

Partner Members

- Abuse Prevention Council
- Accessing Cleveland County Elder Services
- Boys & Girls Club of Cleveland County
- Care Solutions
- Carolina Community Health Partnership
- Child Care Connections
- Childrens' Homes of Cleveland County
- City of Shelby
- CLECO Primary Care Network
- Cleveland County Arts Council
- Cleveland County Asthma Coalition
- Cleveland County Board of Commissioners
- Cleveland Bounty Business Development Corp.
- Cleveland County Chamber
- Cleveland County Chapter, American Red Cross
- Cleveland County Communities in Schools
- Cleveland County Department of Social Services
- Cleveland County Emergency Medical Services
- Cleveland County Family YMCA
- Cleveland County Head Start
- Cleveland County Health Department
- Cleveland County HealthCare Foundation
- Cleveland County HealthCare System
- Cleveland County HIV-AIDS Task Force
- Cleveland County Partnership for Children
- Cleveland County Schools
- Cleveland County Tennis Association
- Cleveland Home Health Agency
- Council on Aging/Senior Center
- Ebenezer Baptist Association
- Foster Grandparent Program
- Gardner-Webb University Student YMCA
- Greater Cleveland County Baptist Association
- Harvestworks
- Healing Link
- Hospice & Palliative Care-Cleveland County
- JOURNEY-A Partnership for End of Life Issues
- Life Enrichment Center
- Mental Health Association of Cleveland County
- Minority Health Council
- NC Cooperative Extension Service-Cleveland County
- Parish Nurse Ministry of Cleveland County
- Pathways Local Management Entity
- Patrick Senior Life Center
- Safe Kids/Safe Communities Cleveland County
- The Shelby Star
- Transportation Administration of Cleveland County
- United Way of Cleveland County
- Youth Resource Council

Don't forget—4th Annual Minority Health Conference is Saturday, October 20, 2007 at Cleveland Community College, 9:00 a.m. until 1:30 p.m. The theme is "Balancing the Scale: Connecting Good Health with Action".

Alliance Partners Meeting Dates 2007-2008

- September 12, 2007—Annual Meeting
- November 14, 2007—Release of Community Assessment
- February 13, 2008
- April 9, 2008
- June 11, 2008

All Meetings begin at 8:30 a.m. in the T.R. Harris Conference Center at Cleveland Regional Medical Center
201 East Grover Street
Shelby, North Carolina

The Alliance for Health is a certified Healthy Carolinians partnership.

Visit our website at
www.clevelandcounty.com/public/health
And click on the Alliance/Healthy Carolinians button.



2006-2007 Annual Report

Alliance for Health in Cleveland County, Inc.

A Message from the Board

Alliance for Health Board of Directors

Dear Alliance Partners and Friends:

Term Ending 2008:
Cameron Corder
Rev. Jose Espinal
Stephanie Herndon
Brenda Page
Rev. William Thompson
John Wasson

Term Ending 2009:
Mayor Ted Alexander
Cindy Borders
Sheri DeShazo
Richard Hooker, Jr.
William G. Hooker
Sheriff Raymond Hamrick

Term Ending 2010:
Nancy Abasiekong
Susan Borders
Nelson Connor
James H. Hines, jr.
Tripp Hord
Dotty Leatherwood

Permanent Members:
Denese Stallings—Cleveland County Health Department
John Young—Cleveland County HealthCare System

As you read this year's annual report you will recognize immediately that the Alliance for Health continues to lead many community initiatives to improve the health of our community. We are please to welcome three new partners to the Alliance this year: Harvestworks, the Boys and Girls Club of Cleveland County and the Cleveland County Tennis Association.

I am most pleased that the Alliance is more of the catalyst than the provider of direct services because that assures that our partners and our community are part of the solution to improving community health. John Young was right when he said, " what's the issue and who's the Champion?" I am pleased to know we have many champions in our community working together to improve the health of our citizens. Anne Short continues to provide excellent direction and leadership for the Alliance.

Enjoy reading the annual report and take time to celebrate and pat yourself on the back because you are the reason we are building a healthier community!

Sincerely,

Denese R. Stallings
Alliance Chair

Staff:
Anne Short, Executive Director

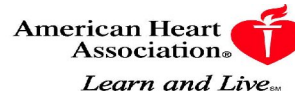
*"When spider webs unite, they can tie up a lion."
Ethiopian Folk Tale*

Mission: The Alliance for Health will collaboratively organize, operate and fund a unified system of preventive health initiatives to improve community health.

Summary of Accomplishments
January 2006—June 2007

The logos seen on this page represent some of our collaborating partners on the successful initiatives completed by the Alliance for Health from January 2006 through June 2007.

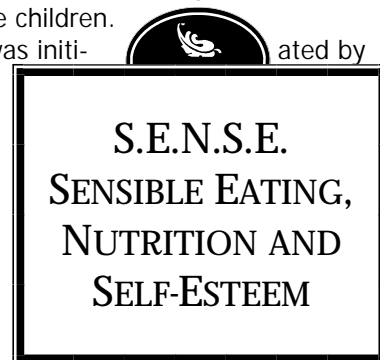
January 2006 brought a partnership with the American Heart/American Stroke Association to implement the Search Your Heart and Stomp Out Stroke programs in African-American churches in Cleveland County. Working with the Minority Health Council and the Cleveland County Health Department's Health Disparities Initiative, the Alliance has trained Search Your Heart coordinators and Stroke Ambassadors in 28 churches to date. Coordinators receive a manual of suggested activities for their faith communities and assistance in planning and carrying out special events such as Go Red Sunday in February and Stroke Sunday in May. Coordinators also received stethoscopes and blood pressure cuffs to schedule regular blood pressure screenings at their sites as well as a variety of print materials for education.



The Alliance collaborates with the Fit Together Initiative of the Cleveland County Health Department to provide training in increasing physical activity and improving food choices in child care centers and homes throughout the county. Six centers and one home were recognized in May 2006 and five centers and two homes were recognized in May 2007 at the Child Care Providers Banquet for completing and implementing the Be Active! and Color Me Healthy curricula in their facilities. Each facility was awarded funding for incentives to further strengthen their program. In addition, staff members from each facility participated in a walking contest to encourage the adults to set a healthy example of physical activity for the children.



Another program for addressing childhood overweight/obesity was initiated by the Alliance and funded by the Carolinas HealthCare System. The S.E.N.S.E. program targeted middle school youth for physical activity and nutrition education programming. Five groups of participants were referred by their physicians and engaged in twice-weekly sessions over a ten week period. Each session consisted of one hour of organized physical activity and one hour of nutrition or psychosocial information. Three family nights for each group were also included. Partners in this program were the Dover Foundation Family YMCA and Cleveland Counseling, P.C.



The Cleveland County Asthma Coalition implemented two innovative projects in collaboration with the Alliance for Health. The Air Quality Flag project distributed sets of bright-colored flags to schools, child care facilities, governmental offices, parks, YMCAs and private businesses to fly as alerts to the air quality in the county. Parents were provided with information so that they could recognize the flags across the county and modify activities appropriately. The Coaches' Clipboard project provided red clipboards with the acronym SCORE to coaches in the schools and parks and YMCA youth athletic teams to increase their understanding of asthma management for young athletes. The clipboards help coaches recognize symptoms of an asthma attack, identify conditions that may cause an attack, encourage them to collect information about an athlete's asthma, understand rescue medications and identify when emergency action is required. Both of these projects are being duplicated across the state by other asthma coalitions and Healthy Carolinian partnerships. The Asthma Coalition and the Alliance collaborated with the Dover Foundation Family YMCA to hold two successful Asthma Expos/Healthy Kids Day events as well as two week-long sessions of a special No-Wheeze Asthma Camp. Pam Ellwood, the local coalition chair, was recognized as an Asthma Champion by the NC Asthma Alliance.



County-wide walking contests in April of 2006 and 2007 brought out the competitive spirit of Cleveland County residents. Take the STEP ONE Challenge kicked off in 2006 with 1,737 individuals on 347 teams to walk for nine weeks. Each team member received a pedometer and a walking log to record their steps. When the contest closed in June, 182 teams had turned in walking logs; 98 teams turned in complete information and recorded a total 62,445,230 steps—the equivalent of walking the earth's circumference at the equator, walking from Shelby to California and back and walking from Shelby to New York City and halfway back. Winning teams were recognized with trophies, t-shirts and pedometers. The top team was also awarded dinner at Five East. First National Bank sponsored a permanent trophy to carry the names of the top three teams each year.



The 2007 contest included a new corporate sponsor, Image Marketing, along with the initial sponsors: Cleveland County HealthCare System, Cleveland County Health Department's Fit Together Initiative and the Alliance. 1,967 individuals on 380 teams registered for the event. Once again, the participants received pedometers and walking logs for the six-week event ending in June, 2007. At the end of June, 222 teams representing 1,178 individuals reported a total of 420,214,351 steps! Winners were notified in late August and will be recognized in September, 2007. The success of these events indicates that Cleveland County residents are interested in increasing their levels of physical activity and in improving their overall quality of life. Plans are underway for the event scheduled for April, 2008!

Services to Partner Members

Partner members of the Alliance for Health receive benefits from participating in Alliance meetings and events. The Alliance had collaborated in leading successful strategic planning events for the Asthma Coalition, the HIV-AIDS Task Force and the Parish Nurse Ministry. Training for board members on their roles and responsibilities is available as are workshops on grant writing. The Alliance has subscribed to The Foundation Center On-Line Directory and will perform grant searches as well for partners; if you are interested in this service, please call the Alliance office at 704-484-5112 to schedule a time for this service. Examples of the funding received in the county with Alliance assistance is listed below.

2	Kate B. Reynolds Health Care Trust	Funding Support for Director, Alliance for Health	\$15,000
0	Adolescent Pregnancy Prevention Coalition of NC	Wise Guys Pregnancy Prevention Program	\$10,000
5	NC Health & Wellness Trust Fund Commission	Fit Together Initiative	\$150,000
0	CC Partnership for Children	Comprehensive Preschool Health Activities	\$135,803
6	Connecting the Dots – UNC-Chapel Hill	Preschool Mental Health Screening	\$48,262
	NC Asthma Program	Regional Asthma Coalition Building Grant	\$20,000
	Carolinas HealthCare System	Adolescent Obesity Project – S.E.N.S.E.	\$25,000
	Office of Rural Health	Community Health Funding for Pharmacy	\$22,598
	United Way of Cleveland County	Support for Red Ribbon Week/Substance Abuse Prevention	\$600
2	Kate B. Reynolds Health Care Trust	Funding Support for Director, Alliance for Health	\$10,000
0	NC Health & Wellness Trust Fund Commission	Fit Together Initiative	\$150,000
0		Teen Tobacco Prevention Initiative	\$100,000
6		Health Disparities Initiative	\$120,000
-	CC Partnership for Children	Comprehensive Preschool Health Activities	\$152,377
0	Connecting the Dots – UNC-Chapel Hill	Preschool Mental Health Screening	\$25,814
7	Carolinas HealthCare System	Adolescent Obesity Project – S.E.N.S.E.	\$25,000
	Shelby Rotary Club	Pediatric Literacy Program – Reach Out and Read	\$1,000
	Office of Rural Health	Community Health Funding for Pharmacy	\$9,557