The California Association of School Health Educators (CASHE) decided to support SOPHE’s National Health Education Week this year more than ever before. The Board of CASHE agreed that this was a vital awareness effort and hired a Legislative Advocate to coordinate efforts to support NHEW.

CASHE’s push this year for NHEW has been to contact about 100 elected officials and city councils asking them to endorse NHEW with a proclamation based upon SOPHE’s template. The response has been reasonable to date – with more coming in the mail and teams going out to Council meetings to receive the proclamations in person.

On Tuesday, October 12 the L.A. Board of Education is planning to give CASHE-SOPHE an endorsement proclamation. A few comments will be made to the board thanking them. The Board will then recess a few minutes for a press conference where CASHE can display all proclamations received to date.

In the past, CASHE was highly involved in passage of California's famous Prop 99 which started our tobacco taxation and has a real impact. CASHE was also very active lobbying for legislation "kicking soda pop out of our schools". CASHE not only supported state legislation that saw California create health education standards but also had several members on the writing panel. Next year, CASHE will sponsor state legislation that will create a phasing in of a health education requirement.

To learn more about CASHE, visit the NEW Web site at www.CASHE.org.

Thank you to Ric Loya for this submission