



The Poe Center for Health Education's 2020-2021 Annual Report

Thirty years ago, the Poe Center welcomed its first field trip. Since, the Poe Center has provided programs for over **1.35 million** children, youth, and adults. Year after year, **87% of participants** report making healthy behavior changes after their Poe Center experience. It's thanks to the enduring support of our community that the Poe Center is celebrating this milestone.

Together we are resilient. The COVID-19 pandemic laid bare the critical need for accurate, culturally appropriate, and trusted health education. As the leader of preventive health education for the State of North Carolina, Poe strives to meet the evolving needs of our community. This year we established our seventh program area, MindWELL, to support the growing needs for mental health and resilience education for youth and adults.

After 30 years, the Poe Center is proudly educating the children of the first generation of students who experienced Poe. We remain dedicated to ensuring access to quality health education for the next generation and those for the **next 30 years and beyond.**

The Poe Center's Reach*

- Taught **703 programs** at Poe, in the community, and online, to **17,830 participants** from **22 counties**.
- Trained **90 youth leaders** and community partners in Youth Mental Health First Aid.
- Distributed **2,200+ prescription medicine safety kits**. Collected **42 lbs of medications** at Medication Take Back events.
- Formed a new partnership with Girl Scouts Carolina Peaks to Piedmont to deliver Family Life programs.
- Grew **400 lbs of fresh produce** in the GrowWELL Garden and distributed to the community through our programs and donations to the Interfaith Food Shuttle.
- Reached audiences over **51.6 million times** via Poe's social media and nutrition/physical activity and substance use prevention marketing campaigns.

Renewed Commitment: Diversity, Equity, and Inclusion

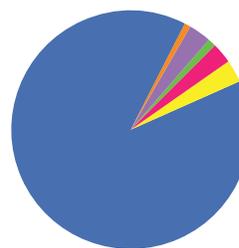
Poe renewed its commitment to combating racism and creating a more intentionally inclusive culture for staff and constituents. Join us. A list of community resources is available at www.poehealth.org/poses-response.

- Poe's **staff-led DEI committee** works to create a safe environment for employees to address equity issues experienced inside and outside the organization.
- Videos, challenges, and articles are shared weekly for discussion and self-reflection.
- Staff worked to build a stronger community during a six-month restorative practices program with the **Dispute Settlement Center**.

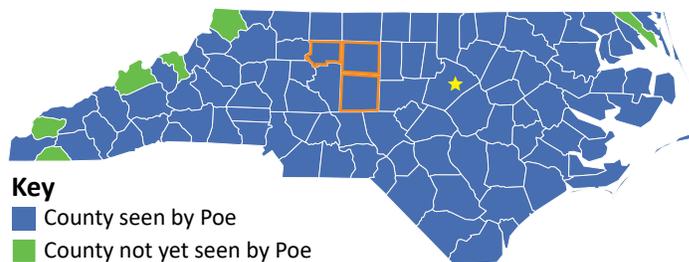
*All data up-to-date as of 8/26/2021

*Grant funding increased significantly thanks to a one-year award from the federal government.

Poe Funding 2020-2021*



- In-Kind
 - Corporate
 - Other
 - Program Fees
 - Individual
 - Grants/Contracts*
- Total: \$2,581,731**



- Key**
- County seen by Poe
 - County not yet seen by Poe
 - ★ Poe Center location
 - Triad Area - Focus of Growth

Help us Grow in the Triad: Help expand the Poe Center's growing presence in the Triad: tell a teacher about the Poe Center, nominate a Board member, and share our social media.

Impact & Accomplishments

MindWELL Mental Health Programs

Poe officially introduced its seventh program area, MindWELL. Programs for teens and adults take a deeper look at mental wellness including empathy, emotions, stress, and healthy relationships. Evidence-based Mental Health First Aid training is also available. Over 300 people have already participated in the programs. Additional programs for elementary and middle school-aged participants are in development.



#PoeFit Nutrition & Physical Activity Ad Campaign

The Poe Center produced its first ad campaign to promote our popular tweet series on nutrition, physical activity, and gardening. TV, billboard, Facebook, and Twitter ads starring Poe's health educators reached over **16 million people in 13 eastern counties**. Over half of those surveyed about the campaign said they learned to eat more fruits and vegetables and to stay active in a variety of ways.

There's a New Sheriff in Town

Thanks to a grant from The Jandy Ammons Foundation, Poe upgraded our well-loved 15-year-old Sheriff Tuffy Tooth exhibit. The new sheriff arrived in July 2021 and has already hit the trail to teach kids how to take care of their teeth. With additional support from the Delta Dental Foundation, the Sheriff Tuffy Tooth program is accessible to many underserved populations.



Adolescent Health Initiative

Poe implemented the Adolescent Health Initiative (AHI), a comprehensive cross-disciplinary wellness approach focused on healthy decision-making and youth empowerment.

- Year Z, AHI's resilience component, served **836 participants** across 5 counties and received the Vance Virtual Academy's Partnership of the Year Award and inclusion in Northampton County's School Improvement Plan.
- Poe's Youth Empowerment student leaders conducted **12 presentations** educating **304 youth** and **279 adults** including **13 policy makers** on teen mental health and impacts of electronic cigarettes on teens.
- Poe's Teen Health Advisory Council partnered with RTI International to develop and promote the national *We Think Twice* social media campaign.

Sharing is Caring

Follow and share Poe's unique and engaging social media content.



Visit our new and improved website - Check out the upcoming newly redesigned www.poehealth.org complete with a mobile-friendly modern design, new search functions, resource directory, and audience-focused navigation.

"I can remember coming to the Poe Center for a 5th grade field trip, which likely laid the foundation for me pursuing a degree in health education. Now my main role at DPI is to expose students to high-demand healthcare professions in NC. I'm so excited Poe will be a part of our Exploring Healthcare course that will reach 11,000 middle-school students this year."

- Ashley Lamm Orr, Health Science Education Consultant, NC Department of Public Instruction