

History Session Program

61st SOPHE Annual Meeting
Denver Marriott City Center
Denver, CO
November 6, 2010

Concurrent Session Title: Scaling New Heights in Health Education Leadership: Revisiting Our Past to Inform Our Future

Date: Saturday, November 6, 2010 **Time:** 8:30 am – 9:45 am

Organizer and Moderator: John P. Allegrante, PhD, Columbia University, New York, NY

Abstract: The modern history of health education includes a pantheon of individuals whose legacies of leadership have shaped both SOPHE and the profession. Among the generation of those who played key roles in health education during the last half of the 20th century, including some who gave life to the early phase of SOPHE's development, were Harriet Barr, Laura Keranen, Martin Fishbein, and Norbert Reinstein. This session will bring together a distinguished group of contemporary leaders in health education that will assess the life and work of these important figures in the history of the science and practice of public health education and discuss the implications of the legacy each leaves for addressing the challenges of today's health problems.

Learning Objectives: By the end of this session, participants will be able to: 1) Identify key biographical elements of Harriet Barr, Laura Keranen, Martin Fishbein, and Norbert Reinstein; 2) identify one key scientific and/or professional practice contributions each made; and 3) discuss the implications of their work and legacy for achieving the goals and objectives of Healthy People 2020.

Invited Presenters (in order of presentation):

John P. Allegrante, PhD, Columbia University, New York, NY (Introduction and Closing Remarks)

Jo Anne L. Earp, ScD, University of North Carolina, Chapel Hill, NC, for Harriet Hylton Barr

David A. Sleet, PhD, Centers for Disease Control and Prevention, Atlanta, GA, for Martin Fishbein

David S. Sobel, MD, MPH, Kaiser Permanente Northern California, Oakland, CA, for Laura Keranen

TBA, for Norbert Reinstein