

# “More Between 10 and 20” in North Carolina

## Update

NC Institute of Medicine  
Adolescent Health Task Force  
November 14, 2008

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Adolescent Medicine  
UNC Schools of Medicine and Public Health  
NC Multisite Adolescent Research Consortium for Health (NC MARCH)

Funding Support

The Duke Endowment

# In-kind Contributions

- Brody School of Medicine
- BCBS Foundation
- Buledean & Tipton High School and Family Health Centers
- Center for Adolescent Health and the Law
- Duke Children's Primary Care
- NC Action for Children
- NC DHHS
- NC Institute of Medicine
- NC Pediatric Society
- NC School Community Health Alliance
- Society for Adolescent Medicine (SAM)
- UNC at Chapel Hill
  - Family Support Network
  - Maternal and Child Health (School of Public Health)
  - Pediatrics (School of Medicine)
  - Sheps Center
- UNC Hospitals
- Wake Forest School of Medicine

More Between  
10 and 20  
Initiative

Parent Survey

Report Card

Task Force



NC Adolescent Health Summit Fall 2009

Where are we now?

# Parent Survey Update

# Parent Survey

- 30 questions on 2008 NC Child Health Assessment and Monitoring Program (CHAMP) survey
- Content:
  - Adolescent Health Assessment
  - Immunization
  - Injury
  - Parent Education Needs
  - Transition
- Involved:
  - NC DHHS (CHAMP staff)
  - Project Science/Data Group
  - NC Action for Children
- Data available Spring 2009
- Task Force review of summary drafts late Spring 2009
- Parent Survey Summary distribution September 2009

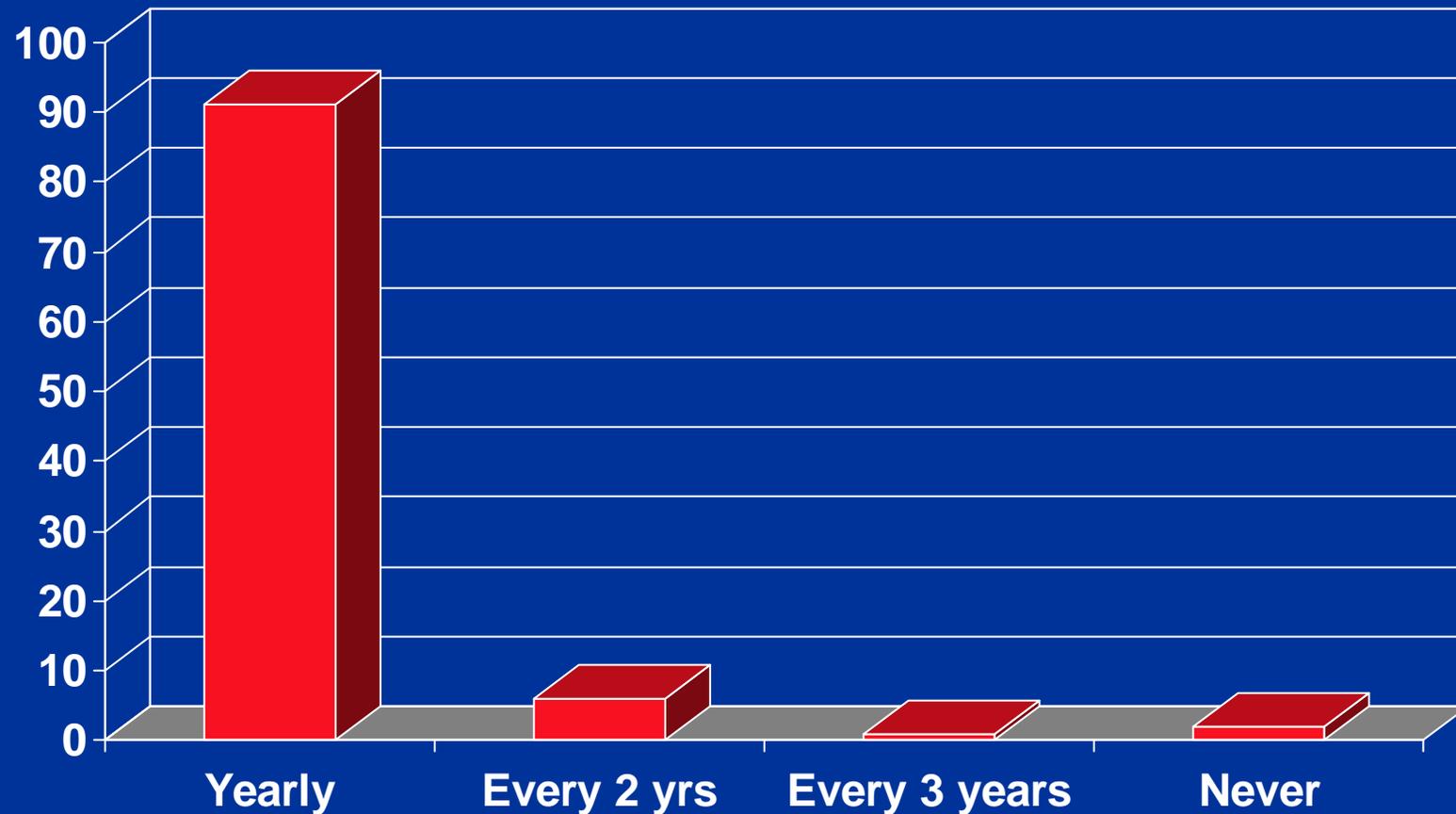
# CHAMP

- Add-on to BRFSS in NC
- CHAMP targets parents of children ages 0-17 years
- <http://www.schs.state.nc.us/SCHS/champ/>
- In 2007 CHAMP N= 2,700 and 44% (1,200) were parents of children 11-17

# Limited Data Preview 2008 NC CHAMP

- Collected Jan-June 2008
- From ~650 parents of children between 11 and 17 years

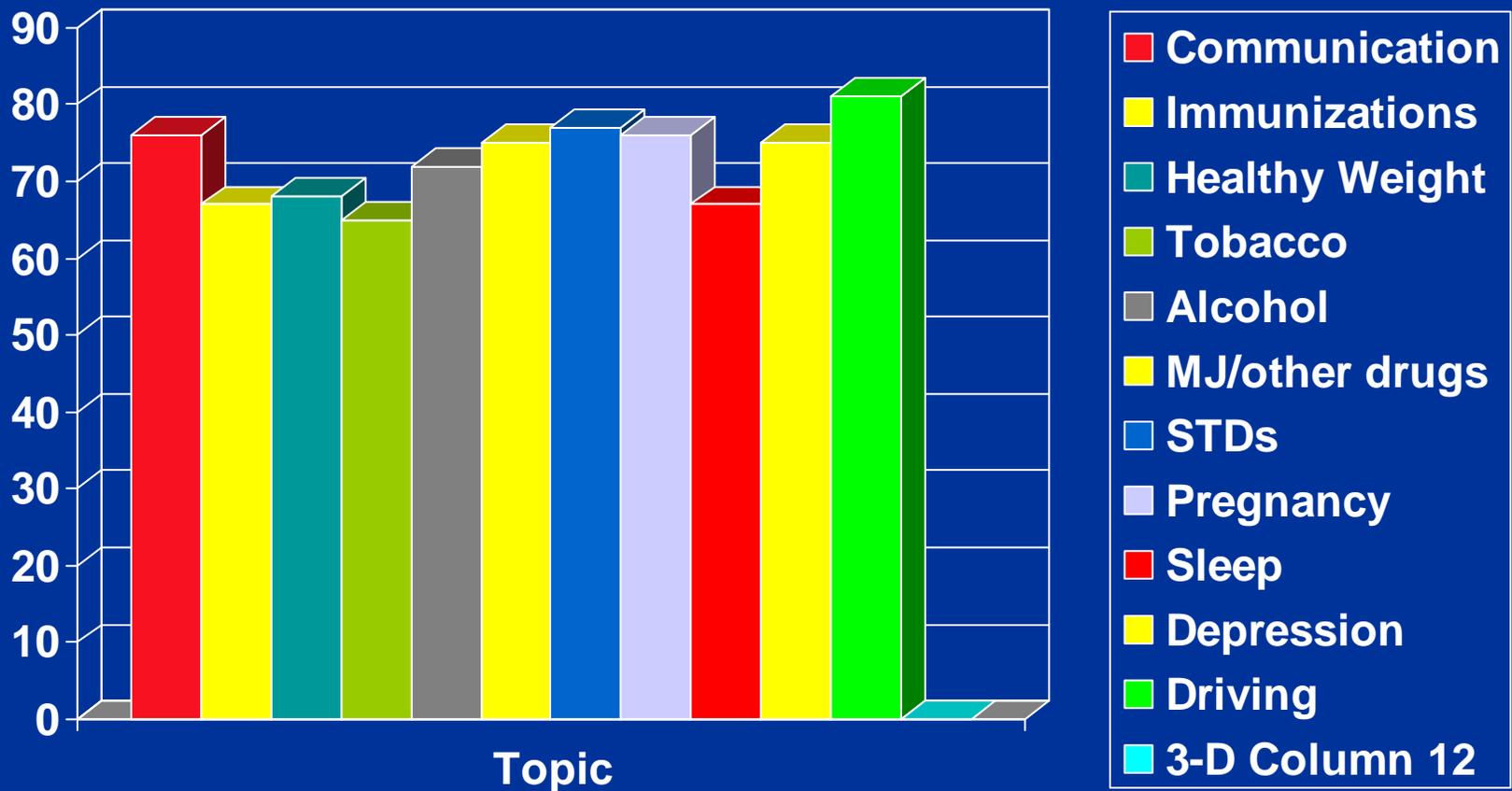
How often do you think teenagers should be seen by a doctor or nurse for a regular check-up? (n=660)



## Early 2008 CHAMP Data (n=660)

- 93% of parents reported it was important for a child to get a regular check up before entering middle school
- 94% of parents reported it was important for a child to get a regular check up before entering high school
- 77% of parents reported that they would like to learn more about teen health issues

# % Of Parents Who Report That It Would Be Very Helpful To Learn About Teens & (n=468)....



# NC Adolescent Health Report Card

Update

# Report Card

- Collaboration between:
  - NC Action for Children (Lead)
  - NC DHHS
  - Project Science/Data Group
- NC health and education data
- Ages 10-25
- Plan presentation of data developmentally
- Task Force will see draft March 2009
- Report Card distribution planned June 2009

# NC Institute of Medicine Adolescent Health Task Force

<http://www.nciom.org/>

# Task Force To Produce A Portfolio Of Evidence-based Recommendations That:

- Includes attention to:
  - Primary prevention, secondary prevention, diagnosis and treatment
  - Short term and long term health improvements
  - Potential value of multiple levels/sites of intervention (e.g. policy, school, parents, health care settings)
- Identifies cross-cutting and /or synergistic strategies that have the potential to address multiple adolescent health issues
- Creates a comprehensive evidence-based strategy to improve adolescent health in NC over the next decade

# NC Adolescent Health Summit

# Summit Planning

- October 2009
- State-wide summit in/near Raleigh
- Initiate implementation work
  - Bring Task Force and other leaders with power and influence together to begin implementation work
- In discussion:
  - Planning Team membership (taking volunteers)
  - Perhaps followed by regional “Town Hall” meetings
  - Perhaps joint Youth Summit (YES)



# Integrated Communication/Media Plan

# Team Members

- Kimberly Alexander-Batcher
- Barbara Bradley
- Jane Brown
- Amy Davenport
- Carol Ford
- Jen Hastings
- Mark Holmes
- Bronwyn Lucas
- Josh Meyer
- Alexandra Sirota
- Carol Tyson
- Tom Vitaglione
- Courtney Woo
- Berkeley Yorkery

# Retreat 12/10/08

- Review of research & what others have done re: framing adolescent health
- Draft “More Between 10 and 20” framing, language, & talking points
- Discuss images, logos, colors, website
- Media contact plans

# Summary of Tentative Timeline

Jan 2009	Develop product branding and communications plan
March 2009	Presentation of draft Report Card to Task Force
June 2009	Release Report Card and launch media relations component of communications strategy
Sept 2009	Release Task Force Report & Parent Survey Fact Sheet
Oct 2009	Summit





# Final Thoughts

- Integration
  - Synergy
- Opportunity



Images Provided By  
Juli Leonard