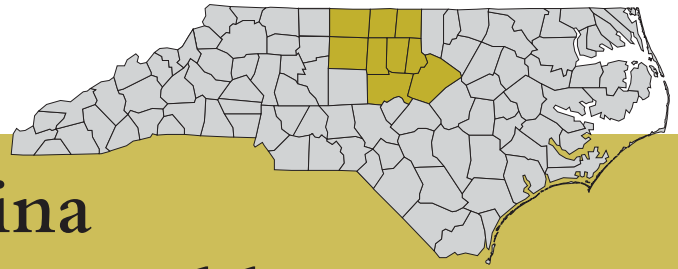


Contact

Kelly Goonan | 336.641.7777

goonan@email.unc.edu



Central North Carolina Partnership for Public Health



The Central North Carolina Partnership for Public Health (CPPH) includes: Alamance, Caswell, Chatham, Durham, Guilford, Orange, Person, Rockingham, and Wake Counties

- 1 Workforce Development:
Recruitment & Retention of a
Diverse Workforce
- 2 Health Education & Social
Marketing
- 3 Practice-Based Research
Agenda to Eliminate Health
Disparities

Vision of the Central Partnership

Mobilizing Diversity to Drive Innovation

Mission of the Central Partnership

To provide leadership to promote healthy lifestyles, assure access to care, and eliminate health disparities by mobilizing diversity to drive innovation

1 Workforce Development: Recruitment & Retention of a Diverse Workforce

The Central Partnership aims to create innovations in implementing a robust pipeline strategy for workforce recruitment and retention. More than half of North Carolina's public health workforce prepares to retire in the coming years while the population of our state grows at an unprecedented rate. To address this problem, the Central Partnership will develop a best practice and performance management policy workbook, will develop materials for career fairs across North Carolina, and will coordinate efforts with local

and national programs such as the Association of Schools of Public Health, the Southeast Public Health Training Center, and Area Health Education Centers. In 2009, the Central Partnership will host a statewide summit to disseminate best practices and present findings to human resource directors at the county and state government levels.

2 Health Education & Social Marketing

For this initiative, the Central Partnership will adopt marketing tools that most effectively educate communities on issues that address health disparities. A Central Partnership Regional Health Education Task Force comprised of health educators and other local health department staff will be established and charged with meeting regularly to identify common health care needs of underserved populations. Materials that highlight prevention messages for health disparities as well as a report of recommendations and strategies for replication will be developed and disseminated across all partnerships.

3 Practice-Based Research Agenda to Eliminate Health Disparities

For this two-year initiative the Central Partnership seeks to build a practice-based research agenda to eliminate health disparities by increasing local health departments' capacity to drive funding priorities on this issue locally, statewide, and nationally. In the first year, energies will focus on building collaborative relationships across multiple public health occupational groups to develop practice-based research agenda networks in local health departments. In the second year, public health worker networks continue to prioritize issues and collect feedback from other public health workers across the state to use for advocacy, intervention, and policy development together with Schools of Public Health and other research partners.