, help, and encouragement they deserve. USBC looks forward to partnering with both public and private entities on implementation of the action steps."

For more information on the Call to Action, visit [www.surgeongeneral.gov](http://www.surgeongeneral.gov). To receive updates and information from USBC, please consider signing on to support *Breastfeeding: A Vision for the Future* at [www.usbreastfeeding.org/vision](http://www.usbreastfeeding.org/vision). USBC publications, including an analysis of the barriers to exclusive breastfeeding, can be downloaded from [www.usbreastfeeding.org/publications](http://www.usbreastfeeding.org/publications).

## REGIONAL REPORTS

### **MPH Student Develops Infant Mortality Reduction Toolkit for Shelby County Government**

Shelby County has been noted as having one of the highest infant mortality rates in the nation. For this reason, Mayor A C Wharton and the Shelby County Office of Early Childhood and Youth developed the All Babies Count Infant Mortality Reduction Initiative, designed to promote healthy pregnancies and positive local birth outcomes through awareness, education, outreach, and community partnerships.

Amanda Yacko, an MPH student at the University of Memphis, is working with the Shelby County Office of Early Childhood and Youth to develop an ABC Community Canvassing Toolkit to help enhance knowledge and also link community members to essential local prenatal resources. The ABC Community Canvassing Model serves as a step-by-step mode of spreading awareness on infant mortality prevention and the importance of supporting a healthy pregnancy, a healthy infant, and a healthy community. Additionally, the ABC toolkit was developed with the local community in mind, in order to both guide and empower local community members, agencies, and organizations to coordinate and carry out community crusades against infant mortality. This toolkit is currently in production and will be disseminated in high risk zip codes of Shelby County.

###

### **Shelby County Celebrates “Kick Butts Day” Submitted by Alicia Peterson, Tobacco Prevention Coordinator Shelby County Health Department**

The Shelby County Health Department’s Tobacco Risk Reduction Program in collaboration with the Tennessee Cancer Coalition “kicked butts” on National Kick Butts Day, March 23, 2011. Kick Butts Day is an annual event, sponsored by the Campaign for Tobacco Free Kids, that gives kids across the country the opportunity to advocate against tobacco use in their communities. The focus for this year was secondhand smoke as the U.S. Surgeon General’s stated that “there is no safe level of secondhand smoke” in her recently released report.

A sixth grade class from Hamilton Middle School and members of the Girls Inc.- Riverview- Kansas site played the role of peer educators. The kids were to make contact with friends, family and peers to educate them on the dangers of secondhand smoke. They were to document their contact by turning in a tobacco reporting form for each person they spoke to. The kids did not disappoint. An outstanding combined total of 369 forms were turned in! A pizza party was inevitable for their efforts. The kids showed great enthusiasm for the activity and both organizations look forward to next year.



Hamilton Middle School

## SOUTHEAST REGION

Jennifer Kozlica and Deborah Solomon of the Southeast Region, along with Dr. L. Rand Carpenter, Dr. John R. Dunn, and Amanda L. Claudet, three staff members from Central Office, had a disease investigation published in both *Foodborne Pathogens and Disease Journal* and the Centers for Disease Control *Drop of News* newsletter.

The investigation was coordinated between the Tennessee Department of Health and the Tennessee Department of Environment and Conservation and led to a public health intervention. It began when a four month old child was taken to a medical clinic with bloody diarrhea. The stool culture was positive for Salmonella. The child was fed only powdered infant formula mixed with tap water from home which came from a private spring-fed system. The child's parents and two older siblings were also ill with diarrhea. The spring also supplied five other homes and a fifty member church. Water samples were collected from the spring, the infant's home, and the church. Salmonella was found in the water in the infant's home and the church.

Several risk factors for contamination of the spring were found including contamination from septic tanks, runoff, and wildlife. Health department officials advised homeowners about the contaminated spring water and provided education on safe drinking water options. Recommendations included continuous water treatment, boiling, and purchasing drinking water. In rural areas without municipal water systems, public health plays a key role in investigating and alleviating disease that can be spread by springs or wells. The Southeast Region is pleased to see these staff members receive recognition for their efforts to protect the public's health.

Another investigation that took place in the Southeast Region involved Dan Walker and Jan BeVile, M.D. of the Southeast Region; Sheila Spencer, Infection Control Nurse with SkyRidge Hospital; and Bob Read, Jennifer MacFarquhar, Sheila Spencer, Beth Anne Frost, Amanda Ingram, Emily Mosites, Craig Shepherd, and Tim Jones, M.D. of Central Office. The investigation began in October of 2010 with the hospitalization of three siblings who were in the process of renovating a century-old farmhouse. Five people had stayed overnight in the farmhouse during the previous three weeks. Four of them experienced chills, nausea, vomiting, uncontrolled diarrhea, increased salivation, confusion, incoherent speech, and neuromuscular symptoms. Of the four people who became ill, three required hospitalization and two required mechanical ventilation. Five family dogs that also lived at the home had recently died.

As a result of these illnesses, the Southeast Regional Office participated in a multidisciplinary investigation that included poison control consultants and law enforcement. Family members and friends who lived in and around the farmhouse were interviewed about potential infectious and environmental exposures. Clinical specimens were obtained, environmental sampling was conducted, and a necropsy was performed on the most recently deceased dog.

The investigation showed that the outbreak was probably caused by exposure to a cholinesterase inhibitor pesticide. Cholinesterase is one of many important enzymes needed for the proper functioning of the nervous system. Pesticides and rat poison had been used in the home and opened containers of pesticides were noted inside and outside the home. Attention to following the manufacturer's guidelines for pesticide application such as wearing personal protective equipment, proper ventilation, and timing between pesticide applications could have prevented serious illness. This investigation really shows the need for this year's National Public Health Week educational campaign – Safety is NO Accident.

###

## NORTHEAST TENNESSEE REGION

Get Fit TN's newest spokesperson, recording artist Julie Roberts recently visited Hancock County to promote healthy eating and physical activity with students and staff at the middle/high school and the elementary school. Ms. Roberts walked with high school students during physical activity time and then addressed all students about her commitment to health and wellness after living an unhealthy lifestyle for many years. She also recognized the winners of the "Biggest Loser Competition" held for faculty and staff. Total weight loss, based on the highest percentage of weight loss for the 2 schools during the eight week period, totaled 174.3 pounds. While at the elementary school she engaged students in physical education games utilizing the Get Fit TN toolkit.

*(Continued from page 10)*

The Get Fit TN activities in Hancock County were the result of a collaborative effort between the Hancock County School Based Health Clinic, the health department, Coordinated School Health, Hancock County UT Extension Service, and the Hancock County Health Council Adolescent Issues Subcommittee.

Washington County Health Department moved to a new location almost one year ago. Since the move, staff noticed a drop in the number of patients keeping their appointment for WIC. Concern was expressed to the Regional and Central Offices and a decision was made to pilot a PhoneMaster messaging system to call patients and remind them of their appointment. A definite increase in patients keeping their WIC and Primary Care appointment has been seen. Patients are responding positively to the calls and often thank staff for the reminder.



###

## UPPER CUMBERLAND REGION



Debbie Johnson, Upper Cumberland Regional Office Director, presented Lou Ann Grossberg, Epidemiologist, the 2011 Upper Cumberland Public Health Employee of the Year Award during the Upper Cumberland Regional Health Council Meeting. Mrs. Grossberg exemplifies Public Health through her contributions. Congratulations to Lou Ann Grossberg.

### The Power of 10 Program

The Putnam County Health Educator Rachel Wheaton and Cookeville Leisure Services Programmer Mildred Garrett wanted to provide Putnam County residents with a program focusing on healthy lifestyle choices. Out of these discussions, the Power of 10 Program was developed and implemented through Cookeville Leisure Services.

The Power of 10 Program is a free, 10-week program which includes nutrition education, weekly group physical activity, tobacco use prevention and weekly weigh-in sessions. After the first 10-week program was completed, participants wanted to continue. Due to the popularity of the program, the Power of 10 is now offered each Monday, Wednesday and Friday from 10:00 to 11:00. at the Cane Creek Recreation Center. Approximately 15 minutes of each session is dedicated to education while the remaining time is spent on physical activity. The Power of 10 Program begins with participants setting a goal of walking one hundred miles in 10 weeks. On warm days, participants walk outside; otherwise, they enjoy exercise DVD's inside the recreation center.

The program is a partnership between the Putnam County Health Department and the City of Cookeville Department of Leisure Services.

The Power of 10 was the recipient of the 2010 Governor's Council on Physical Fitness & Health Shining Star Award!



## WEST TENNESSEE REGION

The West TN is proud to announce the opening of the West TN Regional Dental Clinic located in the West TN Regional Health Office in Jackson. The clinic is unique in the state in that public health is partnering with the University of Tennessee, Health Science Center, College of Dentistry. The clinic will serve as a community – based extramural dental program offering senior students the opportunity to rotate in a public health dental clinic. Students will be exposed to public health while providing dental care to underserved groups, such as uninsured children, children with TennCare and uninsured adults. As early as July 1, two dental students will begin rotation through the regional dental clinic on a weekly basis.



*Staff from left to right: Dr. Nada Kordab, Marsha Warren, Marsha Young and Sherry Bowles, Dental Assistant*

Dr. Nada Kordab, D.D.S., serves as the Director of the West Tennessee Dental Clinic and also as an adjunct faculty member with the University of Tennessee. Sherry Bowles serves as the clinic's Dental Assistant, with Marsha Warren and Marsha Young scheduling appointments and maintaining clinical records. Since the onset of service provision on March 28<sup>th</sup>, fifty six patients have received comprehensive dental care. Due to the overwhelming response, the waiting list reflecting approximately fifty patients has been closed until June 30, 2011.

“Public Health: Connecting West TN” is the theme of this year's regional TPHA meeting on April 21<sup>st</sup> in the River Room at the University Center on the campus of the University of Memphis. In addition to opening remarks from TPHA West Region Vice President, Matt McDaniel and welcome from TPHA President, Robert Goff, the day's program includes presentations on the USNS Comfort Training & Humanitarian Assistance Mission, Integrating Tobacco

Cessation into Disaster Response Services, Public Health Begins with Breastfeeding!, Tennessee LIFEPATH - Strengthening the Public Health Workforce and Planning For A Healthy Community by the Bikeway/Pedestrian Coordinator for the City of Memphis.

###

## SOUTH CENTRAL REGION

### PRODUCTIVITY DATABASE

In Spring 2010, members of the South Central Region Productivity Group, began discussing the need for a tool to measure clinic productivity data to best allocate resources. Members of the multi-discipline group included the *Regional Director, Asst. Regional Director, Medical Director, Primary Care Director, Nursing Director, Clerical Director, and Systems Administrator.*

A database was developed to meet the objectives of the group which included real time data analysis. The Systems Administrator presented the pivot table database at the Regional Director's meeting in early fall. Over the last several months, she has installed the database in other regions, modified it to meet individual region needs, and trained staff across the state.

### PUBLIC HEALTH WEEK IN SCR!

This year's theme was “*Safety Is NO Accident...Live Injury Free.*” A daily email with injury prevention tips was sent out during the week to reflect the daily themes. The local health departments were provided resources to where they could duplicate information and disseminate to those that came into the health department.

(Continued from page 12)

In Maury County the theme was featured on the marquee of the Columbia Mall. At Marvin Wright Elementary injury prevention was incorporated into each day's lesson plan. Each lesson plan activity reflected the daily theme. On Friday's theme Injury Prevention Starts...In the Community, the fire truck and EMT came to the school and allowed the children to get into the fire truck and see the inside of the ambulance. There was also a coloring contest for grades K-2. The winners of the coloring contest will have their pictures taken and presented with certificates. Tuesday at the Regional Office there was a lunch and learn where Trooper David Hannah and Steve Hall talked about workplace safety. During the lunch and learn attendees took a quiz about workplace safety. Also at the health department the bulletin board display included the "Safety is No Accident..." message, along with safety tips at home, at work, on the move, and in your community.



In Hickman & Perry Counties informational brochures were distributed about "Keeping your Child Safe," and "Making your Home a Safer Place," eye protection education, a coloring book and rules about wearing helmets for safety, and a brochure on preventing falls in the home. Each nurse assistant gave packets to patients who visited the health departments. On Friday at the health departments, employees wore yellow for safety.

In Giles & Marshall County employees received "goodies" in their box each day to show they are appreciated. Information about "Safety Is No Accident" was sent to all guidance counselors within the school systems to be distributed. An article with the proclamation signing picture appeared in Tuesday's paper in Giles County and an article in the local media for Marshall. Bulletin boards at health departments in both counties displayed PHW information.

In Wayne County a proclamation was signed and in Lewis County the health department had a bulletin board display that included the "Safety is No Accident...." message, along with safety tips at home, at work, on the move, and in your community. On Friday, health department staff wore yellow.

Both Coffee County and Manchester and Tullahoma Clinic Nutritionist and Nurses received "Injury Free Tennessee" Safety is No Accident handouts to distribute to patients. Tullahoma Senior Center received information on Public Health week with focus on fall prevention and elder maltreatment. Manchester Recreation Center received information on Injury Prevention to give out to members and staff.

Moore County clinic nutritionist and nurses distributed "Injury Free Tennessee" Safety is No Accident handouts to patients. Lincoln County Motlow Community College in Fayetteville received information on Public Health Week for the main office, computer center and student lounges. Injury specific information was given to the nursing students.

Dalila Ray, of the Community Health Services Section, served on the statewide PHW planning committee representing the South Central Region. Dalila is a Middle Tennessee State University student intern scheduled to graduate in May 2011. She will be missed by all.

###

## MID CUMBERLAND REGION

### MCR Health Council Initiatives: Get Moving – Take Control of Your Health

According to the Center for Disease Prevention and Control (CDC), regular physical activity is one of the most important steps anyone can take towards improving their health. Many people avoid physical activity due to the fear of being hurt based on existing conditions, the belief that they do not have enough time to exercise, or the idea that it requires a lot of regimens and access to facilities to make a difference. The bottom line is that the health benefits of becoming more physically active far outweighs the risks of getting hurt. If you do not have good health, then you cannot perform the important day to day tasks that you must accomplish. Starting out slowly truly makes a difference.

If you are aware of existing physical conditions such as complications from chronic disease, chronic pain, or other relevant issues, contact your physician to develop a physical activity plan that matches your abilities. In fact, brisk walking is safe for most people. Most people underestimate the health impact of just walking on a consistent basis throughout the week.

(Continued from page 13)

In the Mid-Cumberland Region, many of our county health councils over the past year have observed a coincidental surge in the non-competitive walking effort to get our communities moving and empowered to take control of their health.

Counties as large as Williamson to as small as Trousdale have had tremendous success in establishing their own annual 5Ks and community walking initiatives. In particular, Williamson County is hosting its Fourth Annual "Walk Across Williamson" on April 9<sup>th</sup> in which more than 300 individuals will participate equipped with t-shirts, water, healthy snacks, and incentive items for all participating. The Commissioner of the Department of Health will be present this year to kickoff the event. Trousdale County, likewise, has made news headlines with its turnout as they enter the Third Annual "Get Healthy Hartsville: The Heart of Tennessee 5K" scheduled to take place in August. More than 200 participants show up for this community event with water, snacks, prizes, and health related vendors represented. On April 7<sup>th</sup>, Cheatham County is hosting its first Annual "May 5K." Last year's event was cancelled due to the flood. The event is expected to attract 200 participants. This is an empowering and uplifting way for the community to organize in unity around community pride in becoming more active to better their health. Sumner and Wilson counties are also initiating efforts with Sumner hosting "Walk Across Sumner" this October. Each week in October, a walk will be hosted by each city with a final walk in Gallatin. This is the Sumner County Health Council's first year in organizing this event and they are eager to place their county on the map and annually keep physical activity on the community's mind through this great effort. Wilson County has also joined in at hosting a "Walk Across Wilson," and they are currently in the planning stages to narrow down their location and date to be announced.

The CDC recommends 150 minutes total of brisk walking per week to meet the desired health impact related to lowering blood pressure, decreasing cholesterol levels, preventing Type II diabetes and creating observable differences in weight loss. This equates to 30 minutes per day. If you are a beginner, start by walking 15 minutes per day and increasing 5 minutes more each week. Stretching before walking is recommended and techniques on stretching and walking exercises may be found on: <http://www.cdc.gov/physicalactivity>

If a person walks for 30 minutes, the distance walked will be approximately 2 miles. According to Runners-world.com, that person will have burned 176 calories. More important than calorie counting, 30 minutes of walking is strengthening the heart and lungs, strengthening bone density and toning muscle mass, and it is improving circulation. The time taken out of your day gives you time to think or even relax your mind by not thinking. Walking outdoors provides great scenery and fresh air. Walking has been shown to reduce symptoms of depression and insomnia.

Whether you walk for 15 minutes or 30 minutes, overall, the importance is developing consistency. Establish a good habit. Taking time to do things that benefit your health is as important as taking time to do things to benefit your family, your career, and the things that each of us are passionate about. Each of us deserves the time to invest in our health and our future.

###

## DAVIDSON REGION

Recently Nashville announced a campaign for a healthier city.

The campaign celebrates the spirit in our city that creates healthy, active and green opportunities for everyone in Nashville.

We call that spirit *NashVitality*.

Created in partnership with Metro Public Health's Communities Putting Prevention to Work campaign, the Mayor's Office and multiple community partners, *NashVitality* is a symbol of what it means to live well in our great city.

It's the spirit that is creating more parks, and new greenways, building school and community gardens and fostering healthy corner stores. *NashVitality* is the spirit of the city that walks 100 miles together.



(Continued from page 14)

We hope you will join us in the coming year creating places that make our city a great place to live, raise a family and live a healthy life.

Metro Public Health and the NashVitality campaign are excited to partner with the Walk 100 Miles with the Mayor challenge, a community-wide effort, initiated by Mayor Karl Dean, encouraging all Nashvillians to improve their overall health by joining their friends and community in walking Nashville's many greenways and trails.

Please sign up for the Walk Challenge today, and visit the NashVitality website, which will serve as a hub for useful information on healthy, active and green opportunities in Nashville. The site will be regularly updated - and the full site will be up April 4th - with new ideas and stories of people making real change in their communities for a healthier Nashville.

###

### EAST TENNESSEE REGION

The East Tennessee Region has been awarded \$2,500 from the Tennessee Cancer Coalition to pilot a new program aimed at decreasing youth tobacco use. The funds will be used to purchase Smoker Aging Simulation software that demonstrates how chronic smoking ages the face. The software will be used during either school or community-based tobacco-free events to educate youth and parents about the negative effects of tobacco use and secondhand smoke. During the program, misconceptions about tobacco use, second hand and third hand smoke will be addressed, along with ways to change behavior. The goal is to reach at least 1,000 youth in the East Tennessee Region with this program.

National Public Health Week is held annually the first week of April. The theme for 2011 "Safety is no accident" focused on injury prevention. Anderson County Health Department echoed this theme by sponsoring a bicycle rodeo for children in the Oak Ridge community. Packets with sunscreen, sun safety tips, and bike stickers were given out by the Health Department to all participants. Activities included a helmet giveaway, helmet fittings, a bike safety check, bike safety training, learning how to start off and brake on a bike, traffic safety and practice, an obstacle course, and an exercise in steering and stability. A separate area for bikes with training wheels was available as well. Certificates were issued upon successful course completion. Held near the lake after school was dismissed for the day, the weather was sunny and perfect and over 100 children and parents attended. Community participants invited by the Health Department included the Oak Ridge Police and Fire Department, Coordinated School Health, Safe Kids, the Epilepsy Foundation, a local bike store, and the Knoxville Area Regional Bicycle Program.

The Health Department has sponsored additional Public Health Week activities including a falls prevention seminar for older adults and has provided sunscreen samples, safety tips, and games to all children who visited us during Public Health Week. We have also scheduled a speaker on safe medication disposal for the upcoming monthly staff meeting.



**TRAFFIC SAFETY PRACTICE**



**HELMET FITTING AND GIVEAWAY**

## GRAND DIVISION MEETINGS

### WEST

The West Region Meeting, "Public Health: Connecting West Tennessee", is all systems go for April 21<sup>st</sup> at the University of Memphis' newly renovated University Center! We have a grand day planned for all attendees, a day that is chock full of education and excitement. The slate of speakers includes Dr. Julie Ware and Ms. Ginger Carney from the Shelby County Breastfeeding Coalition, Mr. Kyle Wagenschutz from the City of Memphis, Dr. Marian Levy from the University of Memphis, Dr. Ken Ward from the University of Memphis, and Mr. Craig Shepherd from the Tennessee Department of Health. All presenters will be discussing new and interesting topics germane to our work in public health. This meeting will have the 3 L's necessary for a great event: Learning, Laughs, and most importantly, Lunch. We will not, unfortunately, have the 2 F's: Fireworks and a Fog machine. We hope to see all West Region members in attendance!!

### EAST

The time is nearing for the East Grand Division's regional meeting. We will meet on May 6 at Calhoun's on the River in beautiful Knoxville, Tennessee. We have applied for 4.25 hours of continuing education which includes topics such as health department accreditation, strategic planning, oral rabies vaccination, and lessons learned in health related internships. We are planning a wonderful day filled with good food and great friends. For those who can stay, we will conclude the day with a guided river walk along the picturesque Tennessee River. I can't wait to see you all!

Doris G. Spain, Editor  
Phone: (615) 646-3805  
Email: [dgspain@tnpublichealth.org](mailto:dgspain@tnpublichealth.org)

Articles for July newsletter  
Due to July 1

## DATES TO REMEMBER

**Tennessee Public Health Association  
Annual Educational Conference**  
***"Public Health: Touching Every Life,  
Linking Every Community"***  
September 14-16, 2011  
Cool Springs Marriott Hotel and Convention  
Center  
Franklin, TN

**West Tennessee Meeting**  
***"Public Health: Connecting West Tennessee"***  
April 21, 2011  
University Center  
University of Memphis  
Memphis, TN

**Middle Tennessee Meeting**  
***"Public Health: Healthier Lives, Healthier  
Communities, Healthier Middle Tennessee!"***  
April 29, 2011  
Williamson County Ag Center  
Franklin, TN

**East Tennessee Meeting**  
May 6, 2011  
Calhouns on the River  
Knoxville, TN

**Southern Health Association Meeting**  
September 21-23, 2011  
Charlotte Hilton University Place  
Charlotte, NC

**American Public Health Association**  
139th Annual Meeting & Exposition  
October 29- November 2, 2011  
***"Healthy Communities Promote  
Healthy Minds & Bodies"***  
Washington, DC