The National Children's Study (NCS) DUPLIN COUNTY

Community Retention in Duplin County, NC

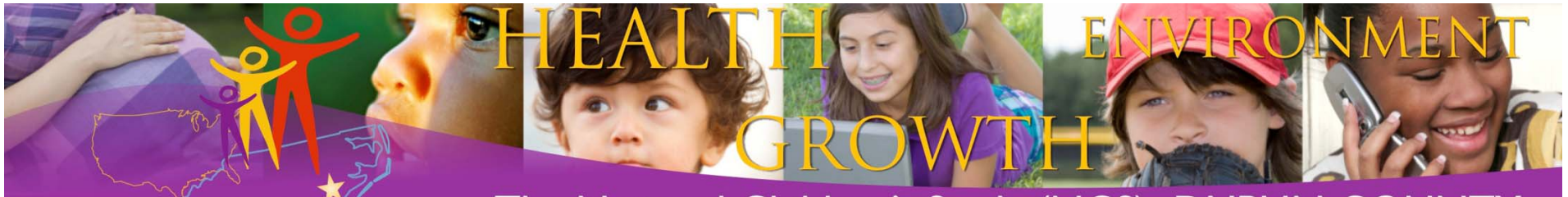
Barbara Entwisle, PhD

National Children's Study Research Day

National Institutes of Health

August 24, 2011

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

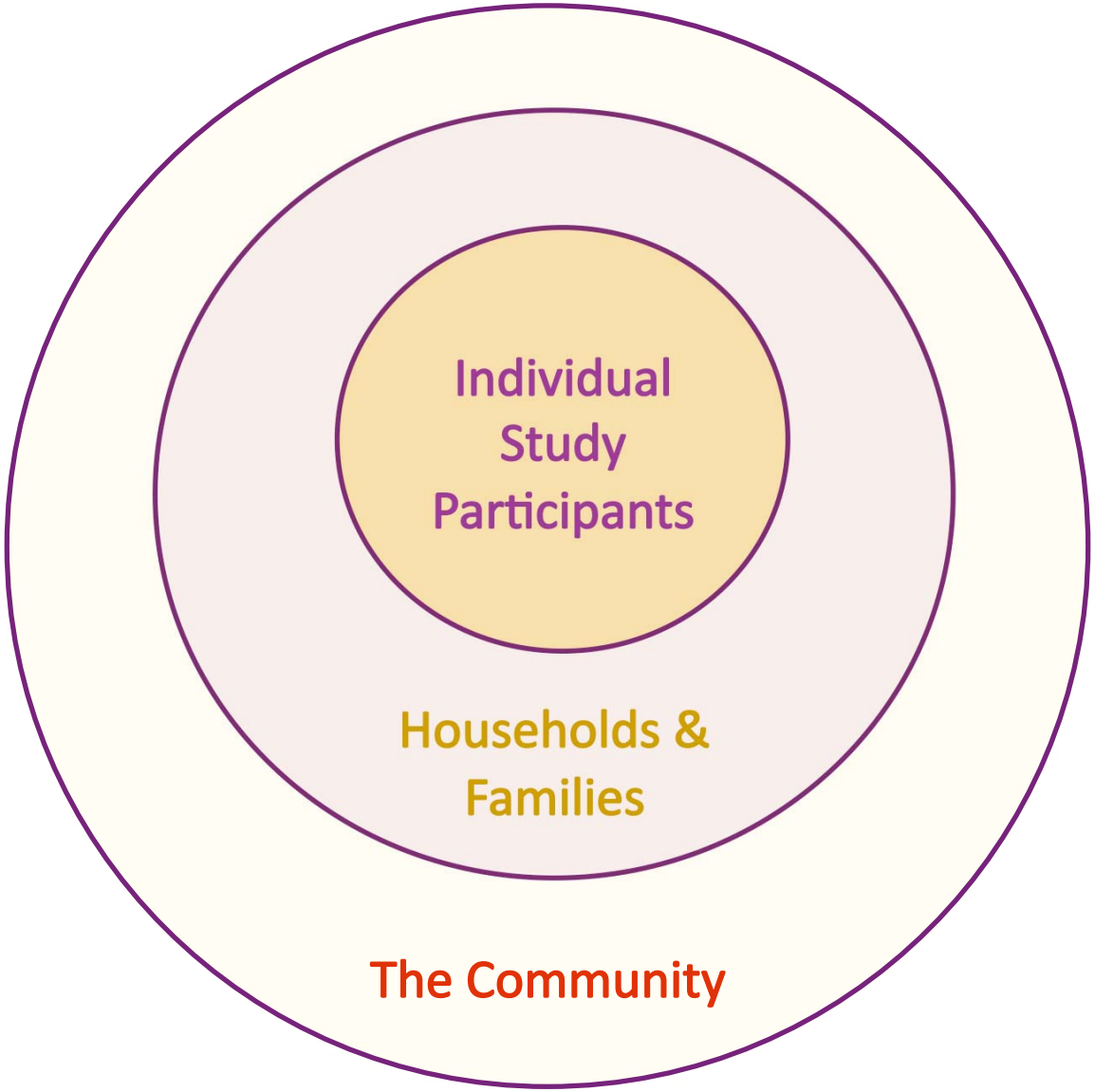


The National Children's Study (NCS) DUPLIN COUNTY

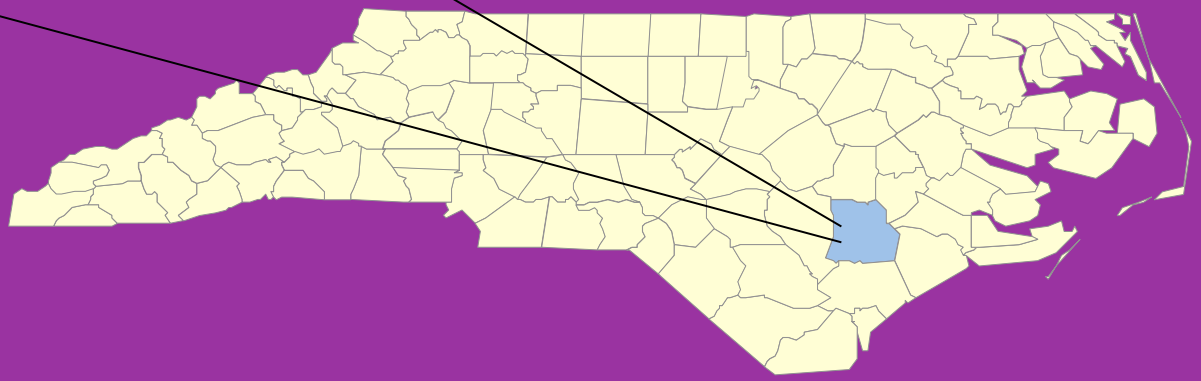
Members of the
North Carolina Study Center Team contributed
to this presentation:
Erica Brody, Merissa Gremminger,
Jill Fuller, Nancy Dole, &
Emmanuel (Chip) Walter

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

Retention is a Multi-level Process T&



Duplin County is in rural, southeastern North Carolina



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Welcome
To
NORTH CAROLINA
DUPLIN CO

Duplin County Community Advisory Group

DUPLIN
COUNTY
THE NATIONAL
CHILDREN'S
STUDY
HEALTH GROWTH ENVIRONMENT

The Duplin County, NC Vanguard Center has implemented a variety of measures to maintain community awareness of and support for the National Children's Study

- Advertising
- Information dissemination
- Community participation
- Resource sharing

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

Advertising

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

Duplin County Billboard

Duplin County | Newspaper Ad |

Information dissemination

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

DUPLIN
COUNTY
THE NATIONAL
CHILDREN'S
STUDY
The National Children's Study
in Duplin County, NC
Claudia Thompson, MAMC
Carolina Population Center
University of North Carolina
Meeting of the
Duplin County School Nurses &
Social Workers
May 12, 2010

FAISON FIRE & RESCUE
NO PARKING
DO NOT ENTER CAUTION CHILDREN
DUPLIN COUNTY
THE NATIONAL
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Bilingual Brochure

Community Participation

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

Schools

Events

Games

facebook Search Home Profile Find Friends Account

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

- Get Started
- Wall
- Info
- Friend Activity
- **Privacy**
- Media
- Photos
- NCS Events
  Edit

About Edit

The Duplin County NCS Vanguard location is housed at the North Carolina Stu...
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Duplin County NCS ▸ Privacy

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Government Organization · Chapel Hill, North Carolina · Edit Info

Welcome!

Our Facebook community is a place to find and gather up-to-date information about the Study in Duplin County, NC.

DUPLIN COUNTY THE NATIONAL CHILDREN'S STUDY

The Duplin County National Children's Study location is committed to respecting your privacy. We've structured our Facebook Fan Page so that you can visit it without identifying yourself or revealing any personal information.

To protect your privacy, our Facebook Fan Page does not allow for users to post comments or photos. We encourage Study participants to not identify themselves as such on their own Facebook page. Messages and posts to this site do not serve as a resource for medical advice.

Admins (1) [?] See All

Recommend This Place

Help your friends discover great places to visit by recommending **Duplin County NCS**.

Write a recommendation...

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Duplin County NCS

Your ad text here.

Like · Merissa Gremminger likes this.

Get More Likes

Sponsored Create an Ad

Resource Sharing

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

Giving back to the community while promoting NCS

Sponsoring events

Participating in community activities

Employing people

Statewide Newsletter to retain interest in the NCS l

Spring 2011

North Carolina Study Center *NEWSLETTER*

*Look for the NCS this summer at these events that are **free** and **open to the public**:*

May 14 (Saturday)	all day	**Beulaville Elementary School's Spring Fling**, Beulaville
May 14 (Saturday)	11:00a-8:00p	**Carolina Strawberry Festival**, the Depot in Downtown Wallace
May 20-21 (Friday-Saturday)		**Duplin Relay for Life**, Duplin County Events Center, Kenansville
May 14 (Saturday)	noon-8:00p	**Bimbe Cultural Arts Festival**, CCB Plaza, Durham
June 17 (Friday)	6:00p-8:00p	**Third Friday Concert**, 300 West Morgan Street, Durham
July 2-4 (Saturday-Monday)	10:00a-6:00p	**Festival for the Eno**, West Point on the Eno Park, Durham
July 15 (Friday)	6:00p-8:00p	**Third Friday Concert**, 300 West Morgan Street, Durham
July 29 (Friday)	6:00p-8:00p	**Warehouse Blues Concert**, 501 Foster Street, Durham
August 6 (Saturday)	1:00p-6:00p	**Latino Festival**, Rock Quarry Park, Durham
August 12 (Friday)	6:00p-8:00p	**Warehouse Blues Concert**, 501 Foster Street, Durham

One hundred & fifty years ago in maternal health...

. . physicians and midwives were just becoming aware of the causes of puerperal fever, which could be fatal to new mothers, birth attendants, and those conducting post-mortems on the disease's victims or preparing the bodies for burial. In 1820 Dublin at the height of an outbreak, 63 patients at the Lying-In Hospital contracted and 25 died from it – a very high maternal mortality rate of 1,462 per 10,000 delivering women.

U.S. physicians later grappled with the worst epidemic of puerperal fever in this country's history. Starting in the 1840s, this disease "of peculiarly insidious and malignant character" spread from New England to the Southeast; it was most prevalent in the Northeast and rural areas. Puerperal fever was closely associated with an equally fierce epidemic of erysipelas, a bacterial infection that typically affects the skin but is limited in scope. By the mid-nineteenth century, the strain of erysipelas was truly horrible: in its victims it infected multiple layers of the skin and muscular tissue, affecting the mouth, throat, lungs and limbs. The infection could spread in an individual within hours and often resulted in gangrene, limb loss and death.

Oliver Wendell Holmes in 1858, three years after his publication of Puerperal Fever as a Private Pestilence, which was not well received by obstetricians because it concluded that puerperal fever is contagious.

In the 1800s, the contagiousness of puerperal fever and erysipelas was not understood, adding to spread of these diseases. But observant physicians were aware of the link in incidences between them. At the end of the 18th century, Scottish physician Alexander Gordon documented that in Aberdeen the two diseases began, peaked and ended coincidentally. He concluded that they must be different manifestations of one infection. In the mid-1800s, Harvard professor of anatomy and physiology Oliver Wendell Holmes reviewed all research reports on puerperal fever and published compelling evidence of its contagiousness. Because his conclusion contradicted what was taught by the most widely used midwifery textbooks, it was controversial.

(digital image of photo courtesy of Library of Congress)

It was not until 1861 that the method of contagion was known. In *The Etiology, Concept & Prophylaxis of Childbed Fever (*1860), Austrian physician Ignaz Semmelweiss published his conclusions about the disease's transmission based on work at lying-in hospitals. He systematically compared incidence of the fever among women who delivered before hospital arrival, women tended by midwives, and women tended by nurses and obstetricians (who also conducted post-mortems). Women who delivered before reaching the hospital rarely contracted puerperal fever, women on the midwives' ward were also much less likely to contract the disease, while puerperal fever cases occurred more often on the physicians' ward. Semmelweiss identified physicians and nurses as the carriers. Many physicians resisted this finding at first, but as they learned the connection, intervened with diligent handwashing, and witnessed dramatically lower incidences, Gordon, Holmes and Semmelweiss were proven to be correct and a common cause of maternal mortality was virtually eliminated.

Loudon, Irvine. 2000. *The Tragedy of Childbed Fever*. Oxford University Press.

The NORTH CAROLINA STUDY CENTER for the National Children's Study

The North Carolina Study Center is the administrative home for the National Children's Study across several North Carolina counties. The Study Center is at the Carolina Population Center at the University of North Carolina-Chapel Hill (UNC). A research team from UNC, Duke University Medical Center, Battelle Memorial Institute, and McMillan & Moss Research, Inc., is working together to plan and implement the Study in these counties. The team is comprised of child development specialists, obstetricians, pediatricians, researchers in public health, social scientists, and data collection experts who work to improve the health of children and families.

Carolina Population Center • CB # 8120 • University Square • 123 West Franklin Street • Chapel Hill, NC 27516-2524

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UNC Carolina Population Center · DukeMedicine · Battelle The Business of Innovation · McMillan & Moss Research, Inc.

THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

North Carolina Study Center
Newsletter

Spring 2011

www.nationalchildrensstudy.gov e-mail: ncsnewsletter@unc.edu

DURHAM County

The Study Progresses in Durham County

For three months National Children's Study staff in Durham County have been 'in the field.'

For Community Outreach Staff, being in the field means maintaining a busy schedule for building awareness about the Study in communities and across the county. Staff have met with leaders at over 50 child care centers. At many, staff have stood at National Children's Study information tables to inform Durham parents and families about the Study. Staff have also been on hand for Storytimes at Durham County Public Library branches, to present the Study to the adult Storytime listeners and share informational materials with them. Staff are also building awareness with local businesses.

For Medical Outreach Staff, being in the field means actively recruiting Study participants and expanding the clinical presence for recruitment by 9 more prenatal care clinics -- for a total now of 14 Durham clinic partners. Working with the initial 5 prenatal care providers was successful, resulting in nearly 50 women enrolled and over a dozen babies born already! At the clinics Staff screen patients' addresses to determine eligibility. Then women who reside in eligible areas are asked if they would like to learn more about the Study. Providing these one-on-one opportunities to learn about the Study ultimately helps eligible participants make more informed decisions about Study participation.

For Data Collectors, being in the field means laying foundations for relationships with the Study participants – relationships that will last 21 years. These Field Staff, already very familiar with current baseline protocols, are preparing for phasing-in additional protocols that include collecting biospecimens (maternal blood and urine, infant cord blood) and environmental samples (house dust and tap water).

Many more Durham residents will become aware of the NCS in Durham as print, radio, and TV ads launch this spring to promote the Study. Study staff are excited about this campaign and the partnerships so far in Durham – partnerships that will ultimately improve children's health for future generations.

At the South Regional Library Storytime in February, Community Outreach Specialist Jordan Cobb speaks with a Durham resident interested in getting more information about the NCS.

DUPLIN County

The NCS Goes to *Kidsville*

Where exactly is *Kidsville*, you ask? Why, it's on the pages of a Fun Family Educational Resource for Duplin County — a free monthly publication targeted to kids in grades K-6 to promote literacy and learning. Children, parents and teachers who 'visit' there enjoy animal profiles, art lessons, book reviews, career profiles, chapters of serial stories, environmental conservation lessons, games and puzzles, geography and history lessons, and recipes — with Truman the Dragon as their guide. *Kidsville* also has notices to and resources for parents, and its website offers supplemental instructional resources for educators. It can be found in elementary school classrooms and libraries, on kitchen tables, at family-oriented businesses and children's camps all across Duplin County.

Since September the NCS goes there, too, landing at the school lunch menu page. For each issue, NCS Graphic Designer Tom Swasey creates a fun activity for kids -- connect the dots, mazes and find the differences or similarities, and matching exercises. Some activities are inspired by the season, while others feature some of our favorite NCS mascots -- a train and a butterfly (not to mention the NCS Official Groundhog who made an appearance in February!).

The NCS Study Team has enjoyed working with Nancy Hall Publications to co-sponsor this 'kidzine,' distributed in other North Carolina counties as well as 14 other states. We hope that Duplin County children and their families continue to enjoy learning, discoveries, and fun challenges in Kidsville.

Information and activity for children in elementary school newspaper

The National Children's Study is a research study about children's health from before they are born to adulthood.

Most children grow up healthy, but more and more children have asthma, diabetes, obesity and other health problems.

Families, health care providers and leaders in Duplin County are working with the National Children's Study to learn more about and improve the health of children.

The National Children's Study is the largest and longest research study of children's health and the environment ever conducted in the United States.

To see if you are eligible to join, please call

910-296-0103

or

1-888-827-2177

DUPLIN COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT

connect the dots to help build the NCS snowman

Duplin County Vanguard Center

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The University of North Carolina at Chapel Hill

Carolina Population Center

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Chapel Hill, NC 27516-2524

http://centers.nationalchildrensstudy.gov/unc/locations/duplin/

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