

North Carolina Association of Local Health Directors Public Health Prevention & Promotion Committee

**June 15, 2016
Cardinal Room, DPH
3:00 pm – 4:00 pm**

Committee Notes

Diabetes Prevention Program- April Reese

April Reese of the Community and Clinical Connections for Prevention and Health Branch of NCDPH (CCCPH) shared information regarding the NC Diabetes Prevention Program. This is a 12 month program. During the first 6 months, there are 16 sessions, and during the remaining 6 months, there are 6 sessions. Health Departments may bill the State Health Plan in two installments. Some Medicaid recipients are eligible for scholarships. Registration is completed through the online portal, DiabetesFreeNC.com. Participants may register for on-line or classroom settings but not attend both. Instructors (Coaches) must attend two and a half day training by the CDC. Coaches do not have to be credentialed personnel. CCCPH staff are available to assist with program start up.

CDI Ad Campaign- Jen Sohl-Marion

Jen Sohl-Marion of the CDI Section presented the "Live Healthy to be There" ad campaign. This campaign was developed through joint efforts of the Cancer, Tobacco-Prevention, and CCCPH Branches. The coordinated efforts began in Fall 2015. The ad campaign targets behavior changes to help detect, prevent, and manage diseases such as cancer, heart disease, diabetes, and stroke. The campaign encourages healthy behaviors, monitoring health numbers, and getting health screenings. The target ages are 35-55 year olds of households with an annual income up to \$50,000. The materials that have been developed may be co-branded. Materials include both 15 and 30 second videos in both English and Spanish, billboards, decals, printed materials, social media messages, etc. Contact the CDI Section or Jen for more information. Visit <http://www.preventchronicdiseasenc.com/> for more information.

Community Health Worker Efforts- Tish Singletary

Tish Singletary presented a timeline of events that have occurred since October 2014 regarding the Community Health Worker Initiative. There are two workgroups, Core Competency & Curriculum and Certification & Process. The workgroups have been reviewing what other states have in place and what the needs are. In February 2016, training, competencies, certifications, and sustainability were researched and discussed. There will be draft recommendations in September 2016. There will be a NC Community Health Worker Summit on November 10, 2016 at the Koury Convention Center in Greensboro with Carl Rush as the speaker. By Spring of 2017, there will be strategic plan, and in the Fall of 2017, a statewide network and regions will be established.