



Project CARA Medical Director, Dr. Amy Marietta, Named among the Rotary Club of Asheville's 2025 'People of Action'

Amy Marietta, MD, MPH, FAAFP, has been named one of the Rotary Club of Asheville's seven "People of Action" for her leadership in the category of Maternal and Child Health.

The awards gala, held March 6, 2025, at the Renaissance Hotel in Asheville, recognized outstanding local leaders who embody the Rotary mission of "Service above Self."

Dr. Marietta joined MAHEC in her position as Medical Director of Project CARA in January 2023 and was one of four 3rd year medical students in the first class of the UNC School of Medicine Asheville Campus.



Dr. Marietta's Acceptance Speech:



I am honored to accept this award from the Rotary Club of Asheville, on behalf of MAHEC and the amazing Project CARA team, who is with me tonight.

At Project CARA, or Care that Advocates for Respect, Resilience, and Recovery for All, we provide a safe space for pregnant and parenting people in recovery from, or seeking recovery from, substance use disorders. Our one goal is to meet our patients without judgement, to support them in taking the next step to meet their goals, and to hold that space, to connect.

Because, you see, it's our patients who do the true work. They show up every day for themselves and their families, make the decision to work their recovery plan one thousand times a day, even on the hardest days, and let's admit it, in Western North Carolina right now, the days can be pretty hard. Our patients go to the ends of the Earth to do right by their children. And we get to witness it. Facilitate it. Encourage it. It's the best job in the world.

Except when it's not. We all know that our system is rife with stigma, bias, and barriers for pregnant people seeking care for substance use. Overdose is the number one cause of pregnancy-related deaths in North Carolina. We must do better.

I applaud the Rotary Club of Asheville for recognizing the importance of this work that impacts not only the parent and child in front of us, but generations to come. I urge Buncombe County, the western region, and all of North Carolina to follow suit and dedicate resources and support to the teams—teams just like Project CARA across the state—who are overcoming barriers to care, creating a soft landing for patients, and perhaps speaking that one word of support or encouragement that gets a parent through her day without use.

This award is for those doing the work—our teams, our patients, our community partners. I see you. And I thank you.

The other honorees were recognized in six other key areas of community impact: Peace-Building and Conflict Resolution, Disease Prevention and Treatment, Water Sanitation and Hygiene, Basic Education and Literacy, Economic and Community Development, and Supporting the Environment. [View announcement of all award recipients here.](#)

