



Welcome



SOPHE 2010 Highlights

Scaling New Heights





Strategic Plan



- Vision
 - ***A healthy world through health education***
- Mission
 - ***To provide global leadership to the profession of health education and health promotion, and to promote the health of society.***
- Goals
 - ***1) SOPHE as an organizational leader; and,***
 - ***2) SOPHE's responsibility to ensure substantial and sustainable future leaders in the profession.***





Chapters



- Affiliation agreements
- Chapter Appreciation month
- Chapter mini-grants
 - Environmental health
 - Advocacy
 - ESG
- Chapter infrastructure - \$100K in funding





Professional Development



- Health Education Job Analysis – competencies for profession
- 2010 Midyear Meeting – Prevention Research Centers
- 2010 Annual Meeting
- Webinars/Self Study
- Communities of Practice web pages
- 14 Student Scholarships, 8 fellowships





Books/Publications



- Sustainability Guide
- Fact Sheets – Coalitions, Publishing
- First SOPHE Textbook
- Journals
 - HPP – 6 issues, 1 supplement
 - HPP – 2 new supplements under development
 - HEB - New staff, ed offices in Wash, DC





Advocacy



- REACH 10th Anniversary
- 13th Health Education Advocacy Summit
- 2 Health Literacy resolutions
- PHYSICAL Act
 - Health ed/pe as core subjects
- 27 sign on letters, supporting overall SOPHE legislative agenda
- Third party reimbursement task force





Cooperative Agreements/ Funding



- 5 cooperative agreements
 - ATSDR environ health, emerg preparedness
 - Educating Policy Makers/REACH
 - Healthy Communities
 - Minorities/REACH
 - Communities Putting Prevention to Work
- Expert Panel/Youth Disparities Summit
- National Library of Medicine
- Merck Foundation, Tobacco Technical Consortium -





Global Outreach



- International Union for Health Promotion & Education – North American Regional Office
- IUHPE 20th World Conference – Geneva
- China Tour with AAHE - 2011





Promoting the Profession



- New SOPHE Marketing Materials
- National Health Education Week
- Marketing the Profession Task Force
- New Employer-targeted video

