

**National
Community
Committee**

NCC Newsletter

SIP 13 CAPACITY BUILDING OPPORTUNITY

FREDA MOTTON, Saint Louis University PRC

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 Centers for Disease Control and Prevention (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.*

The Prevention Research Center (PRC) National Community Committee (NCC) and Saint Louis University were the recipients of Special Interest Project #13. Improving &

Translating the Evidence: Increasing physical activity among adults in racially/ethnically diverse communities in the United States.

In response to goals articulated by NCC leadership this grant was seen as a capacity building opportunity for the NCC. Through SIP 13, the NCC will work to develop criteria for evaluating interventions, rank interventions, and pilot test evidence-based interventions to increase physical activity in racially/ethnically diverse communities.

Phase 1 of the project was a training opportunity where one NCC member from each PRC was invited to attend an Evidence Based Public Health Course in St. Louis. Argin Hutchins, NCC Vice-Chair from Johns Hopkins University said "the training was great because it provided an overview to some and an introduction to others regarding the research process."

This study is the first to work with the PRC NCC as a collective and will provide us with the opportunity to learn how we want to structure these types of collaborative efforts in the future.



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 the Chair

ELLA GREENE-MOTON, University of Michigan PRC

As the 2005–06 Chair of the National Community Committee (NCC), I am honored to serve. My charge as Chair, is to protect the integrity of this body by being accountable and by holding this organization accountable and true to its Vision, Mission, and Goals. As Chair, it is my responsibility to guard the very delicate nature of our existence within this awesome Prevention Research family. I take the role of Chair very personally and will continue to work to generate an all inclusive and welcoming environment within NCC. I am committed to the development and enhancement of relationship-oriented partnerships within the broader PRC national body. I will continue to champion and advocate for the voice(s) of the community as we collaborate with our academic and practice partners to more effectively address the health of this nation.

I applaud the hard work, dedication, and commitment of the 2004-05 Chair, Yvonne Lewis (Michigan PRC) in

leading NCC through a very productive and note worthy year. I also commend and encourage the current NCC Chair-Elect, Ralph Fuccillo (Harvard PRC) and current Vice-Chair, Argin Hutchins (Johns Hopkins PRC) as we work together to move the NCC agenda forward.

On behalf of the National Community Movement, I would like to take this opportunity to extend my appreciation to the NCC Leadership Team, the entire NCC membership as well as our CDC support staff, and Academic partners for your unwavering support. I especially thank the Michigan PRC for six years of literally "Walking the Talk." Please know that your ability to work with and support your community during the struggle, will forever be cherished and remembered as the accounts of this journey unfold.



Special Action Group: REACH 2010

EVELYN B. WHITMER, M.Ed., University of Arizona
Extension Agent, Family and Consumer Sciences Community Health Programs-Cochise County

The bordering community of Douglas, located in the southeast corner of Arizona, near Mexico, has a prevalence of diabetes and obesity that is twice that of the national average. As a result, the Special Action Group (SAG) of the Southwest Center for Community Health promotion at the University of Arizona sprang into action by

implementing CDC's Reach 2010 (Racial and Ethnic Approaches to Community Health). REACH is an initiative aimed at eliminating disparities in health status experienced by ethnic minority populations in key health areas (www.cdc.gov/reach2010). SAG, formerly Diabetes Working Group, expanded its mission beyond citizens

(Continued on page 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

(Continued from page 2)

with diabetes to the larger community, policy and community health.

The SAG group has been instrumental in disseminating information and heightening the awareness of disease prevention throughout the community through its key leaders. The SAG has identified specific issues in the school environment as the arena in which they want to impact policy. Therefore a two pronged approach has emerged: (1) working with the school administration and leadership and (2) developing a constituency among parents, teachers, and students to support the identified policy changes.

Members of the SAG group presented information about diabetes and disease prevention to local Parent, Teacher, Student Organizations (PTSO). Prevention of chronic illnesses through healthy lifestyle changes was explained. A sub committee of the SAG group met with the superintendent of schools and discussed the importance of establishing a healthy nutrition policy for its students. Additionally, the SAG researched a variety of nutrition policies from other states and presented them to the school officials. A school-based nutrition policy committee, which was comprised of Douglas School District faculty, principals, school dieticians, physical education instructors, and SAG members, has been convened. The aim for this nutrition policy includes no deep frying foods; prohibit candy sales and incentives, appropriate serving portion sizes, etc. Various community members who were instrumental in developing and assisting the new policy were given SAG awards. The policy can be viewed at <http://cals.arizona.edu/cochise/fcs/sag/index.html>.

A poster contest was held for the entire Douglas School District. The intent of this contest was to promote a healthy lifestyle in the community and to inform the community about the efforts of the SAG. One hundred and twenty students participated in the event. Two winners were selected. Both winners were given a donated check for \$100 and one-year pass to the Aquatic Center. Awards were presented at the SAG meeting and the posters were displayed at the local Aquatic Center.

C.A.R.E

Members of the SAG and other community members formed a coalition to plan a community-wide event entitled Children's Assistance and Resource Event (C.A.R.E). This event is modeled after the successful C.A.R.E. Fair event developed by the University of Arizona Cooperative Extension. It required several months of planning to coordinate the event, involving social agencies, health clinics, the hospital, schools, business members, the city, the media, and the University. The C.A.R.E. Fair included variety of health screenings, health awareness, immunizations and information & referral to services and programs. Information about the event was disseminated through local agencies, Spanish speaking television programs, the local newspaper and the radio station.

Evaluation

Two surveys were conducted: (1) The PTSO Nutrition and Physical activity survey yielded the following results: After each presentation, 100% of the participants planned on walking for exercise and agreed to serve more fruits and vegetables, and cook with less fat, to their families. Participants

(Continued on page 4)

(Continued from page 3)

also identified nutrition programs they would like to see in their schools.

The Family CARE Fair survey allowed the SAG to take a glimpse of various issues in the community. Seventy percent of the survey participants were covered by Arizona's Medicaid program and 5% of the participants in the survey reported having no medical insurance. Over 86% of the participants are considered to be low income families based on an average family of four members. The majority

of the participants received medical and health services at the CARE Fair.



The Arizona PRC, the Southwest Center for Community Health Promotion, works primarily along the U.S. - Mexico border and that places a focus on the underserved, multi-ethnic communities living there.

Prevention Research Centers

University of Michigan
Improving health in partnership with families and communities

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 Community

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 Partner Highlight: Prevention Research Center of Michigan: Host for 2006 NCC Retreat

The mission of the Prevention Research Center of Michigan (PRC/MI) is expanding knowledge and sharing knowledge - thereby strengthening the capacity of the community, the public health system, and the university, to improve the public's health. The Center builds upon existing long-term

disproportionate share of poor health outcomes. The interventions forming the basis for the research emphasize the role of families and communities in health promotion and disease prevention, and reflect the social ecological health model.



partnerships between the University of Michigan School of Public Health, community-based organizations, local health departments, and the Michigan Department of Community Health and other statewide health associations.

Consistent with its theme, Closing Gaps and Improving Health in Partnership with Families and Communities, the Center conducts community-based participatory prevention research aimed at improving the health status and reducing morbidity and mortality among populations experiencing a

The PRC/MI is composed of Administrative, Surveillance, Assurance, Dissemination and Training and Evaluation Cores. Surveillance and Assurance Cores provide epidemiological data, G.I.S., health services and policy support to all projects. The Dissemination and Training Core carries out training programs with the community leadership and health professionals and assists in the translation of successful research into policies and programs. The Evaluation Core designs and implements an evaluation plan for the PRC/MI and provides technical assistance to PRC/MI research projects and partners.

The PRC/MI is governed by Community and State boards.

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

Enhance and support physical activity through environmental and policy change

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

Remembering and Appreciating the Struggle

By Ella Greene-Moton

The past six years have proven to be one of the most rewarding experiences of my involvement in prevention research. I was honored to have been asked to help facilitate the process for developing the framework to create a national community movement within the National Prevention Research Center (PRC) family. Thus, the National Community Committee (NCC) was born and assumed its rightful place among the existing committees of the National Prevention Research Centers' Steering Committee (i.e., the Program, Research, Evaluation, Communication, and Policy Committees).



The National Community Committee grew out of a notion that there should be a deliberate effort to

acknowledge, strengthen, and utilize the presence, expertise, and potential power of those communities represented within this collaboration. That notion was thoughtfully verbalized, cautiously implemented, and has effectively fueled the navigation of this national movement within the confounds of the larger PRC national body.

Serving as one of two Co-Chairs of the National Community Committee for four years provided an opportunity for personal growth as well as participation in a reciprocal learning and teaching process on the local, state, regional, and national levels. During those four years, special attention was paid to teasing out the similarities and differences of each center's relationship with its community. Those identified attributes and distinctions were then molded into a field of positive energy and carefully channeled into

(Continued on page 6)



Mark Your Calendars

NCC Conference Calls

Every 1st Tuesday of the Month
2:00 - 3:30 PM EST

1-866-830-1012 (Passcode: 9805872)

- November 7, 2006
- December 5, 2006
- January 2, 2007
- February 6, 2007
- March 6, 2007
- April 3, 2007
- May 1, 2007

(From: www.cdc.gov/prc)

Facts About the PRC Program

- ◆ Authorized by Congress in 1984
- ◆ Expanded the number of academic research centers threefold in 20 years.
- ◆ Selected through a competitive peer-review process.
- ◆ Managed by CDC as a set of cooperative agreements.
- ◆ Funds (FY05) of nearly \$30 million for centers' infrastructure and core community research projects.
- ◆ Cosponsor (with the Association of Schools of Public Health) fellowships for doctoral-level students of racial or ethnic minority origin.

What PRCs do

- ◆ Conduct research projects on health- or population specific issues.
- ◆ Build research teams of multidisciplinary faculty
- ◆ Seek outcomes applicable to public health program and policies.
- ◆ Create research networks for priority health issues, such as healthy aging and cancer prevention & control.
- ◆ Build long-term relationships for engaging communities as partners in research.
- ◆ Conduct research in directions guided by advisory boards of community leaders.
- ◆ Develop public health researchers' skills for working with communities.
- ◆ Conduct additional research funded by other federal agencies, foundations, and nonprofit organizations.

(Continued from page 5)

a vibrant national collaborative. This strategy promoted and advocated for the appreciation and acceptance of the community component of the PRC both on the local and national level.

As Co-Chairs, our charge was to guide the development of a process to include all of the community voices working within the local PRCs based upon the uniqueness of those individual PRCs. During this period, one ever-present challenge was to dispel the fear that the framework of this national committee would unequally reflect the Michigan experience, thereby disallowing the experiences of others. As a result, a deliberate effort to build an all inclusive working relationship has yielded a model

network of communities sharing a common vision, mission and goals. In addition, the National Community Committee has created an environment committed to strengthening the voice of its membership by building the capacity of the individual member to work more effectively within the local centers as well as influence the direction of the national program.

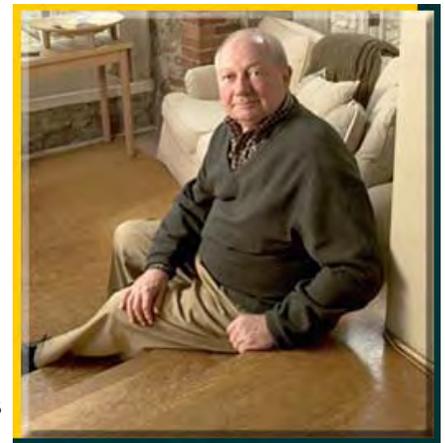
“Choosing to remember the struggle activates an automatic mental replay of both the pain and the pleasure (the goals), creating a vivid understanding of the journey (the mission) and permeates a sense of appreciation for the intended destination (the vision).”



Obituary: Dr. William F. (Bill) Bridgers (1932-2006)

FROM UAB School of Public Health, August 25, 2006:

It is with great sadness that we inform you of the passing yesterday of our founding dean, Dr. William F. (Bill) Bridgers. Dr. Bridgers was appointed Chairman of the Department of Public Health at UAB in 1976. By 1978 the Department had grown into an accredited School of Public Health and he was named its first Dean. Dr. Bridgers served four years as president of ASPH (1982-1986). In 1999, the Bill and Judy Bridgers Endowed Scholarship Fund was established. Dr. Bridgers was also honored and recognized by the university as University Scholar Emeritus and Professor Emeritus. In 2005, the UAB National Alumni Association selected him Honorary Alumnus of the Year.



(Editor Note: Dr. Bridgers was one of the four Prevention Research Centers Founders who helped in pushing the PRC Authorization Public Law 98-551 through.)

National Community Committee

Preventing Disease Through
Community Partnerships

NATIONAL COMMUNITY COMMITTEE

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

We would like to encourage you to submit success stories from your communities and PRCs for publication in the next newsletter. Please submit to Matthew Starr via email at Matthew_Starr@urmc.rochester.edu. Submissions for February 2007 issue must be received no later than January 31, 2007.

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See you at the
4th Annual NCC
Retreat!
Flint, MI

October 19-21, 2006

www.visitflint.org

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