

Tarheel Tandem

THE NEWSLETTER FOR PHYSICIANS' SPOUSES MAKING A DIFFERENCE!

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Happy
New Year
2003

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NORTH CAROLINA
MEDICAL SOCIETY ALLIANCE

SuEllen Fried Inspires Symposium Audience

"No child should be verbally, emotionally, physically, or sexually abused by another child," SuEllen Fried told over 250 Alliance members and guests at our fourth annual symposium, *Bullying - Stop the Bully Without Becoming One!* "Society has long viewed bullying as just a part of growing up...but much of the **bullying** that goes on in our schools and neighborhoods constitutes a subtle but clear form of **peer-to-peer child abuse.**" An enthusiastic and diverse group gathered on November 15th at the Grandover Resort in Greensboro to hear our dynamic and inspiring speaker offer solutions to combat this public health issue.

Mrs. Fried, co-author of *Bullies and Victims: Helping Your Child Through the Schoolyard Battlefield*, is an international speaker on the topic of child abuse and bullying. Studies indicate that American schools harbor 2.1 million children who bully and 2.7 million students who are their targets. According to the National Education Association, **160,000 children stay home from school every day because they are fearful** of what will happen to them on the bus, in the bathroom, the cafeteria, the locker room, the hallways, the playground, or the classroom.

For the past five years, Mrs. Fried has spent most of her time speaking with over 50,000 students. She says she has found that no matter where she travels she collects the same information. "Children are hurting!" says Mrs. Fried. "The level of malevolence is very painful

for millions of children." In her travels she presents workshops on bullies and victims to grade school, middle school and high school students. In her presentation she outlines to children how bullying feels to the victims, witnesses, teachers, and to the bullies themselves. By the end of the session, children have a clearer picture of why students become bullies, why some students are singled out for taunting, strategies for dealing with bullying behavior and the role of the witness in the daily power struggles that permeate our schools. This workshop explains the concept of empathy and empowers children to deal with bullying.

The focus of Mrs. Fried's presentation was not to just outline the scope of the problem, but to offer solutions and ways to successfully stop bullying. Using real world examples she illustrated ways to deal with both childhood and adult bullies. Basic skills that schools and parents can use to prevent bullying are outlined in her SCRAPES model. (More information on SCRAPES can be found following this article.) To

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SuEllen Fried answers questions from the audience during the symposium, *Bullying - Stop the Bully Without Becoming One*, in November.

Bits from Beth

Congratulations to Ann Faris, Ginny McKay, Ann Ashburn, and the Steering Committee for a most successful Symposium 2002 on Bullying: Stop the Bully without Becoming One! We had an incredible amount of interest in this symposium. The office had phone calls from teachers, counselors, law enforcement officials, social workers, student leaders, and many others over the last several months. We also had numerous contacts from media representatives, and we received significant coverage statewide. It was an exciting time!

I am particularly proud of the manner in which the Board of Directors pulled together and supported this event. Every member of the Board made a financial commitment to the symposium, and many Board members devoted days and weeks of volunteer time to make it happen! From my seat as Executive Director, I saw an across-the-Board dedication that resulted in an outstanding success!

What is even more exciting are the efforts that are being generated as a result of the symposium. Discussions are ongoing with representatives from the Department of Public Instruction, Department of Juvenile Justice, the Department of Justice, and the Department of Health and Human Services to craft ways to build on the momentum of the symposium and address the issue of bullying effectively across our state.

I am pleased to see the NCMS Alliance truly making a difference in NC!

Beth Wise, Executive Director



Confluence Strengthens Leaders

"After attending Confluence, I feel I can be an effective leader for our alliance in 2003." This was the overall reaction by Confluence attendees upon leaving Chicago after three days packed with workshops, speakers, and conversations with other alliance leaders from across the country. County Alliance leaders who attended AMAA Confluence I in October were Presidents-elect Joni MacDonald from Mecklenburg County, Joyce Killinger from Wake County, and Susan Schriefer from Buncombe County and Membership Chair Ginny McKay from Wake County. State Alliance leaders attending were President Karen Holleman, President-elect Susan Hammer and Rachel Pace as an AMAA Health Promotion Committee member.

Confluence offered professional skills training as well as information and ideas for community action programs. Attendees chose four presentations to attend out of the eight offered. After hearing the presentation *Bullying - Creating Worthwhile Programs*, one attendee went home with plans to introduce a bullying program into her local elementary school system. The program *Developing Dynamic Boards/Planning Effective Board Meetings* was great for discovering the personalities on your board and showing how everyone can work together for a common goal.

The general sessions offered a variety of information to all attendees. *What Do Physicians' Spouses Really Think about Their Marriages, Medicine and Each Other?* by Wayne and Mary Sotile from Winston-Salem, NC, reported on their recent landmark survey of physician spouses. They were a breath of fresh air with their honest yet gentle guidance to relationships. They also wrote *The Medical Marriage: Sustaining Healthy Relationships* for physicians and their families. The Honorable Gary Sherrer, Lieutenant Governor of Kansas, shared personal experiences with us demonstrating the value and importance of leadership and helping us to strengthen our leadership skills. *101 Ways to Get and Keep Your Members* provided creative ideas especially when the small groups shared good membership techniques.

Attending Confluence is like being in a whirlwind of wonderful ideas and energetic people who are working on some of the same issues and solving some of the same problems. Having the opportunity to see all of the AMAA resources and learn new ways to utilize them in county projects helps prepare county leaders. Where else can you exchange thoughts and ideas with other alliance leaders from across the United States?

AMAA Confluence registration is opened to any alliance member if space is available after county alliance leaders have had the opportunity to register. If you are interested in attending Confluence II February 2-4, 2003 in Chicago, contact Beth Wise or Susan Hammer. The Confluence program can be reviewed on the AMAA website www.ama-assn.org/alliance.

Susan E. Hammer, President-elect

Tarheel Tandem

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Next Deadline: February 28

Changes of address should be sent to:
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Medical students on interview trips need your support!

Become a volunteer for the...Community Welcoming Program

What is the Community Welcoming Program?

The Community Welcoming Program offers a one- or two-night stay in an Alliance member's home to fourth-year medical students who are AMA members interviewing for residency programs.

What is the goal of the program?

The program was created by the AMA Alliance to help students reduce interviewing costs and introduce them to the community, the medical society and Alliance. The program is the perfect way to show your support for the family of medicine. By bringing a medical student into your home, you help the student and the Alliance grow.

What are the responsibilities of a host?

Generally, hosts are asked to provide housing for a one-night stay. You may provide the medical student with meals or transportation at your discretion. The student may have common relocation questions for you, such as referrals to apartments, realtors, places to go, babysitters, etc. It is up to you to decide and communicate to the medical student the extent of your support. For example, it may be helpful if you have time to collect some free information from your local office of tourism or the Chamber of Commerce.

What if I can't host a student on a requested date?

We understand that Alliance members lead busy lives, and volunteering to be a host does not obligate you to a specific number of days.

How do I volunteer to be a host?

It's easy! Just call Karen Holleman (704-892-0903) or email karenholleman@mindspring.com to volunteer. Be sure to include your

name, address, home phone, and email address. When we receive a request from AMAA for an overnight stay in your area, we'll get in touch with you to determine if the time requested is convenient for you to serve as a host.

Dr. and Mrs. Marcus Gulley recently hosted medical student Arman Abdalkhani from Indiana University School of Medicine. Sally Gulley wrote, "We enjoyed having Arman here! He is a delightful young man. While making ENT rounds during his visit, Arman met Melissa McCarty, another ENT hopeful from the University of Louisville. They both had dinner with us on Saturday night."



Dr. and Mrs. Gulley host Arman Abdalkhani and Melissa McCarty

The North Carolina Medical Society Alliance is proud to partner with the AMA Alliance by participating in the Community Welcoming Program, and I am pleased to serve as the program's North Carolina liaison. Hosting a medical student offers tangible support for our future physicians and provides the chance to give back to our community while enriching our lives. Volunteer today!

Karen Holleman, President

Medical Student Spouses Go SOLO

Rachel Pace, NCMSA Immediate Past President, and Lynn Everett, Eastern Regional Director, met with medical student spouses from East Carolina University School of Medicine at their SOLO (Supporting Our Loved Ones) meeting which was held in Greenville at the home of Corrie Campbell. The meeting began with an explanation of the mission and goals of the State and National Medical Alliances. The many benefits of Alliance membership were discussed including support and friendship among members of the medical profession and their families, service both within the community and statewide through health projects and programs, advocacy for medicine, healthcare and the patient, and the opportunity for personal development and learning new leadership skills.

After the program, an informal question-and-answer session was held. The medical student spouses said this was their first opportunity to talk to physician spouses, and they were very interested in the

advantages and challenges of the medical family. The book, "The Medical Marriage," was presented to the group. During dessert, everyone browsed through the AMA Alliance Health Promotion materials and publications that were on display.

Rushmie Bakshi has stepped forward to organize an Alliance with the medical student spouses and resident physician spouses at East Carolina University School of Medicine. Rushmie is past president of Duplin County Alliance and was instrumental in the reorganization of that award-winning group. Her husband has returned to ECU to complete a fellowship in Pulmonary Medicine. You can help support Rushmie in her efforts by contacting Beth Wise at 800-722-1350 to sponsor a MSS/RPS for only \$15.00. The NCMSA currently has sponsored membership for six MSS at ECU. Members of the ECU medical family can reach Rushmie at bakshis@vol.com.

Lynn Everett, Eastern Regional Director

Just Tell Me Why!

Why Must the NCMS Alliance Fundraise?

Why DOES the NCMS Alliance have to solicit contributions? This is easy to answer...*Dues Don't Cover Expenses!*

However, this fact is also true for nearly all membership organizations. Even the AARP (formerly known as the American Association of Retired Persons), the largest membership organization outside of the Catholic Church, obtains a large amount of income outside of members' dues or non-dues revenue (to use CPA-speak) in order to fulfill its mission...to address the needs and interests of persons 50 and older.

Why DON'T dues cover expenses? This is harder to answer!

On the income side of the balance sheet...

1. We have fewer members today. Why, you ask? That's a different and lengthy article!
2. Income from our investments is down. I don't need to say why!

Legislative Corner

Wanted: Nominees for two very prestigious legislative awards through AMAA. If you know someone within our medical community who has been actively working on the legislative front, please let me know. The AMAA has two awards that will be given during the AMAA Annual Meeting in Chicago, June 2003.

The first award, the **Bell Chenault Award** for political participation, is presented every two years. Nominees must be current members of AMPAC and AMAA. The nominee must have made a major time commitment to a political race in the 2001-2002 election cycle. Whether or not the candidate won is unimportant. The importance is in the nominee trying to make a difference! One nominee will be submitted from North Carolina. Submission deadline is January 31, 2003.

The second award is the **Legislative Education and Awareness Promotion Awards (LEAP)**. This is a new award and will be given annually. It is intended to recognize excellence in the legislative education and awareness programs and projects of either County or State Alliances. Nominees again must be members of AMAA and AMPAC. The submission deadline is February 10, 2003.

All questions or nominations should be directed to Renee Russell at dwrerr@bellsouth.net or call 828-665-2210. Additional information on these awards is on the AMAA website. All nominees will be recognized in Chicago in June. Also, if anyone is interested in being on the e-mail list for legislative contacts, contact Renee at dwrerr@bellsouth.net and you will be added to the list. Many important legislative items were left on the table at the close of session and we need to be ready to move when they resume in January.

Renee Russell, Vice-President for Legislative Affairs

3. Beginning with the 2003-04 fiscal year, the NCMS Alliance will no longer receive direct monetary support from the North Carolina Medical Society. The NCMS will however continue with generous in-kind (non-monetary) support such as: a reduced lease rate for our office space; some general office administrative support expenses; and critically needed specialized staff support.
4. The NCMS Alliance doesn't have a consistent stream of income through selling products or providing services to the public at large. The only way to get money (other than the occasional raffle or boutique) is through donations. Our yearly symposium has become a vehicle that provides a much-needed service to North Carolina, positive PR and organizational "relevance" for the NCMS Alliance, and also modest income.

On the expense side of the balance sheet...

1. The efficient operation of our state office and the direct services our professional staff provides to our membership is key to our future existence. We must offer a competitive pay scale and benefits package.
2. Acting on our values through health education programs and projects is costly, and we can't act on those values unless we have the money to pay for the process.
3. Deep or thoughtless cuts in direct member services and programs can lead to drastic drops in membership. Finding the right mix between services, programs income, and expenses is a complicated dance.

Have we, or should we, stop or cut back on services to our members and health education programs and projects? Yes, No, Never, Sometimes, and Where Needed!

I believe the NCMS Alliance is one of the best run and organized state alliances in the nation. We, at 1698 members (May 2002), rival organizations with twice the actual or potential membership, i.e. Texas, 8100 members; Florida, 2192 members; California, 2000 members. Your Board of Directors has taken every possible step to insure our future financial health and organizational stability. The NCMS Alliance is a financially efficient organization whose members contribute countless hours and financial resources. *I am most proud to announce that all 17 members of the NCMS Alliance Board of Directors made a contribution to Symposium 2002: Bullying; Stop the Bully Without Becoming One!*

A final comment.

All 501(c)(3) organizations must annually solicit contributions to maintain their tax-exempt designation by the IRS. The NCMS Auxiliary had the forethought in the mid-80's to form a 501(c)(3), the NCMS Auxiliary Health Education Foundation. In 1997, the Foundation merged with the Alliance. *The result...*the NCMS Alliance is one of but a handful of state alliances that can accept tax-deductible contributions.

What can you do to help?

When you are asked to financially support the NCMS Alliance either with your dues, your time, or your tax-deductible contribution...**BE AS GENEROUS AS YOU POSSIBLY CAN!**

Ann Faris, Vice-President Financial Development

FRIED INSPIRES AUDIENCE *continued from page 1*

successfully combat bullying, everyone in the environment (whether school or workplace) must buy in and support established goals. **“We must develop a culture of kindness,”** declared Mrs. Fried. This concept produces a positive outcome only when the example is set from the top and all personnel support the effort.

North Carolina’s Attorney General, Roy Cooper, opened the symposium with a short address on how his office is focusing on efforts to combat bullying. Dr. Michael Lancaster served as symposium moderator. Following Mrs. Fried’s address, the diverse audience, including physicians, educators, law enforcement personnel, counselors, psychologists, government officials and parents were inspired to go out into their communities and create solutions to combat this public health issue.

SCRAPES

- S** - Self-esteem and social skills enrichment
- C** - Conflict resolution and character education
- R** - Respect for differences
- A** - Anger management and assertiveness training
- P** - Problem-solving skills and power issues
- E** - Empathy training
- S** - Sexuality awareness training



Rachel Pace, Kathy Kobs, Genie Hayes, Linda-Lee Hanrahan and Renee Russell register guests.



Joyce Killinger, Karen Holleman, and Connie Parker greet special guests George Sweat, Roy Cooper and SuEllen Fried



Ginny McKay and guests discuss bullying with George Sweat.



Ginny McKay welcomes Mike Lancaster and SuEllen Fried.

Networking Opportunity

Prior to the Bullying Symposium on November 15th, Alliance members gathered for a regional meeting. This time together gave local leaders a chance to learn more about the State Alliance programs and to network. Alliance members also had the opportunity to shop at our Holiday Boutique run by Ann Faris, Vice-President for Financial Development. Ann faithfully staffed the Boutique for several days while the North Carolina Medical Society held their annual meeting at the Grandover Resort.



County Leaders share ideas at the November 15th meeting.



Ann Faris raises funds for the Alliance with a Holiday Boutique



Stacey Griffin, VP-Membership Development, greets Rushmie Bakshi and Angie Connelly.

Virginia Scanlan, Karen Holleman, and Helen Boyette talk over coffee.



COUNTY NEWS

Haywood County

The Haywood County Medical Society Alliance has started a program to beautify the grounds of Haywood Regional Medical Center in Clyde. Every plant in the garden was purchased with private donations, and there is room for more plants to be added. The program is one way the public can honor or memorialize a loved one or show thanks for excellent care received at the hospital.

The program began this summer when four large planters at the rear entrance to the hospital were packed full of red, white and blue annuals. The planters were renewed this fall and the permanent Peace Garden, located in the front of the hospital, was started. Shrubs were planted in the garden to form a screen from the parking lot and a liriopelined path was established leading to a park bench flanked by purple butterfly bush. The purpose of the project is to provide quiet, green, outdoor spaces for patients, visitors and employees to utilize and enjoy.

It is the hope of Alliance President Valerie Ward that people will embrace this program so that it will continue to grow. "We plan to add an arbor next year to designate the entrance to the garden and to continue to add colorful, fragrant plantings and garden art. Alliance members have donated a pottery birdhouse and are designing a sign."

Guilford County

The 2002 Medicine Ball was a huge success, raising over \$22,000 for the Greensboro Medical Society Alliance Health Foundation from corporate sponsors. Physicians, Alliance members, corporate sponsors and friends gathered on November 9th at the Greensboro Country Club for dinner and dancing to the music of the band "Fantasy." The ballroom looked like a "Winter Wonderland" with silver and white decorations. This year, the silent auction items were displayed at the ball, but bids were received on-line during the week following the event. People responded to this new format with proceeds from the silent auction totaling over \$3700.

Thanks to everyone who attended and to those who worked hard to make this evening possible, including: Savita Gupta - corporate sponsors; Lauren Meisinger - decorations; Tammi Early and Beth Holland - seating arrangements; Allison Robson - RSVP's; and Denise Cowardin - place cards. We also appreciate everyone else who helped the evening run smoothly!



Greensboro Alliance members gather to raise funds.

Sampson County

After a half-century of serving the county and supporting each other, the Sampson County Medical Alliance members gathered in May 2002 to celebrate their anniversary. Members who have been a part of the alliance since its beginning in 1952 to the newest members came together to celebrate their 50th anniversary.

In 1952, 17 charter members reorganized the county auxiliary to be reinstated as an official auxiliary under the North Carolina Medical Auxiliary. Since then, the alliance has served an important role in Sampson County by serving the community and the hospital. This active group has sponsored many programs and events over the years with the purpose of "the advancement of medicine and health education." Their latest project was to sponsor the program "Hands Are Not For Hitting" at Kerr Elementary School and Harrells Christian Academy. According to longstanding members Jessie Owens and Nancy Kitchin, the Alliance serves the vital role of offering support to medical families. This group makes a special effort to reach out to new medical families that come to the community. Owens says, "A lot of young wives have a hard time dealing with their husbands' being on call. It's nice to have someone that you know is in the same situation."

On top of their local contributions, the alliance has worked hard to support the state alliance. Throughout the years the county has had three of its members serve as state alliance president. This past year Sampson County Alliance was recognized as County Alliance of the Year- a distinction that they hold with pride.



Longstanding members of the Sampson County Alliance-Inez Ayers, Dorothy Royal, Jessie Owens, Nancy Kitchin and Lina Howard.

Need Help Covering your Expenses?

We all are involved in projects helping people in our communities. The possibilities are endless, as are the expenses, but the NCMS Alliance offers some help through our grants program. Grants are considered for projects and programs addressing health and health education issues. Examples of projects funded by NCMS Alliance grants in the past are:

- ◆ books and videos for a new domestic violence shelter library
- ◆ workshops on domestic violence
- ◆ health education materials for teen health fair
- ◆ VCR and health education videos for a free community health clinic

- ◆ books to be given to children at free clinic well-child check ups
- ◆ AMAA activity books to be distributed by alliance members to elementary children

The next grants application deadline is February 15. Our total grants budget for June 2002-May 2003 is \$2000. Grants' guidelines, applications and evaluation forms are located in the NCMS Alliance Leadership Guide and on our website, ncmsalliance.org. For more information, contact Beth Wise, Executive Director, at (919) 833-3836, Ewise@ncmedsoc.org or Susan Hammer, President-elect and Grants Committee Chair at (919) 848-4757, d.i.hammer@att.net

Tools of the Trade: Advertising & Public Relations

Have you considered using public relations tools to enhance your Alliance's public awareness? Are you interested in stimulating public interest about all the health education program activities that you have planned for the year? Why not get started with public relations? It's much more persuasive than advertising and here's why.

The application of public relations and the use of advertising are sometimes misunderstood, igniting a series of unanswered questions for organizations needing to create awareness for themselves.

When do you use public relations? Why should you advertise? The best answer on both topics is, "It depends on what you're trying to accomplish." One may use public relations, advertising or marketing together, or they may be used separately depending on the situation.

A distinct difference between PR and advertising is their extent of message control. When, where and how an advertisement runs is quite controllable. Ad space purchased in the right format (i.e. broadcast, radio, print, online, skywriting, and floating barge) means one has inherent control over what messages are communicated. Conversely, while the process of creating messages through public

relations is controllable, what occurs after the message has left the "nest" is often uncontrollable. The most common uncontrollable factor is whether the media will view your information as newsworthy. In advertising there is no question whether your information will be publicized — if the check cleared, you're in. No matter how interesting an advertisement might be, it is recognized as a self-serving communication. The only implication here is that someone paid to have a message filtered directly to a consumer. There is no third-party endorsement, no filter before it reaches you.

Public relations afford the credibility of indirect third-party endorsements. This is a more powerful message because it means you are not paying to get advertising placed, but a publication is freely giving a space to a worthy story about your organization. Having a third party endorsement such as this is impactful in shaping public opinion. Today's media readers are far more cynical than previous generations, with only a small percent saying they have a great deal of confidence in advertising messages. The use of a press release as a public relations tool is far more beneficial. Anyone can buy visibility; however PR plays a critical role in sorting out the hype.

What you say and how you say it is extremely important to the media. Press releases generally have simple formats that should be followed in order to get your message published. The press release should be one to two pages maximum, double-spaced on regular letter size paper. The basic format includes **contract information** which is inclusive of the organization name, **contact person** with telephone number; the release date (timing is critical) or "For Immediate Release"; a **headline** that is intended to get attention; a body which will contain information about the organization, event, speaker, date, time, location and audience; lastly, **response information** which will provide information about how to contact the organization. You may also send photos if the resolution is of high quality. The press release is not an exclusive and can be faxed, emailed or mailed to several publications or television stations. (Photos should be mailed).

With all the activities that are being planned with your Alliance, you should take advantage of submitting a press release to let the public know about the contribution that you are making within the community. You never know when your article will be noticed, even published. It's a great way of getting your message out and it may stimulate additional coverage.

Marilynn Walls, Vice President of Communications

DO YOU KNOW A PHYSICIAN OR PA WHO MIGHT NEED OUR HELP?

Call for confidential advice on what steps can be taken to assist this potentially impaired practitioner.

Your anonymity is guaranteed.

Together, we can improve the quality of health care for the people in North Carolina through assurance of healthy medical professionals.

Michael W. Wilkerson, MD
Medical Director

Warren J. Pendergast, MD
Associate Medical Director

NC Physicians Health Program

Raleigh, NC

919-870-4480 • 800-783-6792

The Power of Communications

We need members who are interested in joining the State Alliance Communications Committee. Our goal is to provide communications from the State level to our membership as well as to the public. Joining is simple, contact Marilynn Walls at (919) 383-0904 or marilynn.walls@thecreativemark.com.

The North Carolina Medical Society Alliance

wishes to thank

***Bullying* Symposium Contributors**

for their support through educational grants and gifts

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