

**National
Community
Committee**

NCC Newsletter

NCC 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.

NCC 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.

NCC Meeting at CDC 19th Chronic Disease Conference



The National Community Committee (NCC) continues to show growth as 38 representatives gathered at the Center for Disease Control and Prevention's 19th Annual Chronic Disease Conference in Atlanta, Georgia February 28-March 2.

In the General meeting, the NCC was divided by region and discussed activities and happenings at each PRC. This was a wonderful opportunity to network, share achievements, and challenges. We discussed the role that the PRC has in influencing the CDC Special Interest Projects (SIPS) each year. This year the NCC will be able to include their input on the process and help to identify some priority areas.

The following morning the NCC broke into their work groups. The Policy, Procedures, Operations (PPO) committee continued their

work creating guiding principles and researching steps to becoming a 501c3 organization. The Fund Development committee is waiting for the PPO to get the guidelines in place before researching available funds. They discussed other issues facing the NCC. The Content committee continued their work on the creation of a logic model for the NCC. The Communication committee met and discussed suggestions for the newsletter and cost effective ways to distribute the newsletter. Each sub-committee reported back to the group and with tasks assigned the meeting was adjourned.



Prevention Research Centers

University of Alabama at Birmingham

Building community capacity for health in Alabama's Black Belt

University of Arizona

Reducing diabetes in communities on the U.S.-Mexico border

San Diego State University and University of California at San Diego

Increasing physical activity in Latino families around Tijuana

University of California at Berkeley

Improving health in California's Korean-American community

University of California at Los Angeles

Promoting adolescent health in African American and Hispanic families

University of Colorado

Advancing healthy lifestyles in underserved Rocky Mountain communities

Yale University

Addressing health disparities in rural and urban Connecticut

University of South Florida

Using community-based prevention marketing for health promotion



Message from NCC Chair

E. Yvonne Lewis

Time passes so swiftly. There doesn't seem to be enough time to get things done. Have you found yourself uttering these words lately? If so, take heart. Know that there is time left to get the job done. Take a moment to look back and see all the people you have touched; the difference you've made in the lives of so many, perhaps even some that may not know you were working on their behalf. As representative of your Prevention Research Center, and particularly the National Community Committee, your work has and will continue to benefit many. As a collective unit, we have established a

process through which the "voice of community", can be heard across this country. Participating in local and national projects, sharing perspectives of our various communities, and addressing health disparities, the NCC is being recognized as a viable mechanism through which to work. I encourage you to continue to strive for excellence. Take seriously the opportunity you have and be proud. As time passes and work continues, take a look back and appreciate the contribution you've made. It has been humbling serving as Chair of the NCC. Thank You. Looking forward to the Retreat in October.

NCC Partner Highlights - University of Minnesota, Department of Pediatrics

Lynn Bretl and Glyns Shae

For the seventh graders in a North Minneapolis middle school, the Prevention Research Center means learning about leadership, community service and health. Students participating in Project PATH identified problems in their community and created small group projects to address those problems. One student, who chose to tutor first graders, reflected on her experience.

I remember how insecure I was when I heard about this, so I didn't even want to do it. Then I thought of what it meant to go there, that it meant I was helping people to learn, pass on my knowledge, be creative, finally have what I did not ever have ... someone who looks up to me, who looks at me as if I were someone, as I do not see myself. Teach me to love, love me. So I went. As I walked down those stairs, and now when I think about what I had to overcome, it makes me sad and happy because now I love myself more. It switched my way of thinking from speck of dust to a bright star. When I saw those kids, I almost wanted to get out, conscious of my every move, but when I saw how they accepted me, I not only cared about myself more, but everyone else.



Seventh grade students chose to tutor first graders as part of their community service project.

You may ask - what does a seventh grader's tutoring experience have to do with prevention?

In a population where car accidents, violence and suicide dominate the morbidity rankings, prevention researchers have become increasingly attentive to the inter-relationship of health risk behaviors.

Woven into many of the programs shown to be effective in reducing risks and (Continued on Pg 3)

Prevention Research Centers

Emory University

Reducing health disparities in rural southwest Georgia

Morehouse School of Medicine

Building community capacity to promote health in southeast Georgia

University of Illinois at Chicago

Evaluating interventions to reduce diabetes in inner-city communities

University of Iowa

Helping communities in rural Iowa improve their residents' quality of life

University of Kentucky

Controlling cancer in central Appalachia

Tulane University

Changing the environment to increase physical activity among low-income residents in New Orleans

Johns Hopkins University

Integrating health promotion into existing programs for Baltimore youth

Boston University

Improving the health and well-being of Boston's public housing residents

Harvard University

Promoting nutrition and physical activity among Boston's children and youth

NCC Partner Highlights - University of Minnesota, Department of Pediatrics (Continued)

improving positive outcomes for adolescents is a *healthy youth development* framework.

According to Michael Resnick, Ph.D, Director of the Minnesota PRC, "the youth development framework assumes that young people have fundamental, underlying needs for healthy development, some of which are unique to adolescence."

Youth development provides a sharp contrast to traditional, silo-based approaches that concentrate attention on the individual health risk behaviors – alcohol or drug use, early onset of sexual activity, sedentary lifestyles. Today, adolescent health experts advocate holistic, cross-cutting approaches that give adolescents opportunities to build the skills and competencies they'll need to function day to day and become successful, healthy adults.

Understanding and effectively meeting the developmental needs of adolescence is an enormous challenge that demands creative solutions, like the community service program described above. The University of Minnesota's Prevention Research Center is committed to this challenge.

In close collaboration with its community advisors and constituents, the PRC conducts research and provides training and education on effective approaches to the reduction of health-risking behaviors and the promotion of protective factors in the lives of young people that are essential for their healthy development.

When first funded in 1996, the PRC was designated the National Teen Pregnancy Prevention Research Center. The PRC conducted and collaborated on much of the research on resiliency, risk and protective factors in adolescence. Over time, the PRC built strong relationships with clinics, community organizations, youth workers, schools, policy makers and staff of city, state and county government systems. As a part of this community, the PRC has provided technical assistance, participation on coalitions, collaboratives and networks, dissemination of resources and best practices as well as training and education. In turn, the community supports the PRC through membership on a Community Advisory Network (CAN).

The 37 members of the CAN all serve youth through professional organizations or personal commitment. In 2004, their support and advice was instrumental in broadening the PRC's focus beyond teen pregnancy prevention to healthy youth development as a prevention strategy for multiple adolescent health challenges. CAN co-chair Lisa Turnham, applauds the change: "I think the PRC is responding to a very visible need in the community. Youth-serving organizations have consistently requested information, training and technical assistance in the processes that promote health and protect young people from risk."

With the PRC now under a Healthy Youth Development banner, 2004 marked the launch of Project PATH: Partners in Action for Teen Health. PATH partners include the PRC, a county social services agency and a public middle school. Based in a middle school serving an economically disadvantaged community, Project PATH aims to improve health outcomes through youth development, health education and parent involvement.

We invite the PRC community to consider us a resource for information about adolescent health. Our many publications, newsletters and published research studies are available for free download on the web at www.prc.umn.edu. Finally, we are pleased to host the 2005 Annual NCC meeting this October. Fall in Minnesota is beautiful - and usually snow-free. We look forward to the chance to share our wonderful campus and the Twin Cities with you.



Prevention Research Centers

University of Michigan

Examining social determinants of health in low-income Michigan counties

University of Minnesota

Identifying best practices for adolescents' healthy development

Saint Louis University

Maintaining rural community coalitions to prevent chronic diseases

University of New Mexico

Improving nutrition and physical activity among Navajo elders

State University of New York at Albany

Preventing chronic disease through community interventions

Columbia University

Bridging the digital divide for health in Harlem

University of Rochester

Understanding health risks among the deaf and hard of hearing

University of North Carolina at Chapel Hill

Reducing obesity among ethnic minority women in rural North Carolina

University of Oklahoma

Promoting health and preventing disease among Native Americans

NCC Representatives Attend 3rd Annual Research!America Advocacy Training

Matt Starr

We live in tough times when so many organizations are competing for scarce funding. Rejection letters from foundations become repetitive. National and regional priorities may not align with our issues, partly because of a lack of awareness. Overworked legislative staffs apologetically decline our requests for meetings. We encounter apathy by the public when we initiate health promotion campaigns. Should we throw up our arms in exasperation? That's what the Advocacy Training sponsored by Research!America was all about. We learned how to become better communicators, how to effectively work with legislative staff and how to improve the likelihood of getting letters to the editors published in the media which will help put prevention and public health research in the fore front of everyone's mind.

K. Goraleski of Research!America gave a comprehensive presentation on *Eight Essential Steps for Successful Advocacy*, including effective messaging. One message that we can use is, "Less than one cent of every health care dollar in the U.S. is spent on prevention and public health research."

Wendy D.D. Selig, Vice President of Legislative Affairs for the American Red Cross, described her past experiences in *A Day in the Life of a Legislative Staffer*. Her portrayal of working in a chaotic legislative environment was an eye-opener. She included highly informative tips on how to gain a better working relationship with our overburdened legislative staff.

Towards the end of the day, we wrote practice letters during *The Art of Writing a Letter to the Editor*. Jeffery Ingram, Vice President of Ein Communications, provided enlightening critique.

Fourteen representatives of the National Community Committee, who attended this workshop, are ready to roll up their sleeves and apply newly acquired skills to get our vital messages of prevention and public health research across to all stakeholders. Moreover, the Morrison House Hotel in the historic Old Alexandria was fabulous and definitely enhanced our experience.

Thank you Research!America.

CDC Working to Improve Ability to Use Technology and Communication to Improve Health; First Grants to Establish Centers of Excellence are Awarded

Press Release - The Centers for Disease Control and Prevention (CDC) has awarded nearly \$5.2 million to fund two new Centers of Excellence in Health Marketing and Health Communication and two Centers of Excellence in Public Health Informatics. With these grants, CDC is hoping to foster scientific advances that improve the ability of health care professionals to communicate health recommendations to consumers and to more easily use electronic information systems.

Centers of Excellence in Health Marketing and Health Communication

Center at the University of Connecticut & Center at the University of Georgia

Centers of Excellence in Public Health Informatics

Center at Harvard Medical School & Center at the University of Washington

For more information visit www.cdc.gov/od/ophr

National Community Committee Members Awards and Announcements

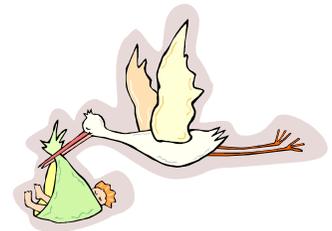
Imogene Wiggs and Katie Barnes, NCC Communications Co-Chairs

Press Release - Washington, February 28, 2005 - Comptroller General of the United States David M. Walker today is naming 14 members of the Citizens' Health Care Working Group, the first step in a two-year process to hold a national dialogue on issues related to health care services, delivery and cost. NCC member, Rosie Perez, has been selected for a newly formed Citizens Health Care Working group- according to a press release from G A O (United States Government Accountability Office) Rosie said, "I think my work with NCC and for my PRC helped to get me selected." By law, the Secretary of Health and Human Services (HHS) will serve as the 15th member of the Working Group. The Working Group was created by Congress to hold hearings and community meetings across the country on health care coverage and cost issues, and to issue a "Health Report to the American People." Within two years from these appointments, it must submit recommendations to Congress and the President. **Congratulations! Rosie Perez from Texas**

Way to go! Annette Cook from South Carolina, was invited to present their project at the Florida Department of Health 'Secretary's Summit on Obesity - Community and Faith-based Solutions' in Miami FL on May 23, 2005.

Congratulations! Sharrice White from PRC Program Office! We celebrate the birth of your daughter, Kayla Renee Cooper. (Born April 5, 2005)

Congratulations! Jenny Oliphant from Minnesota! We celebrate the birth of your baby girl, Solvej Paxton Graff. (Born April 14, 2005)



MARK YOUR CALENDARS

NCC Conference Calls

Tuesday, November 1, 2:00 pm

Tuesday, December 6, 2:00 pm

2005 American Public Health Association (APHA) Annual Meeting, December 10-14, Philadelphia, PA

Prevention Research Centers

Oregon Health & Science University

Addressing vision and hearing loss in American Indian communities

University of Pittsburgh

Promoting health and preventing disease among older adults

University of South Carolina

Changing policies and environmental conditions to support physical activity in underserved communities

University of Texas Health Science Center at Houston

Studying how adolescents' health choices affect their later life

Texas A&M University

Preventing diabetes in underserved rural communities

University of Washington

Sustaining physical activity among older adults

West Virginia University

Improving health among rural teenagers

Cyclists to make bike trek a weekly event

DAVE CRUZ, Item Staff Writer

Press Release- Upon finishing his first-ever group bicycle ride a 26-mile jaunt on the roads of southwest Sumter on Saturday morning physician Paul Evangelisti gave the experience his personal and professional approval.

"It was good. I need to get in shape," Evangelisti said, an ears, nose and throat specialist.

The eight riders, who left from the Corner Pantry at Loring Mill Road and Wise Drive, covered the distance at an average of 15 mph, a reasonable pace for a group comprised of a mix of experienced and inexperienced cyclists. But it was still a workout, the cyclists said. Some rode at a faster pace at times but waited for the others to catch up.

According to the calorie calculator at bikejournal.com, a 170-pound person would have burned between 1,146 and 1,208 calories on the two-hour trip.

"It was fun," Evangelisti said. "I can enjoy the rest of the day feeling good about it."

For someone who's been riding for more than 30 years and can easily move at speeds in excess of 20 mph, Martin Rogers said he enjoyed the non-competitive nature of the ride. Unlike some group rides, which are done in tight pace lines at breakneck speeds, Rogers said beginners can feel comfortable riding with the group.

"This was fun," Rogers said with a laugh. "I had a chance to do some talking."

To a person, everyone on the ride wanted to encourage more people to join them Saturday mornings on Sumter County roads.

Bob Markisello, who's been a road cy-

clist for about nine years and rides about 1,500 miles per year, said many people are fearful of road traffic. But Markisello said there is no reason to be afraid.

Evangelisti said he felt safe on the ride. "People (drivers) are pretty courteous here," he said.

Markisello especially encouraged people taking indoor spin classes to give road cycling a try. "Being outdoors is a winner in my mind," he said.

Annette Cook, director of *Sumter County Active Lifestyles*, helped organize Saturday's ride. She and the others want to continue to meet at the Corner Pantry at 8 a.m. on Saturdays for 25- to 30-mile rides and would like everyone with a bicycle and helmet to join in the fun.

Ken Burdick, another of the ride organizers, said the routes are designed so that people who might not have the time to ride for two hours can easily get back to the starting point and their vehicles.

Those wanting more information about the Saturday rides and group cycling can call Cook at Sumter County Active Lifestyles at (803) 938-3991. Her e-mail address is cook7uscsu@sumter.edu.



Photo by Chris Moore / *The Item*

Ken Burdick, foreground, leads the pack as a group of cyclists make their way down Loring Mill Road during a 26-mile ride Saturday morning.

Get Active
Get Healthy
Get Involved

National Community Committee

Preventing Disease Through
Community Partnerships

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*This Newsletter is
available on the web
www.hpdp.unc.edu/ncc*

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

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 katiedavidb@yahoo.com. Submissions must be received no later than January 30, 2006.

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Don't Miss It!

3rd Annual NCC
Retreat
Minneapolis, MN

October 19-21, 2005