

# HEALTHBEAT

## Kohl's helps Brenner

Kohl's Department Stores has provided a gift of \$107,218 raised this year through its Kohl's Cares initiative to support the Brenner FIT Program at Wake Forest Baptist Medical Center's Brenner Children's Hospital.

Since 2004, Kohl's has raised \$1,142,202 to benefit Brenner Children's through the sale of its Kohl's Cares merchandise, such as exclusive children's books and plush stuffed animals. The initiative benefits children's hospitals across the country.

Kohl's officials presented a check for this year's amount during the recent fourth-annual Brenner FIT Challenge at Wake Forest University's Deacon Tower.



Skelton

The event, which is dedicated to fighting childhood obesity, raises money for Brenner FIT (Families In Training), and this year it included more than 300 participants and volunteers. The evening included a 1-mile fun run, a 5K run, and interactive areas for the entire family to have fun and learn about healthy living.

"We are extremely grateful for the continuing commitment from Kohl's to extend this wonderful partnership that supports our efforts to improve the health of children and their families," said Dr. Joseph Skelton, associate professor of pediatrics and director of Brenner FIT.

## Breastfeeding honor

The Esther R. Culp Women's Center at High Point Regional was recently honored with the Golden Bow Award in recognition of the hospital's outstanding support of breastfeeding mothers.

The Golden Bow Award was launched in 2007 by the North Carolina Breastfeeding Coalition (NCBC) to honor hospitals that implement policies promoting breastfeeding, specifically discouraging the distribution of infant formula companies' marketing bags to new mothers. When NCBC launched the Golden Bow Awards in 2007, less than 20 percent of North Carolina babies were born in facilities that had banned the bags. Today, with the addition of High Point Regional, more than 80 percent of babies born in the state are born in "bag-free" facilities.

Nearly three quarters (74.9 percent) of North Carolina mother-baby pairs initiate breastfeeding, but a mere 14.8 percent are exclusively breastfeeding at six months, according to 2013 data from the CDC. Research indicates one reason for the low rate of exclusive breastfeeding is marketing of formula in health care facilities.

Multiple studies show when breastfeeding mothers are given commercial companies' marketing bags, they are more likely to start using formula - even if the formula samples have been removed from the bags.

## Purchases to help homeless

Food Lion is partnering with its customers to help solve hunger by launching specially marked Food Lion Feeds bagged apples for sale in its stores. The effort will help provide 1 million meals to feed families facing hunger in local communities across the grocer's 10-state footprint.

With the sale of each bag through Oct. 7, or while supplies last, Food Lion will donate five meals to local food banks, in partnership with Feeding America. The bags will maintain an MVP Sale price of \$2.99 throughout the campaign, just in



time for parents to pick up healthy snacks for children back in school.

Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger. The specially marked bagged apples are the second of three in-store Food Lion Feeds campaigns in 2014. Through the sale of special Food Lion Feeds reusable bags made available earlier this year, Food Lion will provide 1 million meals to local food banks in partnership with its customers. The specially marked apples are anticipated to provide an additional one million meals.

The in-store campaigns support Food Lion's work toward its goal of providing 500 million meals to families in need in its local communities by the end of 2020. For more information, visit [www.foodlion.com/feeds](http://www.foodlion.com/feeds).

## Medical Society honoring professors

SPECIAL TO THE CHRONICLE

Two Greensboro College visiting scholars are being honored by the N.C. Medical Society for their contributions to North Carolina public health.

Robert Wineburg, Visiting Scholar of Religion and Community Service, and the Rev. Odell Cleveland, Adjunct Professor of Religion and Community Ministry, will receive the N.C. Medical Society's John Huske Anderson Award on Oct. 24 in Greensboro. Named for the society's former long-time legal advisor, the annual award honors North Carolina laypeople "whose contributions have had a positive impact on the medical profession and the public health."

The award recognizes the work the two men did with the Medical Society's



Rev. Odell Cleveland (left) with Robert Wineburg.

Work Group on Medicaid Accountable Care Organizations (ACOs) and conceptualizing social-support systems using the faith community.

ACOs are partnerships

between health-care providers and hospitals that are intended under the U.S. Affordable Care Act to reduce health-care costs by coordinating efforts among different parts of the health-

care system. After savings reach a certain point, they are split between the government and the ACO.

According to figures

See Professors on A9



## Registration open for domestic violence walk

SPECIAL TO THE CHRONICLE

Family Services will hold its 6th Annual Walk a Mile in Her Shoes event on Saturday, Oct. 11 at noon. It will begin at Merschel Plaza on the corner of 4th and Trade Streets in downtown Winston-Salem.

Walk a Mile in Her Shoes is an international event to raise awareness about rape, sexual assault and gender violence, as well as highlight the role that men play in creating a solution.

Men are asked to literally walk one mile in women's high-heel shoes. It's not easy walking in these shoes, but that's the point,

organizers say. The event provides an opportunity for the community to talk about a very difficult subject.

Registration begins at 11:30 a.m. at Merschel Plaza. General registration is \$25; high school and college students may register for \$15; the fee for children 12 and over is \$5.

Both men and woman alike are asked to join the march. Teams can be formed as well.

For more information, visit [www.walkamiletriad.org](http://www.walkamiletriad.org) or contact Michael Heelan at 336-722-8173.

## Push for Hispanic organ donors

SPECIAL TO THE CHRONICLE

Carolina Donor Services is highlighting Hispanic donors and transplant recipients from Sept. 15 - Oct. 15 - National Hispanic Heritage Month.

The agency is also using the nationwide observance to encourage more people to register as organ, eye and tissue donors at [DonateLifeNC.org/Register](http://DonateLifeNC.org/Register) or by calling 1-800-200-2672.

The lives of more than 4,000 Hispanics in the United States were saved last year through organ donation and transplantation. Yet, there are more than 19,000 individuals of Hispanic heritage still waiting for lifesaving organ transplants. Many thousands more require the healing power of tissue and corneal transplantation.

Ruben knows what it is like to be on the waiting list.

"The waiting breaks you," he said. "You start thinking about how your family will be without you. I questioned if I would see my daughter graduate elementary school, let alone graduate college and get married." Ruben had cancer in his liver and bile ducts and his only chance for survival was with a liver transplant. Because of someone's life-affirming decision to register as a donor and to share it with their family, Ruben no longer had to worry.

"I just felt like a new person. It's literally an injection of life," he said.

Mike Gonzales, a United States Army Chief Warrant Officer, had the strength and



See Donors on A9

## NCCU receives grant to health tackle issues

SPECIAL TO THE CHRONICLE

North Carolina Central University's Juvenile Justice Institute has been awarded a three-year grant totaling \$897,840 to develop techniques for reducing rates of alcohol and drug abuse and HIV transmission among 18 to 24 year olds.

The initiative is known as the Campus Community Coalition (3C) and taps the expertise of five academic

departments within NCCU and two outside agencies. The funds were awarded to the Juvenile Justice Institute by the Substance Abuse and Mental Health Services Administration, which is part of the U.S. Department of Health and Human Services.

The collaborative effort recognize the close interaction of the campus population with the larger Durham community, said Arnold Dennis, executive director of the Juvenile Justice Institute.

"If we can begin to deal with preventing substance abuse and reducing the transmission of HIV using the wealth of knowledge we have from our behavior and social science faculty, we can work towards making sure that our students and the surrounding community will not be pulled into these addictive and harmful behaviors," Dennis said.

Community agencies involved with the project are Together for Resilient Youth, a Durham-based advocacy group better known as TRY, and the Durham County Department of Public Health. Academic partners include the NCCU departments of Psychology, Public Health Education, Social Work, Criminal Justice, and Student Health and Counseling Services.

An initial phase of the project begun earlier this year and involved on-campus surveys to explore prevailing habits and attitudes of regarding sex and drug and alcohol use among young adults ages 18 to 24. A similar evaluation will take place at the end of the project to measure the impact of education and other deterrence efforts on the behavior of young adults on and off campus.



Dennis

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