

# Tarheel Tandem



**Volume 71 | Fall 2017**

**2017-2018  
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• • •

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**NCMS Alliance**

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## President's Message

By Kirby Sheridan, NCMS Alliance President



Greetings, members of the North Carolina Medical Society Alliance! I am honored to serve as president of the NCMSA for 2017-18. I look forward to meeting you and learning more about what you are doing in your local Alliance. I would be happy to come to one of your local events to get to know you better and to pass along information and answer questions about what we, as a state organization are doing. I sometimes am asked, “**Why should I join the state organization? I enjoy working on local projects and getting to know other local members.**” My answer to that is three-fold:

1. What you are doing on the local level can be supported on the state level. Did you know that you could apply for a grant to support local projects? We can also spread the word about your projects on our NCMSA website.
2. Sometimes local alliances rely on the NCMSA’s 501(c) 3 status to make their local fundraisers tax deductible. Contact the NCMSA to learn more about this option.
3. The NCMSA supports valuable programming on the state level. Our current focus, Opioid Abuse Awareness, part of our mental health focus, impacts every county in our state. I urge you to look on our website for upcoming events in your area so that you can attend and learn more about this problem that affects all of us in North Carolina.

We just completed three very successful opioid awareness events in September in Cary, Raleigh and Greensboro featuring writer Sam Quinones, author of *Dreamland: the True Tale of America's Opiate Epidemic*. Two of these events offered CE and CME credits. Panel discussions sparked other conversations about ways communities could work

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# Opioid Epidemic – Raising Awareness, Discussing Strategies and Encouraging Conversations

## Another Way Your Membership Helps Improve the Health in our Communities

“Opioid Epidemic Uncovered: Finding the Prescription for Recovery” was the focus of the Alice Aycock Poe Center for Health Education Annual Meeting and Luncheon Conference in Raleigh and Luncheon Conference in Greensboro in September. The sold-out event at the Raleigh Convention Center was attended by 300 and by 120 at the Greensboro Country Club. A VIP event was held to meet the featured keynote speaker, Sam Quinones, a former *LA Times* investigative reporter,



Sam Quinones, keynote speaker

national speaker and acclaimed author of *Dreamland: The True Tale of America's Opiate Epidemic*. The conference also included a panel of professionals including members of law enforcement, the medical sector, treatment, and prevention educators. Eligible attendees earned three CME and CEU credits, fulfilling the new requirement for all physicians to have continuing education about the Opioid Epidemic.

These two regional conferences and the resulting programs around the state are excellent examples of the county, state

and national alliances working together for the improvement of health in our communities.

- NCMS Alliance President, Kirby Sheridan, heard Mr. Quinones speak at the 2016 AMA Alliance Annual Meeting in Chicago and suggested the NCMS Alliance initiate bringing him to North Carolina.
- Barbara Savage, NCMS Alliance Board member, approached the Poe Center about partnering to address the urgent need to increase opioid abuse prevention education.
- New Opioid Abuse Awareness Program materials developed and introduced by the AMA Alliance this year are available including a DVD, a brochure and an informational card that raise awareness, reduce the stigma and give us strategies for preventing it.
- The NCMS Alliance contributed \$20,500 from the NCMSA Health



Greensboro Conference, Greensboro Alliance Members



Raleigh Conference Sold Out

Education Opportunity Fund towards the three day conferences and events and nine *Drugs Uncovered: What Parents & Other Adults Need to Know* programs around the state with objectives to raise awareness about

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VIP Event, Alliance Members

# Poe Center Serves Communities Statewide

As a leading resource placing emphasis on drug prevention education, the Poe Center serves communities statewide and offers programs, insights and tools to help youth and adults understand the effects opioids have on the brain and body, how they affect the brain chemistry, safe use of prescription medication, as well as prevention techniques in a concerted and winning method for combatting abuse.

Prevention is critical as adolescents and young adults misuse prescription opioids **more than** any other age group, and teen substance use significantly increases the risk of developing addiction. Introducing drugs during this period of development may cause brain changes that have profound and long-lasting consequences. What's more alarming, **approximately 70 percent of teens access pain medication from people they know personally – friends, family, or the stocked medicine cabinet in their home bathroom.**

To follow up with education across the state, the Poe Center presents the program, *Drugs Uncovered: What Parents & Other Adults Need to Know* and a tour of a mock teenage bedroom for attendees to discover 70+ obvious and discreet signs of substance use.

## DRUGS UNCOVERED:

What Parents & Adults Need to Know.

A Must-See Workshop for Parents  
& ALL Adults who Interact with Youth

### Drugs Uncovered

**WHAT:** Workshop and Exhibit

**WHO:** ADULTS ONLY!

- Parents/Guardians
- Educators
- Counselors
- Government and Community Professionals

**WHERE, WHEN & REGISTRATION:**

Nash County Community College  
Saturday, October 7, 2017 from 12:00—2:00 pm  
<http://bit.ly/2vPuqOf>

Fuquay-Varina High School  
Thursday, October 19, 2017 from 6:00—8:00 pm  
<http://bit.ly/2utUXfp>

Dixon Road Elementary School  
Friday, October 20, 2017 from 6:00—8:00 pm  
<http://bit.ly/2f7FmMT>

Garner Magnet High School  
Tuesday, November 7, 2017 from 6:00—8:00 pm  
<http://bit.ly/2xTALpf>



- Explore our "teenager's bedroom."
- Learn ways to talk to kids about drugs, alcohol, and tobacco.
- Learn current drug trends.
- Identify signs of substance use.
- Identify the ways teens are using common and unique items to conceal and use drugs, alcohol and tobacco.
- Participants will receive FREE materials including resources on raising drug- and alcohol-free teens.



[www.poehhealth.org](http://www.poehhealth.org)



### The schedule of presentations follows:

#### Wilmington

WHEN: Saturday, September 23, 2017  
WHERE: UNC Wilmington, McNeill Hall

#### Nash County\*

WHEN: Saturday, October 7, 2017  
WHERE: Nash County Community College

#### Johnston County\*

WHEN: Friday, October 20, 2017  
WHERE: Dixon Road Elementary School Cafetorium, Willow Spring, NC

#### Halifax County

WHEN: Tuesday, October 17, 2017  
WHERE: Weldon Stem High School Career Academies

#### Wake County\*

WHEN: Thursday, October 19, 2017  
WHERE: Fuquay-Varina High School

#### Guilford County

WHEN: Monday, October 23, 2017  
WHERE: Greensboro Children's Museum, 220 North Church Street

#### Hertford County

WHEN: Wednesday, October 25, 2017 from 6 pm to 8 pm  
WHERE: Hertford County Middle School Cafeteria, 1850 Highway 11 North, Murfreesboro, NC 27855

MORE INFO: Contact Hertford County Student Services at 252-9398-4091 or [dbiggers@hertford.k12.nc.us](mailto:dbiggers@hertford.k12.nc.us)

#### Wake County\*

WHEN: Tuesday, November 7, 2017 from 6 pm to 8 pm  
WHERE: Garner Magnet High School

Register at <http://bit.ly/2xTALpf>

\*The Wake County Medical Society Alliance financial contributions to the Poe Center were instrumental in "Drugs Uncovered: What Parents & Other Adults Need to Know" programs being held in four area schools.

### About the Poe Center

The Alice Aycock Poe Center for Health Education is a nonprofit organization dedicated to educating and empowering North Carolina's children, youth and their families to make choices that increase positive health behaviors. Since establishing its Raleigh facility in 1991, the Poe Center has provided health education to over one million children throughout North Carolina. By engaging in fun, highly interactive lessons, preschoolers through twelfth graders receive information that follows the NC DPI Healthful Living Essential Standards on a variety of health topics, including nutrition, dental health, general health, adolescent development, and drug prevention. For additional information about the Poe Center, please visit [www.poehhealth.org](http://www.poehhealth.org).

# Love and Caring Cards Artwork Contest

By Marilu Thorsden

The North Carolina Medical Society Alliance once again is proud to return the Love and Caring Cards Contest. For the past two years we had great participation from alliance members and their families resulting in some beautiful notecards. The images seen here represent the four winners. This year we will accept entries of original artwork or photography from members and their immediate family from **November 1, 2017 through January 31, 2018.**

You will find the guidelines for submission [HERE](#). If you have any questions or need more information, please contact Marilu Thorsden at (253) 278-8726 or [mjthorsden@yahoo.com](mailto:mjthorsden@yahoo.com).



Love and  
Caring  
Notecards  
representing  
winning  
artwork from

the 2016-17 contest as seen above are available. Please see the **attached Annual Fund donation form** for details on how to receive a pack of four cards and help the NCMS Alliance. These notecards are one of a kind and would make wonderful presents for birthdays or other special occasions.

## Love and Caring Cards Acknowledgements

**In honor of Carolyn Green**

**In honor of Sheila Josilevich**

**In honor of Deborah Harrell Meehan**

**In honor of Barbara Savage**

by Uma Avva

**In memory of Mrs. Sylvia Ann Goglin**

**In memory of Mrs. Catherine L. Ryan**

by Jessica Goglin

**In memory of Ruby Byrum**

**In memory of Elizabeth Jones Edens**

**In honor of Kelly Edens Archambault**

**In honor of Betty Griffin**

by Susan Edens Hammer

**In honor of Kirby Sheridan**

**In honor of Wanda Smith**

by Sheila Josilevich

**In memory of Clara Walljasper**

**In honor of Sheila Josilevich**

**In honor of Judy Kunesh**

**In honor of Kirby Sheridan**

by Racheal Kunesh

**In honor of Margaret T. Harrell**

**In honor of 2016-17 NCMSA Board**

by Deborah Harrell Meehan

**In memory of John Graham**

**In memory of Helen Cherry**

by Paula Patselas

**In honor of Susan Hammer**

**In honor of Sheila Josilevich**

**In honor of Deborah Harrell Meehan**

**In honor of Barbara Savage**

**In honor of Mary Tyrey**

by Kirby Sheridan

**In honor of Benjamin P. Kunesh, MD**

**In honor of David N. Smith, MD, FACP**

by Wanda Smith

## Join or Renew Your Membership Today!

By Wanda Smith, VP of Membership

Fall is in the air and it is wonderful to enjoy the cool weather AND start our Alliance meetings again and see friends we have missed over the summer. It is the time for renewal of friendships and commitments that we have made to help others through our Alliance. See the article on page 2, **Opioid Epidemic – Raising Awareness, Discussing Strategies and Encouraging Conversations**, for examples of how alliances on all three levels are working together to examine the rising opioid crisis and explore collaborative solutions.

**Please join or renew your membership today!** Many of us may be at a place in our lives where we do not have time

to give, but we can offer our financial support by joining. Our dollars help so many people in so many ways including your local alliance which can apply for a grant from NCMSA. I urge you and your spouses to join and offer your financial support to show your belief in OUR ALLIANCE and the many organizations we help.

To join or renew your membership, call (919) 573-1316 or email Tracy Steadman, our State Alliance Executive Director, [tsteadman@ncmsalliance.org](mailto:tsteadman@ncmsalliance.org) or go to our website to pay dues online. Please call me at (704) 213-4171 with any questions.

# County News

## Cabarrus County

By Kirby Sheridan

The Cabarrus County Medical Society Alliance continues to carry on long-term projects with the help of many dedicated volunteers. We are in the midst of our busy season with our vision-screening project underway. CCMSA members and other volunteers screen all second and fifth graders in twenty elementary schools in the area. Elizabeth Livingston and Nancy Patel chair this effort.

The 13th annual "Swing for the Kids" tournament took place October 9, 2017 to benefit the public school nurses program in Cabarrus County and Kannapolis City Schools. Every public school in those two systems has a dedicated nurse on site each day. Not many school systems have that luxury and the Cabarrus County Medical Society Alliance wants to support the program so that our school children have access to nursing care during the school day.

Eighty golfers enjoyed a day on the course that included a "hula hole" where golfers could pay for the chance to hit their ball into a hula-hoop. The tournament helps publicize the nurses' program in our county. The tournament is chaired by CCMSA member, Lynn Takla, assisted by Racheal Kunesh, Lynn Hammers, Carolyn Farris and Kirby Sheridan. Cabarrus Health Alliance, which runs the public school nurses' program, gives much assistance to the tournament efforts. COO Erin Shoe and Supervisor of the Nursing Program, Kim Ragan, work alongside the CCMSA committee to make the tournament happen.



L-R: Racheal Kunesh, Carolyn Farris, Lynn Takla, Kirby Sheridan, Lynn Hammers and Erin Shoe, COO of the Cabarrus Health Alliance (our beneficiary organization in the golf tournament), James Mack, Chairman of the Board of the Cabarrus Health Alliance.



L-R: Racheal Kunesh, Elizabeth Livingston and Michelle Trombley



L-R: Jamie Newman and Susan Birchfield

## Onslow County

By Sheila Josilevich

Summer has long gone according to the calendar, but it is still really hot in Onslow County! So it has been hard for the Medical Alliance to get back on track and back to work!

We started our "new year" with a lunch at a local restaurant that was well attended. We do have a few new medical families in the area but they could not make it to our first meeting, but will hopefully be able to come to some of the social events being planned for the next few months.

Personally I have been overwhelmed building a home and moving out to the water in Swansboro. Building is not for the faint of heart believe me! But that's behind us now and we are finally in our new home and looking forward to hosting friends and family soon.

A couple of our long time members have been struggling with various health issues and the Alliance has stepped up to help out where and when we can with visits, food and offers of driving the ladies to various appointments. We wish them well and a return to full health.

A couple of our members attended the luncheon and meeting in Raleigh concerning the Opioid Epidemic. It was a terrific discussion. Hats off to the folks involved in its organization. Onslow Medical Alliance is eager to host such events here.

The South Eastern Cancer Care 4th Annual Fashion Show was held in September and was a huge success. The event was organized by one of our own Medical Alliance members - Smitha Jayaram. She is a wonderful person who works hard and long for her husband's practice and his patients. The Onslow medical family Is always keen to support each other and once again a good time was had by all at the fashion show, dinner and dance! Looking forward to the next one.

## Mecklenburg County

From MMAE Annual Report 2017

Mecklenburg Medical Alliance and Endowment is proud to announce that \$74,000 in grants have been awarded to the following 13 organizations that support MMAE's mission of building a healthier Mecklenburg County: Autism Society of NC, Camp Blue Skies Foundation, Charlotte Community Health Clinic, Inc., Charlotte Neuroscience Foundation - Memory Center Charlotte, Dilworth Center, Friendship Trays, Hospitality House of Charlotte, Lions Services, Inc., NC Med Assist, Novant Health Foundation - Bee Mighty Fund, Shelter Health Services, Supportive Housing Communities, and Teen Health Connection.

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## County News

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### 2017 James Gray Cannon Award Recipient:

Meghan Hampton has been an integral part of the success of the Neonatal Intensive Care Nurseries at Levine Children's Hospital and the Charlotte Fetal Care Center since 2010. To honor their children and to show support and appreciation for care received at the hospital, Meghan and her husband, Steve, started the "Cottie & Cake" Fund to support neonatal and fetal care at Levine Children's Hospital. In 2011, the Hampton family created a unique event, In the NIC of Time, which since its inception has raised over \$440,000 for the Cottie & Cake Fund to support the Neonatal Intensive Care. Meghan has guided each event committee since 2011 and continues to rally her friends and family behind her and Levine Children's Hospital. Meghan is a fierce advocate for the smallest fighters in their community.



Meghan Hampton receiving award from Gail Vander Veer



Mitzi Yount receiving award from Sherry Ward

shares her skills with others. She is a great mentor. Although generally quiet, Mitzi's strong leadership skills have been evident on each board that she has served. The award is named for Genie Hayes, a former president of the Mecklenburg Medical Alliance and NC Medical Society Alliance.

### 2017 Genie Hayes Award Recipient:

The description of the Genie Hayes Award aptly fits Mitzi Yount. As a 44-year member of the Mecklenburg Medical Alliance and Endowment she has been involved in many aspects of the organization and commands a deep understanding of its history. Mitzi is precise, knowledgeable, and eagerly



Mecklenburg Medical Alliance Board of Directors 2016-17

**In the Community Report for FY 2016-17**, Karen Chandler, President of the Board, shared the following milestones, among others already mentioned.

- Created a vision statement for the organization. "Mecklenburg County residents are inspired and equipped to maintain good health."
- Raised nearly \$50,000 with the Holiday House.
- Launched a Planned Giving Program to carry our fund-raising efforts into the future.
- Through a by-law change, made all members equal members.
- Offered outstanding educational and entertaining programs.
- Received the 2016 Dr. John G. Johnston Award for Excellence in Adolescent Medicine and Health from Teen Health Connection.
- Exceeded budget in income and are below budget for expenses. All board members are volunteers; there are no director salaries in our budget.
- Introduced the new name for Mecklenburg Medical Alliance and Endowment.

Healthy Charlotte Alliance presented a unique educational event, **Striking a Healthy Balance in our Digital World - the effect of technology on our brains, our families and our society**, at the Quail Hollow Club on October 26. A timely discussion was held on the following questions.

- Is it really possible to become addicted to technology?
- What are technology companies doing to encourage the healthy use of technology?
- How much does texting affect my driving ability?
- At what age should children be allowed to have a phone?
- How can we help kids cope with cyber bullying?
- What can I do to ensure a healthier use of technology for my family and me?

## Rowan County

By Co-Chairs Mary Goodman and Joyce Goodwin, *Fashions for a Cause*

### "20th Annual Fashions for a Cause"

*Sponsored by Rowan County Medical Society Alliance Foundation*

Fall is in the air and the ladies and gentlemen in Rowan County are already planning for the biggest and best "Fashions for a Cause" ever to benefit the Community Care Clinic of Rowan County. The event will take place on Tuesday April 10, 2018 at the Crystal Lounge-Catawba College, Salisbury, NC.

Nearly \$20,000. was raised last year and since we are celebrating the 20th Annual "Fashions for a Cause" our goal

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## County News

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is to exceed that by raising the most money ever. The RCMSA Foundation has contributed well over \$250,000 in the past 19-year span. The show is always great and sells out every year with a waiting list of those who wish to attend.

The Community Care Clinic is a non-profit health, pharmaceutical and dental care clinic funded primarily by individual donations and grants. The clinic helps the uninsured working poor of Rowan County. Because of increasing problems in our local economy, the number of underserved and needy is rising rapidly. We all are well aware of how expensive medical care has become. The clinic provides medications, health care, and dental services for those who are most deserving and can least afford it. Without this clinic, many would have to choose between needed health care and buying food for their families. Working together we can make a difference in the lives of those served by the clinic.

Last year BOD members, Kirby Sheridan, current President of the NCMS Alliance, and Mary Tyrey attended along with Dorothy Nance and Susan Boone from Wake County Medical Society Alliance. Please join us for the Fashion Show in 2018. Other NCMSA members from across the state who could not attend, sent much appreciated donations.

Please let us know if you wish to have an invitation sent to you. Also, we are gladly accepting Sponsorships and Donations of any size. No gift is too small or too large! We look forward to the 20th Annual "Fashions for a Cause" and hope to see you there. You may contact Wanda Smith, Rowan County Fashion Show Committee Member at 704-213-4171 regarding invitations, donations and sponsorship information.

## Wake County

By Susan Boone

The Wake County Medical Society Alliance is enjoying the start of an exciting year! On September 9, we enjoyed partnering with the Wake County Medical Society to enjoy an evening of jazz, with music provided by Jazz Plus trio, and delicious tapas provided by Ryan Conklin, the award winning Executive Chef at UNC REX Healthcare. On September 13th, we held our Welcome Coffee at the home of member Kathy Kobs. It was fun to catch up with old friends and welcome new members!



Mary Goodman, Trish Bunkley, and Betsy Fazia

On October 19, the Alliance was excited to present our Second Annual Public Health Education Seminar, "Drugs Uncovered: What Adults Need to Know!", presented for us by the Poe Center. This year's topic was very timely as it related to drugs and the opioid crisis. Many of us know families who have been touched by the opioid epidemic, and this program taught about ways to talk to kids about drugs, alcohol and tobacco, identify signs of substance abuse, and explored the Poe's "teenager's bedroom" which showed how to identify 80+ items that conceal and promote substance use and abuse.

We are excited to again support FIGS of Wake County... 'Filling in Gaps' with prescription medication assistance for those in need in Wake County as our focus charity. We will also be supporting the Poe Center, whose mission it is to educate and empower North Carolina children, youth and their families to make choices that increase positive health behaviors. We will hold various fundraising events during the year to support these two organizations.

How to maintain and grow membership is a difficult problem. We know there are many potential members in our community, and we are always trying new ways to reach out to them. I would love to hear about recruitment ideas from other county alliances. My contact information is medicalalliancewakecounty@gmail.com.



Dick & Barbara Savage and Scott & Mary Tyrey, Wake County Fall Picnic



Wake County Java Jumpstart

## President's Message

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together to try to reverse the rising trend of prescription drug and heroin abuse. North Carolina has four of the top 25 cities in the country for opioid abuse, including the number one city on the list. It is a pervasive problem here. The NCMSA wants to help make the public more aware of this epidemic so that we can work to combat it. Thank you for your support to help us with this effort.

I once asked why I should support the NCMSA. After accepting the invitation to serve on the board several years ago, I see now the value of what we do and how hard board members and state members work to improve the health of the people of North Carolina. I am glad to join with you in these efforts. Please urge others to join us as well.

Best wishes to you for a successful year.

## Opioid Epidemic

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prescription drug use, provide strategies to reduce harm, and encourage family and community conversations about the related issues.

- Greater Greensboro Medical Society/Alliance Endowment Fund participated as sponsors for the conferences. A Greater Greensboro Medical Society Alliance member obtained the location for the Greensboro Conference.
- The Wake County Medical Society Alliance financial contributions to the Poe Center were instrumental in *Drugs Uncovered: What Parents & Other Adults Need to Know* programs being held in four surrounding area schools.

Partnering with the NCMSA allowed The Poe Center to accomplish the following in one year:

- deliver two regional conference events featuring author Sam Quinones in September 2017;
- enhance the Poe Center's science-based curriculum to include opioid prevention data and utilize AMA Alliance research, video, and print material; and
- expand and deliver substance abuse prevention programs for adults and youth in North Carolina towns with the greatest and most urgent need.

With a shared interest in ending the opioid epidemic, the NCMS Alliance and Poe Center partnership has greatly leveraged resources, outreach and impact in our communities.

## NCMSA Wishes to Thank Our 94th Anniversary Annual Fund Contributors

### Champion

Kirby Sheridan

### Mentor

Uma Avva

Susan Edens Hammer

Racheal Kunesh

### Advocate

Gay Bowman

Jessica Goglin

Sheila Josilevich

Deborah Harrell Meehan

Wanda Smith

Marilu Thordesen

Patricia Udekwu

### Friend

Paula Patselas



## Calendar of Events

### 2017

#### October 23

6:30 - 8:30pm  
Drugs Uncovered  
Greensboro  
Children's Museum

#### October 25

6:00 - 8:00pm  
Drugs Uncovered  
Hertford County  
Middle School

#### November 7

6:00 - 8:00pm  
Drugs Uncovered  
Garner Magnet High School

#### November 1, 2017 -

January 31, 2018  
Love & Caring Cards  
Artwork Contest

### 2018

#### February

GGSMA 2nd Annual  
Scrubs vs. Suits

#### March

WCMSA Fashion for F.I.G.S.

#### March 30

Doctor's Day

#### May

NCMS Alliance  
Annual Meeting

#### May

NAMI Walks

