

National
Community
Committee

NCC Newsletter

NCC Retreat Highlights—A Magical Time In Birmingham By: Sheryl Threadgill

The magical city of Birmingham, Alabama was the site of the most recent National Community Committee Retreat. The retreat took place on October 3rd and 4th of 2004. Seventeen Prevention Research Centers (PRC) were represented at the retreat.



2nd Annual NCC Retreat—University of Alabama, Birmingham

The retreat was truly magical in every way possible. The magic carpet was rolled out from the very beginning when we were greeted at the historic Pickwick Hotel in the Five Points section of Birmingham.

We were shuttled off to Vulcan Park. The park is the site of the mighty iron Vulcan statue that guards the magic city itself.

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Welcome from NCC Chair By: E. Yvonne Lewis

Greetings and Happy New Year! Welcome to all NCC members. The NCC is on the move. We are launching our Newsletter and preparing for an exciting year. The Newsletter will be an opportunity to enhance our communication. You are encouraged to send information regarding the activities of your PRC and related NCC activities to our editor, Katie Barnes.

We encourage you to attend the 19th Annual Chronic Disease Conference in Atlanta, GA, March 1-3. The conference theme is: Health Disparities: Progress, Challenges,

and Opportunities. There are Pre-Conference workshops on Monday, February 28 that you may wish to attend. The following meetings are scheduled for the NCC, Regional Directors, Tuesday, March 1 at 7:30 a.m., the full NCC, Tuesday at 5:30 p.m., and a Breakfast meeting on Wednesday, March 2 at 7:30 a.m., to wrap up our work.

Thank you for your contributions to the PRC and to the NCC particularly. Your voice means much to the success of this work. Continue to make a difference.

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**University of Alabama
at Birmingham
&
University of Texas**

"Creating a supportive, culturally sensitive, environment in which representatives can share successes, concerns, and other lessons learned."

Thank You for Your Hospitality By: Freda Motton and Matthew Starr

The University of Texas Prevention Research Center hosted the First Annual NCC Retreat held October 6-7, 2003. Ten Prevention Research Centers were represented during the meetings held at the Texas Medical Center. Susan Tortolero, Director of the Prevention Research Center provided an overview of the history of their center and insight on the direction of the National Prevention Research Center as a whole. Special thanks to Rosie Perez, NCC Regional Director of the Southwest Region and the PRC staff for hosting the First Annual Retreat!

The University of Alabama Birmingham Prevention Research Center hosted the Second Annual NCC Retreat held October 3-4, 2004. Representatives, from seventeen PRCs, commented on the excellent meeting facilities and food services, sponsored and coordinated by the staff of the School of Public Health. The NCC wishes to convey their expression of gratitude to Max Michael of UAB PRC and his staff for outstanding hospitality, thus making our gathering a highly productive and memorable retreat!

National Community Committee Vision and Mission

Vision

A national network of community representatives engaged in equitable partnerships with researchers to define local health priorities, drive prevention research agendas, and develop solutions to improve the overall health and quality of life of all communities.

Mission

The NCC of the Center for Disease Control (CDC) PRCs is dedicated to help build capacity in communities within local PRCs not traditionally involved in the planning, development, implementation, and evaluation of prevention research initiative by:

- ◆ Developing and facilitating education, training, resource sharing and technical assistance opportunities that encourage and enhance participation in research activities.

- ◆ Creating a supportive, culturally sensitive, environment in which representatives can share successes, concerns, and other lessons learned.

- ◆ Advocating for policy change.

- ◆ Making recommendations to advance the work of individual community representatives, local centers, and the National PRC Program.



*"We are working together
for the greater good of all
communities."
-Marnie Wells, NCC Mem-
ber, University of Minnesota*

PRC Program Adds Five New PRCs

The PRC Program and the NCC welcome five new PRCs.

1. Emory University—Reducing health disparities in rural southwest Georgia
2. Oregon Health & Science University—Addressing vision and hearing loss in American Indian communities
3. San Diego State University & University of California at San Diego—Increasing physical activity in Latino families around Tijuana
4. Texas A&M University—Preventing diabetes in underserved rural communities
5. University of Rochester—Understanding health risks among the deaf and hard of hearing

NCC Member Highlight—University of Rochester Medical Center

By: Matthew Starr

The University of Rochester Medical Center brings an exciting new element to the PRC network: It is the first institution to study the deaf and hard of hearing community, with the mission to improve the overall health of individuals, not to correct hearing loss.

National Center for Deaf Health Research (NCDHR) opened on Sept. 30, 2004 based partly on the university's ability to form community partnerships with advocacy groups, other academic institutions such as the

National Technical Institute for the Deaf, and health-care providers who already have a keen understanding of the unique needs of deaf and hard of hearing people.

"This community-academic partnership is a unique and historic endeavor for us to interact with researchers in a communication barrier-free milieu," said Matthew Starr, MPH, who is deaf and a community partner with NCDHR.

The university is well poised to carry out this project. Rochester, NY, has one of the largest concentrations of deaf people in the United States and a reputation for being "deaf friendly." Nationally, more than 28 million people have some degree of hearing loss, and about 4.8 million cannot hear or understand speech at all. Yet in Rochester and elsewhere, little is known about disease trends among deaf people, or underlying attitudes or health behaviors.

"Even rudimentary data on risk factors for common diseases is simply unavailable," says project leader Thomas A. Pearson, M.D., Ph.D., MPH, and chairman of the UR Medical Center's Department of Community and Preventive Medicine. "This research will allow us to discover and prioritize health needs in this underserved community. We also hope to serve as a national model for engaging people who are deaf or hard of hearing in participatory health research."

Initially the PRC will convene deaf community focus groups to establish a research agenda; plan the best possible culturally and linguistically method to survey deaf individuals and carry out research projects; raise awareness among deaf people of opportunities to get involved in voluntary health studies; and build programs that will train doctors and break down existing communication barriers. The center will also publish its research findings for the benefit of the deaf and hard of hearing community locally and worldwide, and look for ways to apply its findings to other cultural or disabled communities.

Many challenges lie ahead. Traditionally, deafness is often viewed as a disease or condition that should be "fixed." But for many deaf people, this idea is at the root of a cultural divide and misconceptions about deafness.

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NCC Member Highlight (Continued)

To a culturally deaf person, being unable to hear is simply a fact of life, a characteristic that shapes and enriches them, not something that causes shame. In fact, one survey statistic often cited in the deaf community is that 86 percent of deaf adults say that they would refuse a cochlear implant, even if it were free.

But deafness does create certain problems in the medical setting. Many deaf people communicate through American Sign Language (ASL), which has different grammar and syntax than English. But few health care providers are proficient in ASL, or understand how to appropriately communicate with deaf patients. Deaf and hard of hearing people also have less access to information from the ambient environment, information that hearing people often take for granted. So, for example, deaf youngsters do not benefit from overhearing the advice pediatricians give to their hearing parents.

The UR project aims to blend cultural awareness with the important job of promoting better health. Luckily, Rochester has a strong history of examining these difficult issues, including language and access barriers. An August 2004 report from the Deaf Health Task Force in Rochester is the most recent example. This collaborative group conducted an exhaustive review of the health status of deaf individuals and offered several recommendations. Among them: qualified interpreters should be available in all health-care settings, and more training and education is needed among doctors and nurses regarding how to interact with deaf patients and their families.

In a sense, the Task Force research was the impetus for the NCDHR. Led by Steven Barnett, M.D., the Task Force was funded by the CDC and the Association of Teachers of Preventive Medicine. And Barnett's focus on deaf health throughout his career as a UR Family Medicine physician formed the basis for the expanded role into deaf research.

Additionally, the Deaf Wellness Center (DWC) at the UR, under the direction of Robert Pollard, Ph.D., has offered mental health services, teaching and research on topics pertaining to the deaf community since 1990.

Using its teaching, research and clinical resources to improve society is at the heart of the UR Medical Center's mission. In recognition of this long-standing commitment, the Association of American Medical Colleges honored the UR with its prestigious 2004 Outstanding Community Service Award. The establishment of the NCDHR is further evidence of that commitment.



Lois Smiley and Matthew Starr, NCC Representatives,

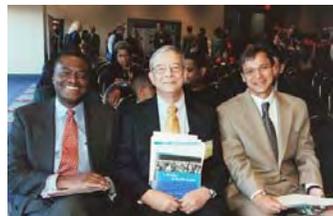
Prevention Research Center Program Celebrates 20 Years of Success

The CDC and invited partners recognized two decades worth of accomplishments that have emerged since CDC's Prevention Research Center (PRC) Program was authorized by Congress in 1984. The Celebration was held November 7, 2004 in Washington D.C. and included a formal program and reception.

Speaking at the formal event, George Mensah, MD, FACC, Acting Director, National Center for Chronic Disease Prevention and Health Promotion, commented on the PRC Program's unique configuration. "No other program explicitly requires researchers, public health professionals, and community members to work together as equals

to develop and prove disease prevention and health promotion strategies and move them into widespread practice," Dr. Mensah said.

Yvonne Lewis and Ella Green-Moton, NCC Chair and Chair-Elect received an Award of Honor for their hard work and dedication in developing and leading the NCC since 1999.



CDC's Drs. George Mensah (left), Dixie Snider, and Eduardo Simoes are seated while the audience assembles for the Prevention Research Centers Anniversary Program.



Ella Green-Moton expresses her appreciation for the Award of

Prevention Research Center Program Celebrates 20 Years of Success (Continued)

Five PRCs were honored for outstanding accomplishments in extramural research. The award winners, selected by external peer-reviewers from among nominations were as follows:

- Innovation in Prevention Research - West Virginia University, Centers for Public Health Research and Training, for the Not on Tobacco project.
- Excellence in Community-Based Prevention Research - Morehouse School of Medicine Prevention Research Center for its Community Coalition Board.
- Excellence in Research Translation - University of Texas Health Science Center at Houston, Center for Health Promotion and Prevention Research, for promoting the adoption and maintenance of the Coordinated Approach to Child Health (CATCH) Program.
- Excellence in Training and Technical Assistance - University of South Carolina Prevention Research Center for providing training and technical assistance through courses in Physical Activity and Public Health.
- Service to a Partner Community – Maine-Harvard Prevention Research Center, a partnership of the Harvard Prevention Research Center, for implementing and facilitating activities that have extended the capacity of the PRC partner community, which includes the Maine Bureau of Health and the Maine Center for Public Health.

Congratulations to all award recipients and the PRC program for all your successes!

NCC Retreat Highlight (Continued)

NCC Members: Linda Forys, Freda Motton, Ralph Fucillo, Annette Cook, and Yvonne Lewis (From right to left) learn from other NCC members at the NCC retreat.



The Vulcan museum tells the story of the iron industry, which is the reason for Birmingham's magic growth. The tour was followed by a reception fit for a king.

The next day was filled with long, careful hours being spent on determining the future of leadership for NCC, while ensuring that the expertise of present leadership be passed on to create continuity of the

committee. The NCC decided to add, a vice-chair position to the existing co-chair positions. Under the new leadership, there will be a chair, chair-elect and a vice chair. That evening, we enjoyed dinner at the magnificent Rucker's Place.

The last day of the retreat, was held at the Birmingham Civil Rights Institute. The day was primarily devoted to coming up with a Logic Model for the NCC that would compliment the one being used by the PRCs. A tour of the Institute followed, after-all, one cannot leave Birmingham without experiencing its civil rights history and contributions.

The retreat was successful in every way, although it was a lot of work; sharing program strategies, successes, issues and

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We would like to encourage you to submit success stories from your communities and PRCs for publication in the next newsletter.

Please submit to Katie Barnes via email at katedavidb@yahoo.com

Submissions must be received no later than May 31, 2005.

This newsletter was written and edited by the NCC Communications sub-committee.

Special Thanks to :
Imogene Wiggs, Chair
Katie Barnes, Co-Chair
Matthew Starr
Lois Smiley
Freda Motton
Sheryl Threadgill

FIND THE PRCs
ON THE WEB AT:
WWW.CDC.GOV/PRC

**National
Community
Committee**

Preventing Disease Through
Community Partnerships

NCC Meeting Schedule

19th National Conference on Chronic Disease Prevention and Control, March 1-3, Marriott Marquis, Atlanta, Georgia *Health Disparities: Progress, Challenges, and Opportunities*

Accelerating the rate of progress in improving lives

- ◆ Tuesday, March 1 Regional Directors, 7:00-8:00 am
- ◆ Tuesday, March 1 General NCC Meeting, 5:15-8:15 pm
- ◆ Wednesday, March 2 Breakfast Meeting, 7:30-8:30 am

Plans for Future Meetings—Watch for more details

- ◆ NCC Advocacy Training with Research!America, July 2005
- ◆ NCC 3rd Annual Fall Retreat, October 2005

NCC Monthly Conference Calls



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THE NCC WELCOMES
NEW MEMBERS OF THE
LEADERSHIP TEAM:
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NCC VICE CHAIR &
ANNETTE COOK,
SOUTH REGIONAL
DIRECTOR