



SOCIETY FOR PUBLIC HEALTH EDUCATION

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SOPHE Names First Lady Mrs. Obama and Dr. Prochaska as 2011 Honorary Fellows

Washington, DC -- SOPHE proudly names First Lady Michelle Obama and Dr. James F. Prochaska as its 2011 Honorary Fellows. The honorary fellow is the highest SOPHE award to a non-member who has made significant and lasting contributions to the field of health education and improving the public's health.

Since 2010, Mrs. Obama has led a national campaign to improve the health and fitness of America's children. The "Let's Move" campaign has galvanized health, human service, transportation, civic, business, media and other sectors both within and outside of government to tackle the problem of childhood obesity through improved nutrition and physical activity opportunities.

"With the First Lady's leadership, the nation has catalyzed national attention and action on one of our most pressing public health problems today – childhood obesity," says Dan Perales, DrPH, SOPHE President. "The 'Let's Move' campaign helps address the critical social, educational, environmental and other determinants that affect the health of our nation's youngest citizens and future workforce."

Dr. James F. Prochaska, Director of the University of Rhode Island Cancer Research Center, is recognized as SOPHE's 2011 Honorary Fellow for his lifetime of achievements in improving the theoretical base of the health education field. Dr. Prochaska pioneered the Transtheoretical Model, which outlines stages of change and readiness of health behavior change. Now more than three decades old, the model is arguably one of the most widely applied in health education research and practice.

"Dr. Prochaska's teaching, research and writings around the Transtheoretical Model pioneered a new and innovative paradigm for shaping health education interventions, particularly in cancer prevention and control," notes SOPHE Chief Executive Officer Elaine Auld, MPH, MCHES. "SOPHE is proud to honor Dr. Prochaska and his remarkable legacy to improving the public's health."

Both Dr. Prochaska and Mrs. Obama are invited to speak at SOPHE's 62nd Annual Meeting, October 28-29, in Arlington, VA. The Honorary Fellow Awards will be presented as SOPHE convenes the nation's largest independent gathering of behavioral scientists, and health education researchers, practitioners, and students. For more information about the SOPHE Annual Meeting and/or a list of past Honorary Fellows, see www.sophe.org

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Founded in 1950, the Society for Public Health Education's mission is to provide global leadership to the profession of health education and to promote the health of society. SOPHE promotes healthy behaviors, healthy communities, and healthy environments through its membership, its network of 19 regional/state chapters, and its numerous partnerships with other organizations. For more information, see www.sophe.org