

## Community Program Directory

The North Carolina Healthy Start Foundation through its Community Grants program has worked closely with many groups to coordinate efforts and maximize scarce resources available in the public health arena. The programs listed below are some of the efforts which have objectives similar to those of the Foundation. An updated electronic listing of these programs is available at [[www.nchealthystart.org](http://www.nchealthystart.org)].

To add or update a listing

1) contact [[info@nchealthystart.org](mailto:info@nchealthystart.org)] or

2) write to Director of Programs  
North Carolina Healthy Start Foundation  
1300 St. Mary's Street, Suite 204  
Raleigh, NC 27605 or

3) fax to 919-828-1446

### Area L AHEC

Katherine P. Coggins, MAEd, CHES, RHED  
Director, Allied and Public Health Education  
PO Drawer 7368  
Rocky Mount, NC 27804-0368  
252-972-6958 Fax 252-972-0419

Area L AHEC provides educational programming to all healthcare disciplines in Edgecombe, Nash, Halifax, Northampton and Wilson Counties. Many of these programs focus on maternal health.

### Baby Love Program

See Medicaid for Pregnant Women

### Baby Love Plus

See N.C. Division of Public Health, Healthy Start Baby Love Plus (N.C.)

### Blue Cross and Blue Shield of North Carolina

Audrey E. Hogan  
Program Manager, Population Health Management  
5901 Chapel Hill Blvd.  
Durham, NC 27707  
PO Box 2291  
Durham, NC 27702-2291  
919-765-1585 Fax 919-765-1108  
[Audrey.Hogan@bcbsnc.com](mailto:Audrey.Hogan@bcbsnc.com)

Your Baby & You is a prenatal education and individualized nursing support program offered free of charge to all HMO, POS and PPO members of Blue Cross and Blue Shield of N.C. The program is confidential and voluntary. The outcomes sought by the program include: decreasing preterm birth rate, increasing member knowledge of the signs and symptoms of premature labor, increasing average gestational age of infant born prematurely and increasing member knowledge of post-partum depression. Since the program began in 1988, the number of babies born prematurely has decreased by 7% and the number of days that a newborn spends in the neonatal intensive care unit has fallen by 17%.



## A

Area L AHEC

## B

Baby Love Program

Baby Love Plus

Blue Cross and  
Blue Shield of  
North Carolina

Brody School of  
Medicine

Brunswick County  
Health Department

## C

Cabarrus Health Alliance

Carolinas Health Care System

Carteret County Health Department

Catawba County Health Department

Center for Health and Healing, Inc.

Chatham Healthy Mothers, Healthy Babies Coalition

Christian Faith Center

Coalition to Improve the Quality of Life in Lee County

Coastal AHEC

### Brody School of Medicine

Julius Mallette, MD  
ECU Brody School of Medicine  
600 Moye Blvd., Brody AD-52  
Greenville, NC 27834  
252-744-2201  
MalletteJU@mail.ecu.edu

The TeleHomecare Program provided in-home care, monitoring and education to women at high risk for preterm delivery using telecommunications technologies. The pilot project averted 187 hospital days (\$109,769 in charges) and a total savings to the system of \$100,569 for the 10 participants in rural Eastern North Carolina.

### Brunswick County Health Department

Robbin Carson  
Maternity Care Coordinator  
25 Courthouse Dr. NE  
Bolivia, NC 28422-0099  
910-253-2337 Fax 910-253-2370

Nicole Jacobs  
Maternity Care Coordinator  
910-253-2291 Fax 910-253-2370

Maternity Care Coordinators work with women through their pregnancy and 60 days post-partum. During this period, we discuss preterm labor and the affects it has on the baby. We work hard to help our pregnant women have healthy babies by encouraging them to attend all prenatal appointments and to have healthy behavior practices.

### Cabarrus Health Alliance

Susan Jacobs, RN  
Maternity Care Coordinator  
1307 S. Cannon Blvd.  
Kannapolis, NC 28083  
Fax 704-933-3345  
sljacobs@cabarrushealth.org

Maternity Care Coordinators coordinate community services for pregnant women, provide educational information and emotional support, assist with transportation to appointments, assist with birth control decisions and offer parenting education. The goal is to "make every baby a healthy baby."

### Carolinas Health Care System

Trish Anderson, NNP, MBA, RNC  
Neonatal Outreach Educator  
1000 Blythe Blvd, PO Box 32861  
Charlotte, NC 28232  
704-355-7207 Fax 704-355-0589  
trish.anderson@carolinashealthcare.org

As the Neonatal Outreach Educator for eight counties, I teach RNs, RTs, residents and other members of the health care team about premature babies. I teach how to resuscitate them at birth and stabilize them for transport. I also provide education regarding most aspects of the care of the premature or sick newborn to the region's community hospitals and public health departments.

### Carteret County Health Department

Gwen Roberts  
Health Education Supervisor  
3820A Bridges Street  
Morehead City, NC 28557  
252-222-7749 Fax 252-222-7739  
gwenr@co.carteret.nc.us

Chanetha McCabe  
Health Educator  
chanetham@co.carteret.nc.us

Aside from our regular prenatal program, our transportation program allows prenatal patients

and/or their families to access care easier. We also have a grant to find pregnant women who smoke and assist them in quitting by paying tuition for a quit smoking program. With this program we hope to conduct research to find ways to reach more young women who smoke during pregnancy. A grant to promote folic acid in our county enables us to work with our local community college to promote vitamin use among young women.

### **Catawba County Health Department**

Lisa Moore  
Public Health Educator  
3070 11th Ave. Dr. SE  
Hickory, NC 28602  
828-695-5860 Fax 828-695-4410  
LISAM@catawbacountync.gov

Sarah Lawson  
Women's Health Nursing Supervisor  
SARAH.L@catawbacountync.gov

"Kicking Butts for Healthy Babies" provides training and educational assistance to providers to assist them with clients interested in quitting smoking. The program was implemented to assist in the decrease of poor birth outcomes (i.e., low birthweight, prematurity, SIDS risk,) associated with smoking during and after the birth of an infant. Funding from March of Dimes supports this program to reduce the number of women who smoke before, during and after pregnancy in Catawba County through a partnership between the health department, the two area hospitals and private practices in the surrounding area.

### **Center for Health and Healing, Inc.**

Garysburg, NC 27831  
919-572-6374

The Northampton Minority Infant Mortality Reduction Program is a Healthy Beginnings project providing outreach and church-based education.

### **Chatham Healthy Mothers, Healthy Babies Coalition**

Mary Linker, MSW, MPH  
Social Work Supervisor  
Chatham County Health Department  
80 East Street, PO Box 130  
Pittsboro, NC 27312  
919-545-8302 Fax 919-542-8227  
Mary.linker@ncmail.net

The Chatham Healthy Mothers, Healthy Babies Coalition started with a North Carolina Healthy Start Foundation grant. The group includes medical providers and support service providers who deal with pregnant women, infants and their families. The purpose is to increase our collective understanding of issues affecting infant mortality, provide a quarterly networking forum and plan interventions.

### **Christian Faith Center**

Carolyn Yancey  
Director  
101 S. Peachtree St.  
Creedmoor, NC 27522  
919-528-1581 x130 Fax 919-528-3816

Delores Cooper  
Assistant Director  
919-528-1581 x119

Family First is a Healthy Beginnings program. Our goal is to work with the community to improve birth outcomes for African Americans through education, community networking and intervention. Components:

- Baby on the Way – targets women ages 19-35 during pregnancy. We help deal with potential areas of stress for expectant mothers.
- Family Time – targets families with children from birth to 2 years. We focus on parenting skills and provide strategies for raising a healthy family. We also help parents develop healthy, positive parent-child relationships in the home.



## D

Duke AHEC  
Duke University  
Medical Center

### **Coalition to Improve the Quality of Life in Lee County**

Carolyn Spivey  
Executive Director  
507 A Steele Street, Sanford, NC 27330  
PO Box 3873, Sanford, NC 27331  
Fax 919-774-0613  
coalition@wave-net.net

Vicki Mann  
Healthy Babies Program Coordinator

The goal of this Healthy Beginnings project is to develop innovative avenues to reach underserved groups as it relates to infant mortality. The Sister Love program addresses the problem of prematurity and low infant birthweight by taking a "wholeness" approach to women who have been targeted as high-risk. Areas emphasized are communicable diseases, unplanned pregnancies and the health of the woman before she gets pregnant and during pregnancy. The program deals with nutrition, weight, handling stress and its causes, a walking program, and the benefits of taking folic acid, just to name a few. This is accomplished by using a one-on-one, mentoring relationship between a Sister Love outreach worker and a program participant. Wellness and prenatal doctor visits are stressed and often times the outreach worker provides transportation. Group activities are also planned for the program participants several times during the month, where topics relating to their health or their children's health are discussed.

### **Coastal AHEC**

Joanne Carl, BSN, MSPH  
Perinatal Outreach Educator, Region V  
P.O. Box 9025  
Wilmington, NC 28402-9025  
910-343-0161 x273 Fax 910-762-9203  
joanne.carl@coastalahec.org

As a Perinatal Coordinator, I have a long history of providing numerous programs, seminars and trainings related to prematurity. I provide special training for the Enhanced Role for Public Health Nurses and offer at least one workshop per year on preconceptional and interconceptional issues.

### **Duke AHEC**

Tara Owens, MEd  
Director of Continuing Education and Special Projects  
DUMC Box 3883  
Durham, NC 27710  
919-684-2648 Fax 919-681-8244  
owens022@mc.duke.edu

Coordinates educational activities with the Southern Regional AHEC to meet the state's health and health workforce needs. AHEC is committed to improving the quality, distribution and retention of providers in North Carolina in an effort to improve access to care and the quality of care provided.

### **Duke University Medical Center**

Liz Burkett  
Perinatal Outreach Coordinator  
PO Box 3967  
Maternal-Fetal Medicine Duke University Medical Center  
Durham, NC 27710  
919-684-5190 Fax 919-681-7861  
Burke010@mc.duke.edu

Involved in Durham County Reduction of Infant Mortality Task Force. One of the goals of our statewide Perinatal Outreach Education Program (POETs) is to participate in various activities related to reducing prematurity and infant mortality.

**Eastern AHEC**

Mildred Carraway, RN, BSN  
 Perinatal Outreach Coordinator  
 2000 Venture Tower Drive, Suite 208  
 PO Box 7224  
 Greenville, NC 27834-2886  
 252-744-3088  
 carrawaym@mail.ecu.edu

One of the Perinatal Outreach Coordinators in the state, serving Region VI, which covers 29 eastern counties. Several activities address prematurity and low birthweight.

**Forsyth County Department of Public Health**

Prevention Health Division  
 799 N. Highland Ave.  
 Winston-Salem, NC 27106  
 336-727-8172 Fax 336-727-8034

J. Nelson Weaver  
 Infant Mortality Reduction Coalition x3849

Phyllis D'Agostino  
 Infant Mortality Reduction Program x3972  
 Dagostph.@co.forsyth.nc.us

Carrie Worsley  
 Fathers and Friends x3851  
 worsleca@co.forsyth.nc.us

Fathers and Friends, a Healthy Beginnings project, serves men and boyfriends (who may or may not be the biological father), brothers and other relatives who are involved with a pregnant woman (and/or be children) from pregnancy through the first year of life. The program provides an atmosphere where men can interact and share experiences about fatherhood. Educational sessions encourage self-respect, self-esteem and responsibility. It also provides information to help men understand what a woman experiences both physically and emotionally during pregnancy.

The Infant Mortality Reduction Coalition is funded by a collaboration of matching funds from Healthy Start Baby Love Plus, Kate B. Reynolds Trust, Forsyth County Department of Public Health and community partners. The partners work to prevent the death of a baby before the baby's first birthday. Two network liaisons work with businesses, agencies and organizations to advocate for change when consumers voice barriers to services. Six community health advocates canvass the community door-to-door to inform parents of action steps they can take to reduce the risk of having an infant die. A program coordinator provides educational tools and technical assistance for staff and community agencies working to decrease infant mortality. This program is the result of the Forsyth County Infant Mortality Reduction Coalition's efforts to involve the entire community in the fight to prevent infant mortality.

**Haliwa-Saponi Tribe**

Pamela Richardson  
 Outreach Coordinator  
 PO Box 99  
 Hollister, NC 27844  
 Fax 252-586-3918  
 blazinsunshine@hotmail.com

Targets women aged 14-45 years to provide them information on various health issues.

**Health Check (Medicaid)**

Angela Floyd  
 Manager, Health Check Unit  
 Division of Medical Assistance, Managed Care Section  
 2516 Mail Service Center  
 Raleigh, NC 27699-2516  
 919-857-4022 Fax 919-715-0844  
 Angela.floyd@ncmail.net

Medicaid reimburses physicians, hospitals, approved local health departments, community health centers and other health providers to provide medical services to eligible infants and children. Income eligibility cannot exceed 185% of the federal poverty level (through age 1, 133% from 1-5 years of age, and 100% from 6-20 years of age).

**E**

Eastern AHEC

**F**

Forsyth County  
 Department of Public Health

**H**

Haliwa-Saponi Tribe

Health Check  
 (Medicaid)

Health Choice

Healthy Beginnings

Healthy Mothers,  
 Healthy Babies  
 Coalition of Wake  
 County

Hertford Quality of Life  
 Association

## L

Laurinburg District  
Youth Center

Lewis Chapel Baptist  
Church

Lumbee Regional  
Development  
Association

### Health Choice

See N.C. Health Choice for Children

### Healthy Beginnings

See N.C. Division of Public Health – Healthy Beginnings

### Healthy Mothers, Healthy Babies Coalition of Wake County

Laura Oberkircher  
Executive Director

231A S. East St. Raleigh, NC 27601  
919-838-1488 x102 Fax 919-838-8660  
Loberkircher@hmbnc.org

Nicole Gye'Nyame  
Family Initiatives Coordinator  
919-838-1488 x104  
Ngyenyame@hmbnc.org

Healthy Mothers, Healthy Babies Coalition has several projects which seek to promote healthy behaviors as a method of preventing prematurity and low birthweight.

- 1) Baby First Partnership – provides training and technical assistance to healthcare providers on integrating effective screening for alcohol, tobacco and other drugs into their practices
- 2) Healthy Families Initiative – this Healthy Beginnings project provides education and social support to two community partnerships to facilitate the provision of health education, support and case management services for 50 women of childbearing age
- 3) Resources Moms Project – uses a lay health advisor model and trains others in the community
- 4) Steppin-Up Project – an adolescent pregnancy prevention program
- 5) Perinatal Periods of Risk – promotes effective use of data to develop targeted strategies to reduce infant mortality

### Hertford Quality of Life Association

Joyce Peoples  
922 B West Main Street  
Murfreesboro, NC 27855  
252-398-3596 Fax 252-398-3645

The association's Healthy Interventions program is a Healthy Beginnings project.

### Laurinburg District Youth Center

Gloria Williams  
Project Director  
PO Box 23  
Raeford, NC 28376  
910-875-2205

Tanya Shay Young  
Outreach Worker  
3500 Old Wire Road  
Red Springs, NC 28377

Save Our Children is a Healthy Beginnings project. It is a positive, progressive step toward decreasing infant mortality. Through volunteerism and dedication, the program strives to educate and support not only the mother but all who are directly involved in the lives of the children. Special activities, parenting classes and motivational incentives are only a few of the ways participants are nurtured and self-esteem is cultivated. Participants are made aware of the major causes of prematurity and low birthweight, and offered constructive ways to keep themselves and their babies healthy.

**Lewis Chapel Baptist Church**

Marilyn Stephenson  
Project Director  
5422 Raeford Road  
Fayetteville, NC 28304  
910-426-7646 Fax 910-426-6634  
mstephenson@mimrp.org

Dietra C. Jones  
Outreach Coordinator  
djones@mimrp.org

Angela Williams  
Outreach Worker

The Nurturing Umbrella Program, a Healthy Beginnings project, is a community-based organization dedicated to reducing minority infant mortality in Cumberland County among African-American women, ages 19 to 34 years by addressing three specific concerns: 1) delayed access to prenatal care, 2) increased low birthweight deliveries, and 3) increased child abuse, neglect and domestic violence. The goal of the program is to engage expectant women in the first trimester and to provide education on the importance of early, regular prenatal care. Through home visitation, mentoring, educational and nurturing services the program lifts the self-esteem of pregnant women, educates them on the necessity of consistent prenatal care, and reinforces the need for a healthy diet during pregnancy along with abstinence from toxic agents such as alcohol, tobacco and drugs. The program's transportation service insures that mothers are able to keep prenatal, well-baby and related health care and social services appointments.

**Lumbee Regional Development Association**

Ernestine Bulifant  
Infant Mortality Coordinator  
636 Prospect Rd  
Pembroke, NC 28372  
910-522-2137 Fax 910-521-8625  
bulifant@lumbee.org

Baby Line is a Healthy Beginnings project focusing on women between the ages of 20-29 who are Native American and live in Robeson County. It provides outreach to mothers and potential mothers, transportation and classes on parenting, nutrition and self-esteem. The project collaborates with local health agencies to provide resources and referrals.

**March of Dimes**

Sarah Verbiest, MSW, MPH  
State Program Services Director  
4112 Pleasant Valley Rd., Suite 208  
Raleigh, NC 27612  
919-781-2481 Fax 919-781-2317  
sverbiest@marchofdimes.com

The mission of the March of Dimes, a national nonprofit health foundation, is to improve the health of babies by preventing birth defects and infant mortality. March of Dimes has been in North Carolina since 1974. Following a successful Folic Acid Campaign, March of Dimes recently launched a multiple-year prematurity campaign to decrease the rate of preterm births in the U.S. by at least 15%. The campaign aims to:

1. Increase public awareness of the problems of prematurity to at least 60%
2. Educate pregnant women and their families to recognize the signs of preterm labor; and support parents of babies in neonatal intensive care units (NICU)
3. Assist health care practitioners to improve prematurity risk detection and address risk-associated factors
4. Invest more public and private research dollars to identify causes of preterm labor and prematurity, and to identify and test promising interventions
5. Expand access to health insurance in order to improve prenatal care and infant health outcomes

In 2002, 22 scientists in N.C. were funded over \$3 million to research causes of prematurity and disparity in infant mortality; and the causes, prevention and treatment of birth defects. The March of Dimes produces educational materials, offers specialized education to health care professionals, financially supports community-based programs, provides advocacy and public awareness about infant mortality and morbidity to raise funding. [www.marchofdimes.com]

**M**

March of Dimes

Medicaid for  
Pregnant Women  
and their Newborns

Migrant Benevolent  
Association

Mission St. Joseph's  
Preterm Prevention  
Program

Mt. Zion Community  
Development Corp.



## **N**

New Hanover Community Health Center

N.C. Area Health Education Centers

N.C. Birth Defects Monitoring Program

N.C. Division of Public Health – Women's and Children's Health Section

- Family Planning
  - Fetal and Infant Mortality Review
  - Healthy Beginnings
  - Healthy Mothers/Healthy Children Federal Block Grant (Title V)
  - Healthy Start Baby Love Plus (N.C.)
  - High Risk Maternity Clinics
  - Maternity Care Coordination/Maternal Outreach Workers
  - Perinatal Outreach and Education Training
  - Perinatal Substance Use
  - Sickle Cell
  - Sudden Infant Death Syndrome
  - Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
  - Targeted Infant Mortality Reduction
  - Teen Pregnancy Prevention
  - Women's Health and Tobacco Use
- N.C. Folic Acid Council
- NC Family Health Resource Line
- N.C. Health Choice for Children
- N.C. Perinatal Association
- North Carolina Healthy Start Foundation

### **Medicaid for Pregnant Women and their Newborns**

Lorie Williams  
DHHS Medical Assistance  
919-857-4020  
Lorie.Williams@ncmail.net

The Division of Medical Assistance reimburses physicians, hospitals, local health departments, community health centers and other health providers to provide appropriate medical services to eligible pregnant women and their infants up to age 1. The family income limit is equal to 185% of the federal poverty level. Women with undocumented status are not eligible. Approximately 45% of all live births occur to women enrolled in the program. [www.dhhs.state.nc.us/dma]

### **Migrant Benevolent Association**

Sharon Brown  
LIFE Project Director  
3331 Easy St.  
Dunn, NC 28334  
PO Box 227, Newton Grove, NC 28366  
910-567-6194 x2283 Fax 910-567-5678

Limiting Infant Mortalities Effectively (LIFE) is a Healthy Beginnings project with the Migrant Benevolent Association. The infant mortality project works with women in their childbearing years and provides outreach and transportation services.

### **Mission St. Joseph's Preterm Prevention Program**

William C. Brannan, MD  
Mission Hospitals  
980 Hendersonville Road  
Asheville, NC 28801  
828-213-1140

A pregnancy health management program that includes risk assessment, patient education, telephone management, home visits, outpatient assessment and care, labor and delivery triage, in-patient care and data collection and feedback. The program has removed some of the racial disparity in prematurity, increased gestational weight and age of high-risk babies, and lowered the number of Medicaid babies in the neonatal intensive care unit.

### **Mt. Zion Community Development Corp.**

47 Eagle St.  
Asheville, NC 28801  
828-253-1610 x 21

Nurturing Asheville Families is a Healthy Beginnings project providing outreach and education.

### **New Hanover Community Health Center**

Alice Humphrey  
Project Coordinator  
925 N. 4th Street  
Wilmington, NC 28401  
910-343-0270 x123 Fax 910-251-1540

Helping Mothers and Families Program is a Healthy Beginnings project that supports community efforts to reduce the number of minority babies that die before their first birthday. The program assists women in finding a doctor, getting to medical appointments, finding and keeping a job, learning to be a good parent and meeting emergency needs.



**N.C. Area Health Education Centers (AHEC)**

CB #7165, 101 Medical Drive  
 Chapel Hill, NC 27599-7165  
 919-966-2461 Fax 919-966-5830  
[ncahec@med.unc.edu](mailto:ncahec@med.unc.edu)

The goal of the North Carolina Area Health Education Centers (N.C. AHEC) is to meet the state's health and health workforce needs by providing educational programs in partnership with academic institutions, healthcare agencies and other organizations committed to improving the health of the people of North Carolina. N.C. AHEC continuing education programs are designed to meet the education and training needs of health providers in the allied health, dental health, medicine, mental health, nursing, pharmacy and public health professions. [[www.ncahec.net](http://www.ncahec.net)]

**N.C. Birth Defects Monitoring Program**

Bob Meyer  
 State Center for Health Statistics  
 1908 Mail Service Center  
 Raleigh, NC 27699-1908  
 919-715-4476  
[Robert.Meyer@ncmail.net](mailto:Robert.Meyer@ncmail.net)

The North Carolina Birth Defects Monitoring Program (BDMP) was mandated by the state legislature in 1995 to collect, analyze and disseminate information related to the incidence, prevention and treatment of birth defects in North Carolina. This information is used to monitor trends, identify risk factors, help target and evaluate prevention activities such as folic acid education, and to improve access to needed services for the nearly 4,000 children and families who are affected by serious birth defects each year in the state. [[www.schs.state.nc.us/SCHS/bdmp](http://www.schs.state.nc.us/SCHS/bdmp)]

**N.C. Division of Public Health – Women's and Children's Health Section**

Kevin Ryan, MD, MPH  
 Chief, Women's and Children's Health Section  
 1929 Mail Service Center  
 Raleigh, NC 27699-1929  
 919-715-7932  
[Kevin.Ryan@ncmail.net](mailto:Kevin.Ryan@ncmail.net)

Joe Holliday, MD  
 Branch Head, Women's Health Branch  
 1929 Mail Service Center  
 Raleigh, NC 27699-1929  
 919-715-3400 Fax 919-715-3410  
[Joe.Holliday@ncmail.net](mailto:Joe.Holliday@ncmail.net)

**The following bulleted listings are part of the Division of Public Health:****• Family Planning Program**

Sydney Atkinson  
 Unit Supervisor, Family Planning and Reproductive Health Unit  
 1929 Mail Service Center  
 Raleigh, NC 27699-1929  
 919-715-8432  
[Sydney.Atkinson@ncmail.net](mailto:Sydney.Atkinson@ncmail.net)

This statewide program provides grants, training and other support to local health departments and nonprofit agencies providing family planning and preventive health services. It began in 1973 as a result of Congress establishing Title X categorical funding for family planning and women's preventive health services. Over the last 28 years, the program has grown both in terms of funding availability and numbers of clients served. It served 127,260 (approximately 33% of those in need) in FY 2001.

Services include counseling, health education and clinical services designed to assist men and women to make and implement informed decisions concerning childbearing, including how to prevent or space pregnancies. Such planning has proved to be an important factor in improving pregnancy outcomes.



Other important features of the Family Planning Program are the preventive health services, such as blood pressure checks, Pap smears and breast exams; and counseling about smoking, drugs, domestic violence and other harmful behaviors. Both men and women are counseled about the prevention of sexually transmitted diseases. Because women typically go to family planning clinics prior to becoming pregnant, counseling them on the importance of folic acid is another important component of their clinic visits.

• **Fetal and Infant Mortality Review Program**

Belinda Pettiford  
Unit Supervisor, Perinatal Health and Family Support Unit  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3399  
Belinda.Pettiford@ncmail.net

The national Fetal and Infant Mortality Review program (FIMR) is being piloted in eight counties. Developed by the American College of Obstetrics and Gynecology, FIMR is utilized to conduct an in-depth investigation of the causes of fetal and infant deaths.

• **Healthy Beginnings – A Minority Infant Mortality Reduction Program**

Tangela Keaton  
Public Health Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3711  
Tangela.Keaton@ncmail.net

Since FY 1991-92 the N.C. General Assembly has appropriated \$750,000 annually to fund community-based projects that would lower infant mortality and low birthweight rates among minority populations. Healthy Beginnings supports approximately 15 projects (i.e., churches, health departments, health centers and civic groups) at an average of \$50,000 per year for up to three years. Projects address a range of community-based initiatives which foster cooperation among community-based groups, healthcare providers, businesses, churches, schools and consumers. Services available include health education, resource and referrals, case management and mentoring. Healthy Beginnings is a joint initiative of the Division of Women's and Children's Health and the Office of Minority Health and Health Disparities.

• **Healthy Mothers/Healthy Children Federal Block Grant (Title V)**

Sarah Ahmad  
Public Health Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3397 Fax 919-715-3410  
Sarah.Ahmad@ncmail.net

These state and federal funds serve as the foundation of each local health department's effort to reduce infant mortality. Originally these funds enabled every local health department to establish a prenatal clinic for low-income women and to address other county-specific infant mortality reduction needs. The goal is to ensure that every woman receives high-quality prenatal care beginning early in pregnancy from a private provider, community health center or local health department regardless of ability to pay. Routine prenatal services include: medical supervision, health promotion guidance, nutrition services, psychosocial counseling and support, and referral as necessary. Women with confirmed or suspected medical complications are referred and seen at one of the 18 regional high-risk maternity clinics. Additional services range from transportation to interpreters to maternity care coordination.

• **Healthy Start Baby Love Plus (N.C.)**

Judy Ruffin  
N.C. Baby Love Plus Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-733-0302 Fax 919-715-3410  
Judy.Ruffin@ncmail.net

Sharon Evans  
Eastern Regional Network Manager  
DPH Eastern Regional Office  
404 St. Andrews Drive  
Greenville, NC 27834  
252-355-1025 x17 Fax 252-355-1981  
Sharon.D.Evans@ncmail.net

Jerry Hankerson  
Northeastern Regional Network Manager  
DPH Eastern Regional Office  
404 St. Andrews Drive  
Greenville, NC 27834  
252-355-1025 x18 252-355-1981  
Jerry.Hankerson@ncmail.net

LaVerne Partlow  
Triad Regional Network Manager  
N.C. Division of Public Health  
Winston-Salem Regional Office  
585 Waughton Street  
Winston-Salem, NC 27101  
336-771-4608 Fax 336-771-4637  
LaVerne.Partlow@ncmail.net

Baby Love Plus is North Carolina's federally funded Healthy Start initiative to reduce infant morbidity and mortality among populations at high risk in select regions of the state. It currently operates in three regions: eastern North Carolina, the Triad and five northeastern counties.

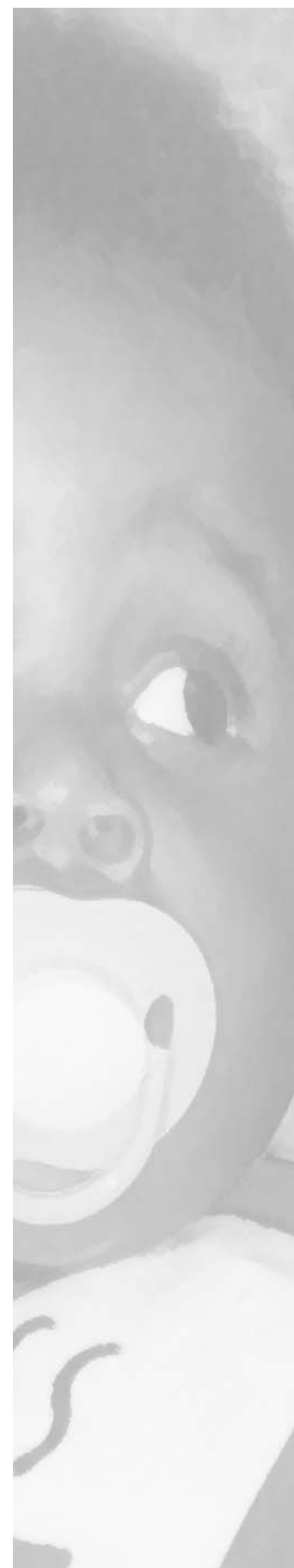
Baby Love Plus goes beyond the Baby Love program (case management for pregnant women) by offering women, infants and families community-based, culturally appropriate, family-centered and comprehensive perinatal services, and the integration of these services into existing systems of care. Formal networks of community leaders, consumers and families, and public and private organizations have provided guidance to the program and mobilized local and regional resources since its inception in 1997-1998. Each of the communities is served by Community Health Advocates who canvas the region identifying pregnant and parenting women and assisting them in accessing needed services. Resources are available to break down barriers and increase women's access to care by providing ancillary services, like transportation. While each of the programs is tailored to serve a specific region, they collectively serve pregnant and parenting families through:

- 1) Health Education and Outreach: to women of childbearing age to increase their access to and knowledge of available services and resources
- 2) Improved Access to Care: by providing transportation services, child care and interpreter services
- 3) Enhanced Clinical Services: to increase community satisfaction with services and agency capacity to deliver care
- 4) Case Management: to better match a pregnant woman's needs with services
- 5) Local and Regional Consortium Development: to increase community and agency coordination and collaboration to build programs that reflect the needs and values of the community

• **High Risk Maternity Clinics**

Kathy Blue  
Public Health Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-0305  
Kathy.Blue@ncmail.net

High-risk maternity clinics were established in 1984 to assure that low-income women with medically complicated pregnancies have access to risk-appropriate perinatal services. Funding is provided to 18 clinics (14 at local health departments and four at tertiary care centers). Each clinic serves a multicounty area and is staffed by board certified obstetricians, a registered nurse, licensed clinical social worker, registered dietitian and other specialty staff. The clinics work closely with referring physicians and hospitals to ensure appropriate care of mothers and infants. In FY 2001 approximately 4,486 patients were served in the high-risk maternity clinics.





• **Maternity Care Coordination/Maternal Outreach Worker Program**

Renee Hannah  
Public Health Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-5293  
Renee.Hannah@ncmail.net

These programs provide maternity care coordination/case management services (MCC) to low-income pregnant and parenting women. During FY 2001, 43,332 persons received MCC services through local health departments, community, rural and migrant health centers. In 65 counties, a Maternal Outreach Worker (MOW), working together with the MCC, is available to provide more comprehensive outreach, advocacy and support services to Medicaid-eligible pregnant women and mothers with infants up to age one. The position is also responsible for providing social support, reinforcement of education and outreach activities. During FY 2001, 4,881 women received the services of a MOW.

• **Perinatal Outreach and Education Training (POET) Program**

Renée Jackson  
Public Health Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3089  
Renee.Jackson@ncmail.net

The N.C. Perinatal Outreach and Education Training Program (POET) began in 1975. This statewide program consists of 17 Nurse Specialists with advanced training and experience in intensive maternal, fetal and neonatal care. The vision of the POET program is to facilitate a seamless system of care that promotes the use of best practices by all health care providers (i.e., local health departments, tertiary and community hospitals, community health centers and private health providers). The mission of the program is to enhance the knowledge, attitudes and skills of health care providers, communities serving women of childbearing age, infants through the first year of life and their families.

In FY 2001, 9,400 professionals were reached through educational and outreach efforts in 517 programs. Clinical areas of concentration include: high risk perinatal and preconceptional care, care of HIV infected pregnant women and their infants, fetal monitoring and infant resuscitation, management of gestational diabetes, care of substance abusing pregnant women and their infants, care and management of tobacco addicted women, intrapartum assessment and management, and care of low birthweight/preterm infants.

• **Perinatal Substance Use Program**

Belinda Pettiford  
Unit Supervisor, Perinatal Health  
and Family Support Unit  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3399  
Belinda.Pettiford@ncmail.net

Starlene Scott-Robbins  
DHHS-DMH/DD/SAS  
919-715-2774  
Starlene.Scott-Robbins@ncmail.net

Following a 1994 study of substance abuse during pregnancy in North Carolina, a prenatal substance abuse initiative was created with federal funds. The initiative included the development of a substance use screening, assessment, intervention and referral guide for local health departments entitled "Responding to Prenatal Substance Use - A Guide for Local Health Departments." Additionally, a state-level Women and Children's Substance Use Specialist position was established to provide high quality training and problem-solving for health care professionals, agencies and the NC Family Health Resource Line. The position also coordinates the North Carolina Perinatal Substance Abuse Initiative: 21 perinatal treatment sites throughout the state where pregnant and post-partum women may be referred for treatment. The CASAWORKS for Families Initiative (8 residential substance abuse treatment sites for women and children) was also established.

- **Sickle Cell Program**

Daisy Morris  
Program Supervisor  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3186  
Daisy.Morris@ncmail.net

The North Carolina Sickle Cell Program provides services to people with sickle cell disease – a lifelong red blood cell disorder that is passed from parent to child through genes. The program focuses on early detection, treatment and maintenance which can prevent many serious health problems that can lead to illness and early death in clients.

- **Sudden Infant Death Syndrome (SIDS) Program**

Belinda Pettiford  
Unit Supervisor, Perinatal Health and Family Support Unit  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3399  
Belinda.Pettiford@ncmail.net

Information about each SIDS death goes to the North Carolina SIDS Program. We use this information to help understand why SIDS happens and to discover how to keep SIDS from happening to other families. SIDS counselors at county health departments are a resource to families, caregivers, health professionals and first responders in North Carolina. They have received special training about SIDS and grief. In addition to a doctor or pastor, SIDS counselors can help families cope with their sorrow and loss.

- **Special Supplemental Nutrition Program for Women, Infants and Children (WIC)**

Joe Halloran  
1914 Mail Service Center  
Raleigh, NC 27699-1914  
919-715-2623  
Joe.Halloran@ncmail.net

The Nutrition Services Branch administers the federally funded Special Supplemental Nutrition Program for Women, Infants and Children (WIC). WIC serves low- and moderate-income pregnant, breastfeeding and post-partum women; infants; and children up to age 5 who have a nutrition-related health problem. WIC has been shown to save public health care dollars, increase the number of women receiving adequate prenatal care, improve the diet of pregnant and post-partum women, lower infant mortality, and lower the rates of low and very low birthweights among women who receive Medicaid and prenatal WIC services. In FY 2001, nearly 70% of the pregnant women enrolled in Medicaid received WIC services; 40% of the infants were served. WIC promotes breastfeeding, peer counselor programs, educational materials and breastfeeding aids (electric breast pumps). Trained staff provide assistance to breastfeeding mothers and babies. Breastfeeding rates are increasing faster in the WIC population than in the general population.



• **Targeted Infant Mortality Reduction Project**

Tangela Keaton  
Public Health Program Manager  
1929 Mail Service Center  
Raleigh, NC 27669-1929  
919-715-3711  
Tangela.Keaton@ncmail.net

Funded in 1989, this program provides funding to eight local health departments in counties with high infant mortality rates to implement services that can contribute to the reduction of infant morbidity and mortality. Counties are required to involve representatives from the community in the development of an infant mortality reduction plan that identifies service gaps and delineates the strategies and funds required to fill these gaps. Funding must be used to support services and activities demonstrated to reduce infant mortality and morbidity. These funds have been used to provide ongoing support for additional maternal and infant health services in counties with high rates and numbers of infant deaths in order to more effectively reduce the state's total infant mortality rate.

• **Teen Pregnancy Prevention Initiatives**

Christopher Bryant  
Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-8431  
Christopher.Bryant@ncmail.net

These initiatives reduce pregnancies (both initial and repeat) among adolescents. Community agencies, largely in areas with the highest adolescent pregnancy rates, provide proven (best practice) programs to high-risk adolescents. Of the 71 total projects, 75% address prevention of the initial pregnancy and 25% address the repeat pregnancy. Repeat pregnancies were reduced by over 25% among participants in these projects compared to control groups. Teen pregnancy rates have declined significantly over the past decade in North Carolina. The rate in 2000 (76 pregnancies per 1,000 teens aged 15-19) was the lowest ever recorded in our state.

• **Women's Health and Tobacco Use**

Renée Jackson  
Program Manager  
1929 Mail Service Center  
Raleigh, NC 27699-1929  
919-715-3089 Fax 919-715-3410  
Renee.Jackson@ncmail.net

Program focuses on smoking cessation among women of childbearing age; primarily pregnant women. Initiatives include developing training materials for providers, developing patient education materials and managing a pilot project on smoking cessation for pregnant teens. The guide "Counseling Women Who Smoke" has been revised. Additionally, a demonstration project is underway in Buncombe and Gaston Counties. Providers in the Carolina Access (Medicaid Managed Care) program are being trained to incorporate brief smoking cessation counseling into routine patient care – especially for pregnant women. The Perinatal Outreach Educators continue to provide training, utilizing the Counseling Guide, throughout the state.

**N.C. Folic Acid Council**

Anna Bess Brown  
 State Folic Acid Campaign Coordinator  
 c/o March of Dimes  
 4112 Pleasant Valley Rd., Suite 208  
 Raleigh, NC 27612  
 919-781-2481 Fax 919-781-2317  
 abrown@marchofdimes.com

A statewide interagency council, chaired by the March of Dimes, N.C. Department of Health and Human Services, and UNC - Chapel Hill, has developed and implemented strategies to increase awareness of the benefits of folic acid and to encourage women to consume multivitamins with 400 mcg of folic acid every day. Priority activities are public education, provider education, strategic planning and maintaining a Web site. Enhanced efforts in western N.C., where the incidence of neural tube defects was the highest initially, resulted in a 58% reduction in neural tube defects in that area from FY 1995-96 to FY 1999-00. The focus has now been extended to the eastern part of the state. Current public and professional education initiatives reach out to public and private health care practitioners, community programs, college campuses, employers, individuals and service organizations in all areas of the state. [www.getfolic.com]

**NC Family Health Resource Line**

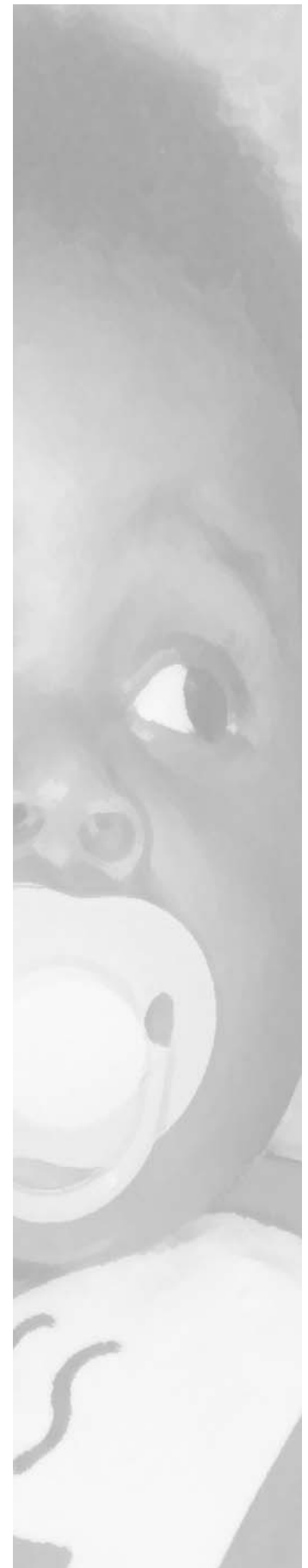
Louis Cook  
 Manager  
 1100 Wake Forest Rd., Suite 100  
 Raleigh, NC 27604  
 Toll free 1-800-367-2229 1-800-FOR-BABY  
 Administration 919-807-3007 Fax 919-834-5068  
 louis\_cook@unc.edu

The NC Family Health Resource Line (NCFHRL) is a statewide toll-free telephone resource that provides information, education, advocacy, referrals and resources to the general public about maternal and child health issues, including low birthweight and prematurity. Free and confidential services in both English and Spanish are offered along with TTY services for the deaf and hard-of-hearing. The NCFHRL links families to health care, child care and social service resources in their communities. Information and referrals provided include the following topics: preconceptional health issues, basic pregnancy and prenatal topics, breastfeeding and infant care, child development, family planning, parenting skills, child and teen health, substance use prevention and treatment, and free or low-cost children's health insurance.

**N.C. Health Choice for Children**

Carolyn Sexton  
 Clinical Consultant for Systems Development  
 N.C. Division of Public Health  
 1928 Mail Service Center  
 Raleigh, NC 27699-1928  
 919-733-4173  
 Carolyn.Sexton@ncmail.net

This federal and state partnership provides comprehensive health insurance to uninsured children under age 19. It provides free or low-cost health insurance for children whose families cannot pay for private insurance and who do not qualify for Health Check (Medicaid). Children with special health care needs, including emergency respite care and service coordination, are eligible to receive additional benefits under N.C. Health Choice. Unlike Medicaid, this program is limited by the amount of funds that are available. Therefore, it is open only to children on a first come, first served basis. Once the program is full, a waiting list may be started, so it is in the best interest of the child to enroll as soon as it is possible.



## P

Piedmont Health  
Services - Prospect  
Hill Community  
Center

Pitt County Health  
Department

Pitt Infant Mortality  
Prevention Advisory  
Council

Pregnancy Risk  
Assessment  
Monitoring System

### **N.C. Perinatal Association**

Patricia Ray, President  
910-486-3369  
Patricia.Ray@ncmail.net

The mission of the NCPA is to provide leadership, education and advocacy for healthy mothers and healthy infants. The NCPA newsletter is available online at [www.nchealthystart.org].

### **North Carolina Healthy Start Foundation**

Janice A. Freedman, MPH  
Executive Director  
1300 St. Mary's Street, Suite 204  
Raleigh, NC 27605  
919-828-1819 Fax 919-828-1446  
Info@nchealthystart.org

Established in 1990 as a nonprofit organization in conjunction with the Governor's Commission on Reduction of Infant Mortality, the North Carolina Healthy Start Foundation is nationally recognized for its successful infant mortality reduction and public education programs. The Foundation coordinates six of the state's most successful public education campaigns to reduce infant death and illness and advises state and local policy makers on ways to improve the health of children, families and communities.

- First Step Campaign—promotes the importance of healthy lifestyles before, during and after pregnancy
- Back to Sleep Campaign—leads the statewide effort to reduce the risk of SIDS
- Minority Infant Mortality Reduction Campaign—concentrates on reducing infant deaths in African American and American Indian communities
- Ana María Campaign—provides bilingual health information and referrals for Latino families
- Health Check/NC Health Choice for Children Outreach Campaign—promotes the state's publicly funded children's health insurance programs
- Veggies and Vitamins/Folic Acid Initiative—focuses on improving women's health and preventing birth defects in collaboration with the N.C. Folic Acid Council

From 1997-2002, the North Carolina Healthy Start Foundation awarded 49 grants and 83 minigrants totaling more than \$1.5 million and serving 75 counties. From 1991-2002, the Foundation awarded a total of 265 grants and minigrants totaling \$3,872,169. The Community Grants Program is highlighted in this report.

The Foundation distributes, free of charge, around three million educational materials to health centers, schools, businesses and community-based organizations each year. Its First Step, Minority Infant Mortality Reduction and Back to Sleep Campaigns have each won national awards from the National Healthy Mothers Healthy Babies Coalition in 1994, 1997 and 2001, respectively. Established with a \$5 million grant from Glaxo, the organization is currently supported by the N.C. General Assembly, state contracts and private funding.

### **Piedmont Health Services – Prospect Hill Community Health Center**

Amy Mullenix  
Maternity Care Coordinator  
140 Main Street  
PO Box 4  
Prospect Hill, NC 27314  
Fax 336-562-4444  
mullenixa@piedmonthealth.org

Maternity Care Coordinators (13 total including all Piedmont Health Services sites) use the Baby Love care coordination model to provide prenatal services to women. The majority of services are provided to women who do not qualify for Medicaid due to immigration status. A free pregnancy test service allows for extensive preconceptional counseling about everything from folic acid to healthy pregnancy behaviors and the importance of prenatal care. We also work closely with medical providers to ensure that high-risk patients are able to keep their appointments.



**Pitt County Health Department**

Lisa Hudson  
 Social Work Supervisor  
 Pitt County Health Department  
 201 Government Circle  
 Greenville, NC 27834  
 252-413-1424 Fax 252-413-1446  
 lshudson@co.pitt.nc.us

Since 1995, Pitt County Health Department has received Healthy Beginnings funding. The Resource Moms grant targets African American women at risk for a poor pregnancy outcome. Services include Resource Moms (similar to maternal outreach workers) and enhanced case management services (one social worker and two outreach workers). Pitt County Health Department is an integral part of the federally funded Healthy Start Baby Love Plus grant.

**Pitt Infant Mortality Prevention Advisory Council (PIMPAC)**

Amy Hattem  
 PIMPAC Project Coordinator  
 Pitt County Health Department  
 201 Government Circle  
 Greenville, NC 27834  
 Fax 252-413-1446  
 abhattem@co.pitt.nc.us

PIMPAC was formed in 1990 to help prevent infant deaths in Pitt County. The council is comprised of health and human service professionals, community members and concerned parents. Membership includes approximately 75 members (45 active members) and meets bi-monthly to discuss council activities. PIMPAC oversees local grants aimed at infant mortality prevention activities. Grant funds have allowed the council to implement community awareness events, provide enhanced case management services and remove client barriers to prenatal and family planning services.

**Pregnancy Risk Assessment Monitoring System (PRAMS)**

Matt Avery  
 State Center of Health Statistics  
 1908 Mail Service Center  
 Raleigh, NC 27699-1908  
 919-715-4572  
 Matt.Avery.ncmail.net

The Pregnancy Risk Assessment Monitoring System randomly samples and surveys approximately 1,800 women per year who recently gave birth in North Carolina. Information is gathered on topics such as prenatal care, infant sleep position, infant safety, alcohol and tobacco use, nutrition, social support, stress, attitudes about pregnancy, domestic violence, intendedness of pregnancy, use of birth control, knowledge and use of folic acid, breastfeeding and family income. Much of this information is not available through birth certificates or other data sources. PRAMS is funded by the Centers for Disease Control and Prevention.

**Randolph County Health Department – Maternity Care Coordination**

Leslie Myers, RN  
 2222-B S. Fayetteville St.  
 Asheboro, NC 27203

Maternity care coordination is a case management program for Medicaid-eligible pregnant women. It assists women with obtaining early and continuous prenatal care and nutrition services, as well as other community resources as needed. We provide education related to healthy habits for pregnancy, preterm labor prevention, as well as risk and danger signs during pregnancy.

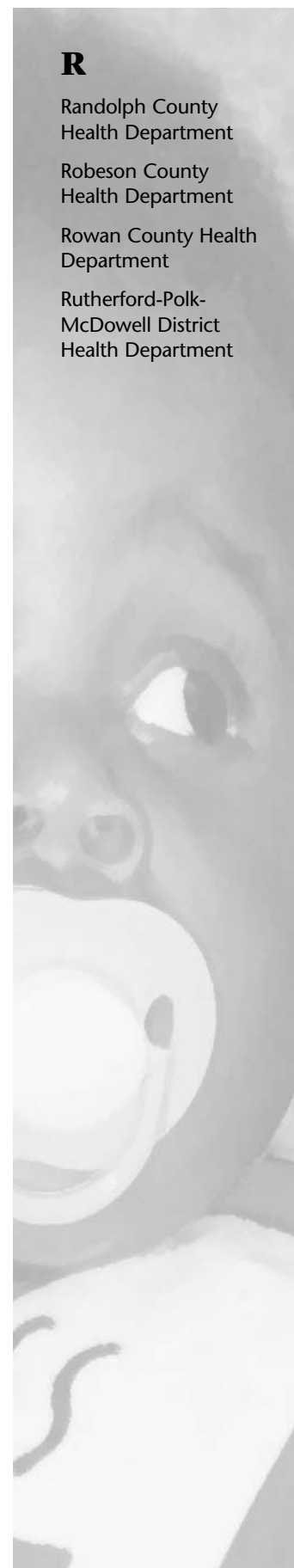
**R**

Randolph County  
 Health Department

Robeson County  
 Health Department

Rowan County Health  
 Department

Rutherford-Polk-  
 McDowell District  
 Health Department





### **Robeson County Health Department**

Jennifer Clark  
Social Work Director  
460 Country Club Rd  
Lumberton, NC 28360  
Fax 910-671-3481  
Jennifer.Clark@co.robeson.nc.us

The Partners in Prenatal Care Infant Mortality Task Force emphasizes positive behavior changes which include beginning prenatal care early and healthier lifestyles prior to and during pregnancy. The task force works diligently to share this responsibility with the community by providing information through presentations, health fairs, local newspapers, brochures, posters and other vehicles. Special target populations include the faith community and business/industry, as both influence a large number of citizens. Objectives: 1) increase total number entering prenatal care early; 2) maintain the number of teens entering prenatal care early; 3) reduce the number of low birthweight babies; 4) increase the number of breastfeeding mothers; 5) decrease the rate of infant mortality to 10.0 per 1,000 live births in Robeson County.

### **Rowan County Health Department**

Dr. James Cowan  
Director, Allied Services  
1811 East Innes Street  
Salisbury, NC 28146  
704-638-2907 Fax 704-638-3129  
cowanj@co.rowan.nc.us

Health Link recognizes significant health disparities between African American and Caucasian babies, including a two-fold higher infant mortality rate for African American babies. Health Link's focus is to impact risk factors for poor infant and maternal health. We also direct special attention to Hispanic families because of their difficulty in accessing community resources and support. Services are designed to:

- Help women secure better jobs and improve their education
- Provide resources and social support through a network of trained Health Link staff and volunteer lay health advisors
- Coordinate free transportation to health care and family support services for families and children
- Advocate for policy and system change benefiting maternal and child health, and encourage and enable pregnant and parenting students to stay in school, and obtain health care for themselves and their children.

We specifically address prematurity and low birthweight by improving access to preconceptional health and prenatal care, providing social support that reduces stress among our clients, helping women space the births of their babies by at least two years, and securing WIC nutrition services for pregnant women and women with young children.

### **Rutherford-Polk-McDowell District Health Department**

Nancy Carroll, RN	Deborah Gregg, RN
221 Callahon Koon Rd.	828-287-6376 Fax 828-287-6314
Spindale, NC 28160	carna_nc@hotmail.com
828-287-6049 Fax 828-287-6314	
ncarroll@blueridge.net	

Rutherford County was chosen to implement a pilot project from grant monies due to the high rate of smoking women in the county and in Western North Carolina as a whole. "Be Smoke Free for You and Your Baby" was a great success. Several different incentives used to encourage participation were well received by our maternity clients. The grant project ended in 2002 but we have continued using the smoking tracking forms from this project and we continue to encourage all our maternity clients to stop smoking. We are currently working to get church groups in the area to make up incentive packages for our clients.

**Smart Start (N.C. Partnership for Children)**

Monica Dood  
Public Information Director  
1100 Wake Forest Road, Suite 300  
Raleigh, NC 27604  
919-821-7999 Fax 919-821-8050

The vision of Smart Start is that every child in North Carolina enters school healthy and ready to succeed. Local Smart Start partnerships address this vision by improving the health of pregnant women and their children (up to 5 years of age), especially those most in need. Local partnerships provide enhancements, where health services are identified as deficient, by purchasing these services from existing providers. New services are started where none are available. A primary purpose of these health services is to assure that all infants and children have an ongoing source of health care. In FY 2001, 65 of North Carolina's 81 Local Smart Start Partnerships supported a variety of different health services that relate to the reduction of infant and child mortality (children up to age 5 years), resulting in 79 counties being served. These included local folic acid awareness campaign activities, adolescent parenting and fatherhood services, interpretive services, prenatal incentive programs, home visiting services for newborns and young children, support for breastfeeding, child abuse and neglect services and the expansion of pediatric care and substance abuse services.  
[www.smartstart-nc.org]

**Smoke-Free Families National Dissemination Office**

Cathy Melvin, PhD, MPH  
Director, Child Health Services Program and  
Smoke-Free Families National Distribution Office  
Cecil G. Sheps Center for Health Services Research  
University of North Carolina, CB# 7590  
Chapel Hill, NC 27599-7590  
919-966-8072 Fax 919-966-5764  
Cathy\_melvin@unc.edu

Smoke-Free Families, a national program supported by The Robert Wood Johnson Foundation, works to discover the best ways to help pregnant smokers quit and to spread the word about effective, evidence-based treatments. Some 20% of low birthweight births, 8% of preterm deliveries, and 5% of all perinatal deaths are linked to smoking during pregnancy, making smoking the most important modifiable cause of poor pregnancy outcome. Since its founding in 1994, Smoke-Free Families has been working to find innovative, evidence-based treatments for pregnant smokers.  
[www.smokefreefamilies.org]

**State Center for Health Statistics - N.C. Division of Public Health**

Paul A. Buescher, PhD  
Head of the Statistical Services Unit  
1908 Mail Service Center  
Raleigh, NC 27699-1908  
919-715-4478  
Paul.Buescher@ncmail.net

The State Center of Health Statistics combines multiple sources of information related to infant mortality in North Carolina. Their purpose is not just to collect data, but to identify key problems that maternal and infant health programs should address and to help track the progress of these programs.

Activities include the production, editing and analysis of vital statistics data files; analysis of Medicaid and hospital discharge data; and publication of annual reports and special studies of the Center. The center has participated in many studies related to low birthweight and infant mortality and coordinates the CDC Pregnancy Risk Assessment Monitoring System (PRAMS) in North Carolina.  
[www.schs.state.nc.us/SCHS]

**S**

Smart Start

Smoke-Free Families  
National  
Dissemination Office

State Center for  
Health Statistics



## T

Thomasville Medical Center

Today's Woman Health & Wellness Center

Tri-County Community Health Center

Twin County Rural Health Center

## U

UNC Center for Maternal & Infant Health

UNC School of Dentistry

UNC School of Medicine – Department of Ob/Gyn

UNC Sheps Center for Health Services Research

### Thomasville Medical Center

Gina Bourne, RN  
207 Old Lexington Road  
Thomasville, NC 27360  
(336) 474-3240 Fax (336) 474-3267  
gbourne@novanthealth.org

Karen Reel, RN  
kreel@novanthealth.org

Our program is a Prematurity Prevention Project funded by a grant from the March of Dimes. We provide telephone counseling services to pregnant women who are at risk for premature birth due to smoking and/or infections.

### Today's Woman Health & Wellness Center

2001 Today's Woman Ave.  
Winston-Salem, NC 27105  
336-722-1818 Fax 336-722-1826

Hold Out The Lifeline is a Healthy Beginnings project providing outreach and church-based education.

### Tri-County Community Health Center

Virginia Melvin  
Perinatal Outreach Coordinator  
3331 Easy St.  
Dunn, NC 28334  
PO Box 227, Newton Grove, NC 28366  
910-567-6197 Fax 910-567-5678  
vmelvin@tcchc.com

Works with women in their childbearing years to help reduce infant mortality.

### Twin County Rural Health Center

Kathy Richardson, CSW  
204 Evans Rd, PO Box 10  
Hollister, NC 27844  
252-586-5151 Fax 252-586-6932  
Kathyrich\_24@yahoo.com

This community health center provides: prenatal care and WIC services onsite, Baby Love services with a Maternity Care Coordinator and Maternal Outreach Worker, transportation services for prenatal care, parenting and childbirth classes. Caseload also consists of pregnant women receiving services with private Ob/Gyn practitioners in Halifax and Nash counties.

### UNC Center for Maternal & Infant Health

CB#7181 – University of North Carolina  
Chapel Hill, NC 27599-7181  
919-843-7863

- Multiple National Institutes of Health-funded clinical trials studying poor pregnancy outcomes
- Intensive case management services for high-risk pregnant women receiving services at UNC, including: women who receive prenatal care at UNC, women who are transported to UNC due to a pregnancy-related medical emergency and women who receive consultative services due to complications of the fetus
- Outreach services to community hospitals, organizations and health departments working with high-risk pregnant women and infants with medical complications
- Professional education and outreach

**UNC School of Dentistry**

Rosemary McKaig  
 Research Assistant Professor  
 Dept. of Dental Ecology, CB#7450  
 Chapel Hill, NC 27599  
 919-966-2787  
 Rosemary\_McKaig@DENTISTRY.unc.edu

Oral Health Works is a community health promotion and intervention trial that seeks to reduce periodontitis (dental disease) among low-income women in eastern N.C. The program manages an oral health intervention study in Wake County for pregnant women at high risk for adverse pregnancy outcomes.

**UNC School of Medicine – Department of Ob/Gyn**

Merry-K Moos  
 Associate Professor  
 214 MacNider Building  
 CB#7516 – University of North Carolina  
 Chapel Hill, NC 27599-7570  
 919-966-1601 Fax 919-966-6377  
 mkmoos@med.unc.edu

- Preconceptional and interconceptional programming and research
- Unintended pregnancy programming and research
- Women's Health Training Collaborative – skills development for staff of local health departments
- Perinatal Outreach Coordination
- Consultant, Healthy Start Baby Love Plus

**UNC Sheps Center for Health Services Research**

Julie DeClerque, DrPH, MPH  
 Research Associate and Fellow  
 Sheps Center UNC-CH  
 725 Airport Rd., CB#7590  
 Chapel Hill, NC 27599  
 919-966-7106  
 Julie-DeClerque@unc.edu

The Sheps Center is one of the nation's oldest and largest health services research centers. Located on the campus of the University of North Carolina at Chapel Hill, the center encompasses an interdisciplinary program of research, consultation, technical assistance and training focusing on the accessibility, adequacy, organization, cost and effectiveness of health care services. [www.shepscenter.unc.edu]

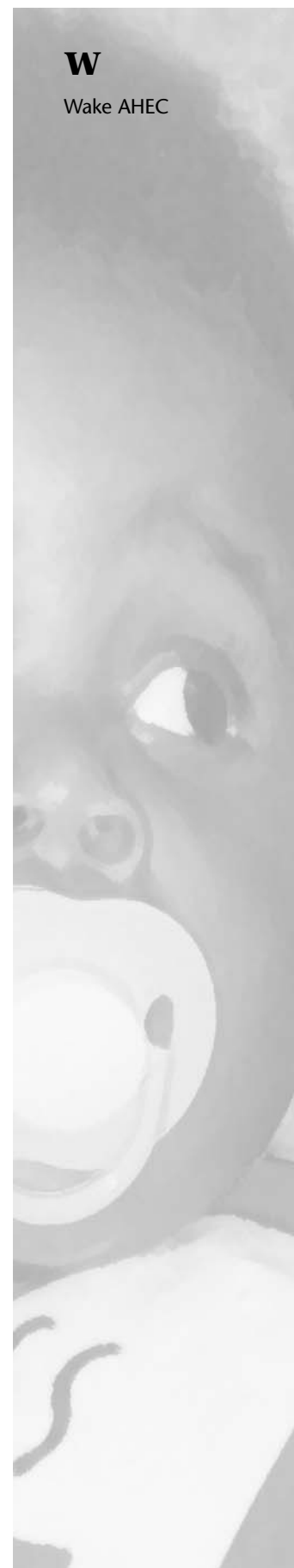
**Wake AHEC**

Diane Yelverton  
 Associate Director, Perinatal Services  
 3024 New Bern Ave, Suite G03  
 Raleigh, NC 27610  
 919-350-8547 Fax 919-350-7963  
 dyelverton@wakemed.org

Provides training on perinatal health issues, involved in prematurity Grand Rounds, member of March of Dimes Regional Committee (review grants), publishes quarterly newsletter (includes articles on prematurity).

**W**

Wake AHEC





**North Carolina Healthy Start Foundation**

**1300 St. Mary's Street, Suite 204**

**Raleigh, NC 27605**

**919-828-1819**

**[info@NCHealthyStart.org](mailto:info@NCHealthyStart.org)**

**[www.NCHealthyStart.org](http://www.NCHealthyStart.org)**