

SOCIETY FOR PUBLIC HEALTH EDUCATION



Vision & Leadership for
Health Promotion

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SOPHE

This presentation includes the following sections that may be helpful to you as you consider a National SOPHE membership:

www.sophe.org

About SOPHE

SOPHE Publications

Membership Benefits

Advocacy

Upcoming Meetings

Communities of Practice

SOPHE Awards

What is Health Education?



SOPHE

We have a place for you



SOPHE is the nation's only independent professional organization dedicated exclusively to public health education research and health promotion

- Advocacy
- Continuing Education
- Code of Ethics
- Professional Preparation
- Public Outreach
- Health Education Research & Practice

www.sophe.org

SOPHE History



- Founded in 1950
- “Promotes the health of all people through education”
- Only professional organization devoted exclusively to public health education and health promotion
- Governed by a Board of Trustees and House of Delegates

SOPHE Mission



“To provide global leadership to the profession of health education and health promotion and to promote the health of society.”

Adopted 2010



SOPHE Values

SOPHE is committed to:

Responding to the needs of its members

Delivering quality products and services

Demonstrating integrity, accountability and transparency

Promoting teamwork and collaboration

Embracing diversity

Respecting organizational tradition while encouraging innovation.

Membership Snapshot



- 2,000 National members
- Additional 2,500 Local members in 20 chapters
- Employment settings: State/local health depts., medical care, schools, worksites, community agencies
- 60% of members have obtained an MPH or advanced degree

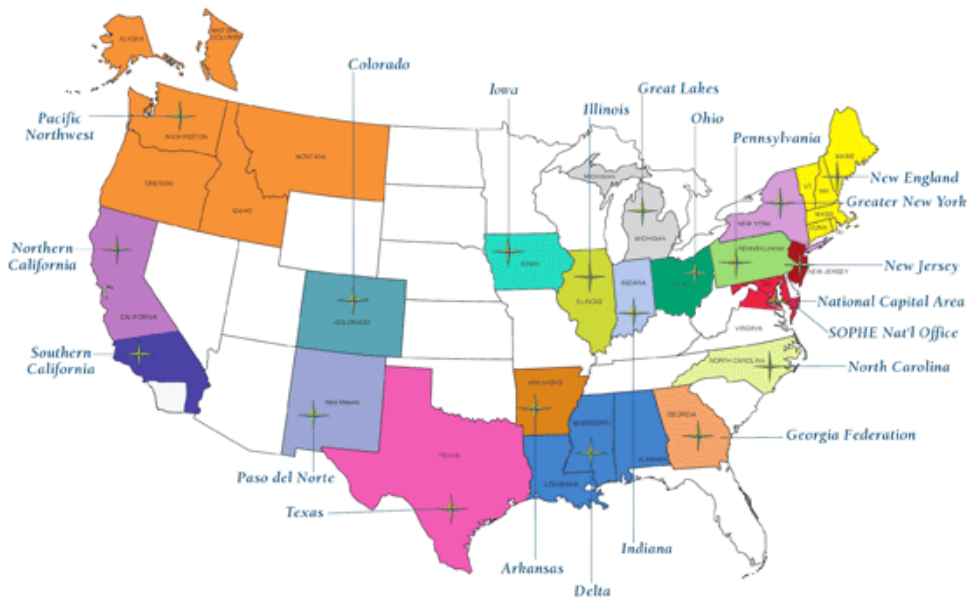
SOPHE Chapters



- 20 chapters covering 34 states plus Northern Mexico and Canada
- Grassroots outreach/advocacy
- Provide local continuing education opportunities
- Distinct membership from National – fees range \$15- 40/chapter



SOPHE Chapters



SOPHE's local chapters cover more than 30 states, western Canada, and northern Mexico. This provides a value-added connection to regional continuing education programs, advocacy, and grass roots outreach.

SOPHE chapters are engaged in many exciting activities and partnerships. Chapters are linked to National SOPHE but administer their own membership benefits and dues tailored to meet local members' needs.

Strategic Plan



Goal 1: Be the authoritative source for health education and health promotion.

Priority IA: Professional Development - To strengthen professional development and continuing education to SOPHE members and other professionals dedicated to serving the profession.

Priority IB.1: CAPACITY BUILDING – To expand reach and effectiveness of advocacy efforts related to health education and health promotion.

Priority IB.2: ADVOCACY FOR POLICY ISSUES: Engage in policy initiatives in support of the public's health and the elimination of health disparities.

Priority IB.3: ADVOCACY FOR THE PROFESSION - Increase awareness among employers, policymakers, healthcare providers, media and the public of the critical role of health educators and the importance of health education and health promotion issues.

Priority IC: RESEARCH - Advance dynamic research for the field.

Priority ID: PRACTICE - Promote the adoption of evidence-based practices.



SOPHE's Strategic Plan



Goal 2: Optimize organizational performance.

Priority IIA: LEADERSHIP – To create leadership opportunities for staff and volunteers.

Priority IIB: COMMUNICATIONS - Expand the PR/Marketing/Communication efforts of the organization

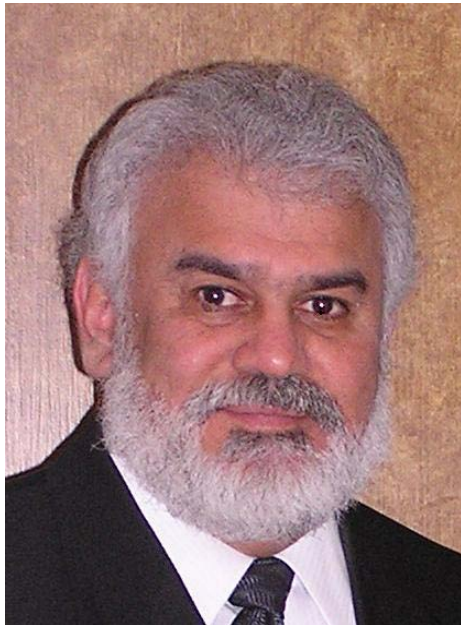
Priority IIC: DATA - Monitor & evaluate organizational performance.

Priority IID: RESOURCES – To ensure sustainable resources to promote organizational excellence





SOPHE Leadership



Daniel Perales, DrPH
2010-2011 National President



Elaine Auld, MPH, CHES
Chief Executive Officer



SOPHE Membership

Consider all the Benefits

- 2 bi-monthly Journals (online access & hard copy distribution)
- Bimonthly Newsletter and Weekly E-newsletter
- SOPHE Annual & Midyear Meeting
- Discounts on SOPHE publications
- Annual Advocacy Summit, Updates & Action Alerts
- Online Membership Directory, 12 networking Communities of Practice
- Professional Development & Practice Standards
- Scholarships & Awards
- Opportunities to earn CHES credits

www.sophe.org



SOPHE Membership

Consider All the Benefits

- National Advocacy & Legislative Alliances
- Discounts on SOPHE Annual & Midyear Meeting Registration
- Public Policy Updates & Action Alerts
- Job Bank, Mentoring Program

SOPHE Membership

Student & New Professional Benefits

Awards and Scholarships

- Graduate Student Research Paper Award (\$200)
- Vivian Drenckhahn Student Scholarship (\$1500)
- SOPHE 21st Century Student Scholarship (to attend a SOPHE professional meeting)
- 4 - SOPHE/CDC and SOPHE/ATSDR Student Fellowships (\$1500 each)

Job Resource Service *(Available at the Midyear and Annual Meetings)*

- Access to job & intern openings
- Job-seeking tips & Career related exhibits
- Resume posting

Networking Opportunities

- Participate in the a unique exchange forum just for students and new professionals through listservs, interactive community Web pages, and newsletters.
- Connect with researchers, practitioners, students, and faculty from other universities and organizations.
- Establish and strengthen professional contacts.



SOPHE Student Awards

awarded at SOPHE's Annual Meeting



- Graduate Student Research Paper Award
 - Presented at SOPHE's Annual Meeting and submitted for publication in SOPHE's journals- \$200
- Vivian Drenckhahn Student Scholarship Award - \$1500/yr
- SOPHE/CDC Student Fellowship in Emergency Preparedness - \$1500/yr
- SOPHE/CDC Student Fellowship in Injury Prevention - \$1500/yr
- SOPHE/ATSDR Student Fellowship in Environmental Health/Social Justice - \$1500/yr

SOPHE Awards

awarded at SOPHE's Annual Meeting



- Distinguished Fellow Award
- Honorary Fellow Award
- Program Excellence Award
- Health Education Mentor Award
- Chapter Innovation Award
- Open Society Award
- Sarah Mazeli's Best Paper of the Year – *Health Promotion Practice*
- Lawrence W. Green Paper of the Year Award - *Health Education & Behavior*



SOPHE Upcoming Meetings

Save the Dates • Save the Dates • Save the Dates • Save the Dates

- **SOPHE/NACDD Joint Academy & Midyear Meeting**

Tapestry for Change: Addressing Chronic Health Issues in a Dynamic World

May 1-4, 2011 * Albuquerque, NM

- **SOPHE 59th Annual Meeting**

October 27-29, 2011 * Washington, DC

Health Education Advocacy Summit

Save the Date • Save the Date • Save the Date • Save the Date

- 14th Annual Health Education Advocacy Summit
March 2011, Washington, DC
 - Advocacy Training by Legislative Experts
 - Visits with Legislators
- Sponsored by the Council of National Health Education Organizations (CNHEO) and partner organizations
- Official Website: www.healtheducationadvocate.org





Professional Development

- 2 Continuing Education Conferences Annually
- Distance and Online Learning Opportunities
 - webinars
 - self-study journal articles
- Largest provider of CHES credits

SOPHE Publications



Health Education & Behavior

Peer reviewed research journal,
6 issues/year – available by hard copy
& online



Health Promotion Practice

Peer reviewed practice journal,
6 issues/year –available by hard
copy & online

SOPHE Publications

- “News & Views” Newsletter
 - 6 issues/year
- Electronic Weekly Newsletter
 - “News U Can Use”
 - Announcements on SOPHE news, advocacy matters, funding opportunities, new resources and reports from the field



Advocacy



- Advocacy Committee (chapter led)
- SOPHE Resolutions on selected issues
- Health Education Advocacy Summit
- Partnerships
 - Over 26 Partnerships for initiatives and advocacy issues

Communities of Practice



- Children, Adolescent & School Health
- International/ Cross Cultural Health
- Community Health Education
- Medical Care/ Patient Education
- Health Communications/ Social Marketing
- Worksite Health
- Anthropology & Public Health
- University Faculty
- Student/New Professional





Why is Health Education Important?

- Improves the quality of life for all people.
- Saves lives & reduces premature deaths
- By focusing on prevention, it saves society money that would be spent on medical treatment or rehabilitation.



A Health Education Specialist Is...

A professionally prepared individual who serves in a variety of roles and is specifically trained to use appropriate educational strategies and methods to facilitate the development of policies, interventions, and systems conducive to the health of individuals, groups, and communities.

Joint Committee on Health Education & Promotion Terminology, 2000

Where are Health Educators Employed?

The Health Education Workforce

| Practice Setting | Total Employed | % of Total |
|--|----------------|------------|
| Government | 11,180 | 27 |
| Hospitals | 8,590 | 21 |
| Individual and family social services | 8,070 | 20 |
| Miscellaneous health and allied services | 3,890 | 10 |
| Office and clinics of MDs | 2,170 | 5 |
| Colleges, universities | 2,000 | 5 |
| Other settings | 4,760 | 12 |

Source: U.S. Department of Labor, 1999

Health Education Specialists: *Promoting A Healthy World*



<http://www.sophe.org/healthedspecialist.cfm>

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