

Society for Public
Health Education (SOPHE)

Health Equity Project Comprehensive Plan

2009 - 2014

*Promoting Health Equity through
SOPHE Chapters' Community
Partnerships*

Society for Public Health Education



The SOPHE Health Equity Project Comprehensive Plan was developed to provide a multi-year unified approach to ensure collaboration and coordination of effort to reduce health disparities and promote health equity nation-wide. The plan is a guide to providing the highest quality of program activities to address racial and ethnic health disparities using the latest theory, evidence and skills in health education, behavioral sciences, social marketing, leadership development, cultural competency, program planning, evaluation, and coalition-building. The goal of this plan is to develop a framework that provides targeted training and technical assistance for SOPHE Chapters through dissemination of evidence-based tools and strategies and capacity building to eliminate health disparities by addressing the social, cultural economic, political, environmental and individual influences on health.

The overall goal of the Health Equity Project is to strengthen and empower SOPHE's well established nation-wide network of public health educators and other key allies as a mechanism to reduce health disparities and promote health equity across the country. This goal will be accomplished by providing targeted training and technical assistance in three specific areas: 1) Dissemination of evidenced-based tools and strategies to eliminate health disparities to SOPHE Chapters and members and; 2) Capacity-building with SOPHE Chapters and members; and 3) Dissemination of evidenced-based tools and strategies to eliminate health disparities to the five other partners funded in this cooperative agreement and other health education audiences. The goals and objectives of this project align with two National Center for Chronic Disease's Government Performance Results Act Performance Goals: 1) Improve the lives of racial and ethnic populations who suffer disproportionately from the burden of disease and disability, and develop tools and strategies that will enable the nation to eliminate these health disparities by 2014; 2) Improve the lives of American Indian/Alaska Native and African American populations who suffer disproportionately from the burden of disease and disability, and develop tools and strategies that will enable the nation to eliminate these health disparities by 2014.