



January/February 2011

## Society for Public Health Education



### EXECUTIVE EDGE

Elaine Auld, MPH, CHES

The SOPHE Board of Trustees has adopted a new five-year strategic plan! Just as HHS was previewing the Healthy People 2020 Objectives for the Nation at our 2010 Annual Meeting, SOPHE leaders were carefully deliberating a new path for achieving SOPHE's vision: *A healthy world through health education.*

Our Strategic Planning Committee, led by Past President Kathy Meier and President-Elect Bob Gold, directed a deliberate, strategic process over some 12 months that included updating SOPHE's mission statement: *To provide global leadership to the profession of health education and health promotion, and to promote the health of society.* Notably, this statement now embodies SOPHE's role as a leader in both health education and health promotion and our ambitions on a global landscape.

In drafting the new mission statement and plan, the diverse 14-member Strategic Planning Committee considered input from a variety of stakeholders through retreats, conference calls, surveys of members and chapters, and a listening session at the SOPHE 2010 Midyear Meeting.

» Continued, PG. 4

## Harmful Effect of Tobacco Smoke is Unequivocal

THE SURGEON GENERAL'S OFFICE HAS POSTED A VARIETY OF RESOURCES AT [WWW.SURGEONGENERAL.GOV/LIBRARY/TOBACCSMOKE/INDEX.HTML](http://WWW.SURGEONGENERAL.GOV/LIBRARY/TOBACCSMOKE/INDEX.HTML)

**EXPOSURE TO TOBACCO SMOKE** even occasional smoking or secondhand smoke—causes immediate damage to your body that can lead to serious illness or death, according to a new Surgeon General's Report, *How Tobacco Causes Disease: The Biology and Behavioral Basis for Smoking Attributable Disease*. The report, released in December 2010, discusses how cellular damage and tissue inflammation from tobacco smoke occur immediately, and that repeated exposure weakens the body's ability to heal the damage.

### OTHER REPORT FINDINGS INCLUDE:

- Tobacco smoke contains a deadly mixture of more than 7,000 chemicals and compounds, of which hundreds are toxic and at least 70 cause cancer. Every exposure to these cancer-causing chemicals could damage DNA in a way that leads to cancer.
- Smoking causes more than 85% of lung cancers and can cause cancer almost anywhere in the body.
- Chemicals from tobacco smoke quickly damage blood vessels and make blood more likely to clot. Smoking causes cardiovascular disease and increases risks for heart attack, stroke, and aortic aneurysm.
- Even brief exposure to secondhand smoke can cause cardiovascular disease and could trigger acute cardiac events, such as heart attack.
- Babies who are exposed to secondhand smoke are more likely to die from sudden infant death syndrome.
- Smoking causes many other harmful effects throughout the body, including making it harder for diabetics to control their blood sugar.
- Smoking makes it harder for women to get pregnant and can cause a miscarriage, preterm delivery, low birth weight, as well as damage to fetal lungs and brain tissue.

**ACCORDING TO SURGEON GENERAL DR. REGINA M. BENJAMIN,** "This report makes it clear—quitting at any time gives your body a chance to heal the damage caused by smoking. It's never too late to quit, but the sooner you do it, the better."

*The report explains why it is so difficult to quit smoking, especially since cigarettes are designed for addiction. Today's cigarettes deliver nicotine more quickly and efficiently than cigarettes of many years ago, and are more attractive and addictive than ever.*



### Society for Public Health Education

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# From the Editor

Mayssa Newhali, MPH, CHES



**I AM DELIGHTED** to be the new chair of SOPHE's News & Views Editorial Board. Thank you to former co-editors Nandi Marshall and Raegan Tuff for their support and encouragement during this transition. Thanks, also, to Tanya Rumble, who served as co-editor of this issue.

By way of introduction, I obtained my master degree in Public Health, with a concentration in health education, from the American University of Beirut in Lebanon. As a research assistant, I was engaged in several community-based research projects, in which I participated in the process of organizing the community, conducted focus groups and collected quantitative data. Moreover, I worked for the United Nations as a researcher and had the chance to participate in national surveys, engage in data analysis, and contribute in the production of several publications. In 2009, I moved to Chicago, became a certified health education specialist, and started working as a freelance health writer and editor. I joined SOPHE to stay well informed in the field of health education and get to know more people working in public health and health education.

I am in the midst of identifying a co-chair for this exciting position, and welcome any qualified volunteers (see below). I also welcome your input into the content of this bimonthly publication. Particularly if you are a "Member on the Move", have received accolades, awards, or done something that is worth bragging about, please let me know as we would love to profile you. Moreover, if you have ideas for articles and have an interest in joining the Editorial Board, please send your contribution to [mayssa99@gmail.com](mailto:mayssa99@gmail.com).

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## Wanted: Newsletter Co-Editor and Editorial Board Members

**SOPHE IS CURRENTLY SEEKING** members to serve as co-editor of *News and Views*, as well as editorial board members. Serving on the Editorial Board provides many benefits including the opportunity to collaborate with other public health education experts, shape the direction of a SOPHE publication, increase one's visibility within field, and remain up-to-date on current trends, activities, programs, and policies. And, if you are CHES, this volunteer opportunity counts toward your Category II credits!

- serve as primary author and contact for one News and Views feature section
- review/edit article submissions
- suggest potential themes for News and Views publications

Editorial board members will be expected to participate in toll-free conference calls and submit stories in accordance with the timeline. To apply, send a cover letter and a copy of your CV to Raegan Tuff, [rtuff06@gmail.com](mailto:rtuff06@gmail.com). Previous experience with editorial activities in public health education is greatly appreciated but not required.

The Co-Editor will serve a two-year term and will be expected to:

- participate in six one-hour conference calls to plan issue topics and content

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## SOPHE Snapshot

SEAT BELT USE UP TO 85% NATIONALLY

**ACCORDING TO CDC**, almost 6 out of 7 U.S. drivers surveyed report that they always wear a seat belt when driving or riding in a motor vehicle. Still 1 in 7 adults do not wear a seat belt on every trip. See [www.cdc.gov/vitalsigns/SeatBeltUse/index.html](http://www.cdc.gov/vitalsigns/SeatBeltUse/index.html).

*\* A primary enforcement seat belt law means a police officer can pull someone over and issue a ticket to the driver just because someone in the vehicle is not wearing a seat belt. A secondary enforcement law allows a police officer to issue a ticket for someone not wearing a seat belt only if the driver has been pulled over for some other offense.*



## STRATEGIC PLAN 2011— 2016

<b>VISION</b>	A healthy world through health education.
<b>MISSION</b>	To provide global leadership to the profession of health education and health promotion, and to promote the health of society.
<b>VALUES</b>	<p><i>Mastery, Innovation</i> Continual pursuit of excellence</p> <p><i>Customer focused</i> Outstanding service to members and to society</p> <p><i>Respect, Equality</i> Social justice, diversity, and inclusion among all races, ethnicities, cultures, abilities, and preferences</p> <p><i>Leadership</i> Attention to mentoring and professional development through the lifespan of practicing professionals</p> <p><i>Integrity</i> Ethical action in all that we do</p>

GOAL  
PRIORITY

### BE THE AUTHORITATIVE SOURCE FOR HEALTH EDUCATION AND HEALTH PROMOTION

- 1. PROFESSIONAL DEVELOPMENT**  
Strengthen professional development and continuing education to SOPHE members and other professionals dedicated to serving the profession.
- 2. CAPACITY BUILDING**  
Expand reach and effectiveness of advocacy efforts related to health education and health promotion.
- 3. ADVOCACY FOR POLICY ISSUES**  
Engage in policy initiatives in support of the public's health and the elimination of health disparities.
- 4. 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.
- 5. RESEARCH**  
Advance dynamic research for the field.
- 6. PRACTICE**  
Promote the adoption of evidence-based practices.

### OPTIMIZE ORGANIZATIONAL PERFORMANCE

- 1. LEADERSHIP**  
Create leadership opportunities for staff and volunteers.
- 2. COMMUNICATIONS**  
Expand the PR/Marketing/Communication efforts of the organization.
- 3. DATA**  
Monitor and evaluate organizational performance.
- 4. RESOURCES**  
Ensure sustainable resources to promote organizational excellence.



## FDA Proposes Stronger Tobacco Warnings

### NEW RULE PROPOSES THAT HEALTH WARNINGS OCCUPY AT LEAST 20% OF ADVERTISEMENT

In November 2010, the Food and Drug Administration (FDA) proposed a rule requiring the modification of cigarette packages and advertisements. The proposed changes call for larger and more visible graphic health warnings on the upper portion of the front and rear panels of each cigarette package in addition to comprising at least the top 50 percent of these panels. The new rule also proposes that health warnings occupy at least 20 percent of the advertisement.

Nine new textual warning statements, together with colored graphics depicting the negative health consequences of smoking, were identified. The Tobacco Control Act expects the FDA to issue the final regulations requiring the new form of warnings by June 22, 2011 and to put them in action 15 months later.

Two of the nine warnings state that cigarettes are addictive and that smoking can lead to death. Another three warnings stress the causal relationship between cigarette smoking and fatal lung disease, cancer, stroke and heart disease. Another warning draws attention to the fact that tobacco smoke causes fatal lung disease in nonsmokers.

One warning is dedicated to showing that tobacco smoke harms children while another illustrates that an expecting mother who smokes can harm her baby. Finally, there is a warning depicting the fact that quitting smoking reduces serious risks to your health. For more information, visit: [www.fda.gov/TobaccoProducts/Labeling/CigaretteProductWarningLabels/default.htm](http://www.fda.gov/TobaccoProducts/Labeling/CigaretteProductWarningLabels/default.htm)

# Chapter News

In 2010, the Georgia SOPHE (GASOPHE) Chapter received one of two grants awarded by National SOPHE as part of the Society's CDC Cooperative Agreement on Health Equity. GASOPHE aims to enhance the capacity of community members in a small rural Georgia county in an attempt to improve the lives of local African American populations who suffer from diabetes. This will be achieved through developing organizational systems as well as leadership trainings for diabetes prevention and management. As part of the overall process, Dr. Fran Butterfoss will provide GASOPHE with assistance on coalition development and evaluation of the project. In December, 2010, a webinar was hosted by GASOPHE featuring Dr. Butterfoss on coalition development and evaluation. In January 2011, GASOPHE offered a webinar on advocacy, including the legislative process and the structure of Georgia Government. For more information, please go to [www.gasophe.org](http://www.gasophe.org).

## GASOPHE ADDRESSES HEALTH EQUITY

### EXECUTIVE EDGE

» *Continued from pg. 1*

It also considered the dynamic context and challenges in which health education and health promotion will operate over the next five years, including the impact of health reform, global and domestic economic crises, workforce reductions, and rapid technological change.

A notable feature of SOPHE's 2011-16 Strategic Plan is the clarity and brevity of its goals:

**GOAL 1: BE THE AUTHORITATIVE SOURCE FOR HEALTH EDUCATION AND HEALTH PROMOTION.**

**GOAL 2: OPTIMIZE ORGANIZATIONAL PERFORMANCE.**

But the plan is also ambitious. Under the 2 broad goals are 10 priority areas for action and 45 objectives. True to our health education grounding, all of the objectives are SMART (i.e. specific, measurable, attainable, realistic and time-bound). Additionally, some stretch objectives are included to expand or breakthrough SOPHE's capacity. By definition, stretch goals or objectives are meant to be grand, challenging and out of reach according to the current ways of thinking and working. They cannot

be achieved by incremental or small improvements but require building significant capacity for the organization.

One example of a stretch objective calls for increasing 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. To achieve this priority, SOPHE must significantly amplify its capacity to develop and advocate for third party reimbursement for health education and health promotion. Such an effort will call for a substantial infusion of financial, social and political capital, particularly in the dynamic and rapidly evolving era of health reform.

Another priority of our new strategic plan calls for advancing dynamic research in the health education field. One strategy for reaching the goal is to develop a research consortium that builds bridges from SOPHE to other member organizations interested in behavioral science, health education, and health promotion.

While developing and adopting SOPHE's strategic roadmap for the next five years is a feat in itself, the

**WE ALSO NEED YOU TO ROLL UP YOUR SLEEVES AND VOLUNTEER FOR COMMITTEES AND TASK FORCES, AND TO CONTRIBUTE YOUR IDEAS.**

heavy lifting is far from over. Step one is aligning SOPHE's budget, staff and volunteer resources to carryout the activities needed to achieve our goals and benchmarks. A new Strategic Plan Committee, co-chaired by Rick Cain and Past President Diane Allensworth, will work with our various committees and workgroups to implement the plan and develop a dashboard of indicators to monitor progress.

We also need YOU to roll up your sleeves and volunteer for committees and task forces, and to contribute your ideas. The plan is a dynamic and living document that will continue to transform SOPHE by energizing its members individually and collectively to action. Thus, we strongly encourage you to review the special Strategic Plan insert in this issue – and get involved with whatever priority or objective “floats your boat”!

Each of us has a role and responsibility to provide leadership to the health education profession and to ensure substantial and sustainable future leaders. Finding your niche in SOPHE's new strategic plan is your challenge. As one anonymous sage once said, “The road to success is not crowded -- because while most are looking for ways to take, the truly successful people are finding ways to give.”

## SOPHE Continues Conversations with AAHE

Discussions are ongoing between AAHE and SOPHE leaders on how our organizations might work more collaboratively to create a stronger voice for the profession. On November 4, 2011, the SOPHE Board of Trustees voted to develop a plan for a possible modified merger with AAHE. SOPHE's Futures Task Force has been re-assembled and has sent a list of due diligence questions to AAHE's leadership.

Dan Perales, Diane Allensworth and Elaine Auld have been invited to address the AAHE Board of Directors at its annual meeting on March 29 in San Diego.

A key step for AAHE will be the historic vote of the American Association for Health, Physical Education, Recreation and Dance's (AAHPERD) Alliance Assembly on April 2 to allow AAHE to disengage from AAHPERD. Provided that the vote for AAHE's independence is positive, there are still many impor-

tant organizational issues on how a potential merger with SOPHE could be accomplished. Meanwhile, the organizational leaders of both groups stay in frequent communication, and AAHE and SOPHE are sponsoring a joint study tour in China in mid-May.

Stay tuned for updates on the AAHE-SOPHE merger in future newsletters as well as in SOPHE's weekly electronic News U Can Use. We welcome your comments or thoughts at any time.

## New SOPHE Member Benefit: CoP Pages

Have you checked out the latest membership feature on the SOPHE website? New Community of Practice (CoP) website pages now maximize your opportunity to network and exchange information with other SOPHE members. Each of SOPHE's 12 Communities of Practice (formerly Special Interest Groups and Caucuses) have specialized microsites to post announcements, news, resources, and blogs.

Each SOPHE member also has a personalized page, similar to Facebook, where you can add pictures, describe interests and expertise, and other news that you wish to share only with other National SOPHE members.

"This CoP page advancement will help put SOPHE members at the vanguard of intellectual exchange and sharing of best practices," says Elaine Auld, SOPHE CEO. "No longer will information come only from the top down in terms of national listservs, but catalyze exchange across all SOPHE members and sectors."

This exciting new SOPHE member benefit was piloted by 3 groups last fall. Response was overwhelmingly positive, and thus expanded to all CoPs. SOPHE members are invited to select one primary CoP when they enroll or renew their memberships. However, a member can now elect to join 11 other secondary CoPs at no additional charge. You can update your profile online at any time to be added or removed from a CoP.

Following are the CoPs available for enrollment:

- Anthropology and Public Health
- Children, Adolescents and School Health Education
- Emergency Preparedness
- Environmental Health Promotion
- Healthy Aging
- Health Communications/Social Marketing
- Healthy Disparities/Health Equities
- International and Cross-Cultural Health

- Medical Care/Patient Education
- Students/New Professionals
- University Faculty
- Worksite Health Education

Stay tuned for a chance to join a new CoP on tobacco prevention and control, which was approved by the SOPHE Board of Trustees in January 2011.

The new CoP pages can be accessed by logging into the SOPHE website with your user name and password, then by going to the Members Only Section and choosing Communities of Practice. There is also a tutorial available on the page to guide you in discovering and using all the new features of the CoP pages.

Don't wait; get started today by filling out your member profile and blogging with your fellow CoP members. We also encourage you to follow us on Twitter, Facebook and LinkedIn! For assistance or additional information, contact [info@sophe.org](mailto:info@sophe.org).

## SOPHE-NACDD 2011 Joint Academy & Midyear Meeting

Tired of winter? Need to recharge your batteries? Now is the time to make plans to attend the SOPHE-NACDD 2011 Joint Academy and Midyear Scientific Conference, May 1-4, in beautiful Albuquerque, New Mexico.

This exciting program, "Tapestry for Change: Addressing Chronic Health Issues in a Dynamic World," will include a day-long session of skill-building workshops as part of the conference, plus some 100 presentations and posters over the 2 ½ days. The rich colorful diversity of the southwest provides an ideal backdrop to focus on disparities, especially those impacting immigrants and Latino

and Native American populations.

The conference will include tracks in the following areas:

- Policy, Systems, and Environmental Change
- Health Communication, Special/Vulnerable Populations, and Cultural Competence
- Diabetes: Many Facets, Many Faces

The Hilton Albuquerque hotel is a non-smoking facility that offers low rates (\$89/night) and easy access to the heart of New Mexico. The picturesque location offers a great setting to explore the diverse

cultures, artistic views, and delectable foods of the southwest. Optional pre- and post-conference tours will afford the opportunity to extend your southwestern Navajo experience.

NACDD is a national public health association for chronic disease program directors of each state and U.S. territory. Founded in 1988, NACDD links together more than 1,400 members to advocate for preventive policies and programs, encourage knowledge sharing and develop partnerships for health promotion.

## SOPHE Co-Sponsors APHA Meeting on Health Reform

### MEMBERS ELIGIBLE FOR REDUCED REGISTRATION FEES

SOPHE is proud to cosponsor APHA's first-ever Midyear Meeting, June 23-25, 2011, in Chicago, to discuss "IMPLEMENTING HEALTH REFORM—A PUBLIC HEALTH APPROACH." SOPHE is working with APHA and other groups to plan an agenda that will offer the opportunity to learn in an interactive environment what the Affordable Care Act means for public health, wellness and prevention.

The Affordable Care Act is transforming our nation's health system with clear implications for the delivery of public health programs and services and a renewed emphasis on prevention and wellness. At the same time, dramatic shifts among policy-makers at all levels make it clear that now, more than ever, the public health community needs to understand the law, be able to anticipate obstacles that lie ahead and be nimble in its response to unforeseen challenges.

This meeting will not be a place to sit back and listen; rather it will provide a forum to articulate a call to action for all of those interested in moving from a medical care delivery system to a system that assures health and wellness. The public health community and current and new partners will come together to give distinct voice to our cause.

SOPHE Past President Randy Schwartz is representing the Society on the planning committee. **SOPHE MEMBERS ARE ELIGIBLE FOR A \$100 DISCOUNT ON REGISTRATION.** National members should log in and visit the Upcoming Events calendar for instructions. Chapter members – please contact your chapter leadership. For more details about the APHA meeting, visit [www.apha.org/midyear](http://www.apha.org/midyear).



# SOPHE Webinar Series Available for CHES

In addition to self-study opportunities in SOPHE's journals, the Society offers webinars each month to provide professional development on the latest health education topics. Recorded audiocasts and slides are available following each 60-90 minute webinar on SOPHE's website, under continuing education. Following is a listing of recent webinars now available; downloading is free but fees apply for CHES credits.

- Availability and Access to Physical Activity
- Advocacy 101
- Enhancing Education To Keep Teens Safe On The Road: Two-Part Webinar Series
- Polishing Your Pedagogy (2): Distance Learning

with New SOPHE Health Promotion Textbook: Tips for Effective Teaching Online

- A Call to Action: Matching SOPHE Membership Expertise with CDC's National CPPW Tobacco-Funded Communities
- Polishing Your Pedagogy (1): Putting the New SOPHE Health Promotion Textbook to Work for You
- Outreach to Vulnerable Populations for Emergency Preparedness
- Evidence-Based & Successful Approaches to Tobacco Control & Prevention
- Reaching Minority and Vulnerable Populations:

Getting Ahead of the Curve to Prevent Seasonal Flu

- The National Action Plan to Improve Health Literacy: Moving from Talk to Action
- Diabetes among Minorities: Culturally Tailored Solutions and Interventions
- Emergency Preparedness for a Radiological Event
- Climate Change: Mastering the Public Health Role
- Leadership Development
- Social Marketing and Policy Change
- Tips for Getting Published

## Resource Round-Up "HEALTH EDUCATION SPECIALISTS: PROMOTING A HEALTHY WORLD"

Emphasizing that health education specialists are a vital and viable part of society, SOPHE's 2.5 minute production, Health Education Specialists: Promoting a Healthy World, provides the public a peek at the training, skills and expertise that make health education specialists essential to enhancing the quality of life for all. Visit [www.sophe.org/healthedspecialist.cfm](http://www.sophe.org/healthedspecialist.cfm) which features additional resources on the health education profession. The video is also available on YouTube at [www.youtube.com/watch?v=ErBECLCWNOk](http://www.youtube.com/watch?v=ErBECLCWNOk).

### "IT GETS BETTER" VIDEOS TO PREVENT SUICIDES AMONG LGBT YOUTH

In response to a rash of suicides by teens who are gay or believed to be gay by their peers, the "It Gets Better Project" was launched by the writer/journalist/activist, Dan Savage, via a YouTube channel to provide suicide prevention messages to LGBT youth. The project spread virally (over 5,000 user-created videos receiving more than 15 million views) and attracted widespread media coverage and participation by celebrities, public officials (including President Obama, HHS Secretary Kathleen Sebelius, Secretary of State Hillary Clinton), in addition to members of the public at large. For further information on this project, visit: [www.itgetsbetterproject.com](http://www.itgetsbetterproject.com) or to watch heartfelt videos posted on the YouTube [www.youtube.com/user/itgetsbetterproject](http://www.youtube.com/user/itgetsbetterproject).

### WEBSITE HIGHLIGHTS EVIDENCE-BASED YOUTH PROGRAMS

[www.FindYouthInfo.gov](http://www.FindYouthInfo.gov) was created by the Interagency Working Group on Youth Programs (IWGYP) representing twelve federal agencies that support programs and services focusing on youth. Through the website, IWGYP provides an interactive mapping tool to find federally-supported youth programs, a searchable directory of evidence-based programs, and other resources to help local leaders implement effective and collaborative strategies for helping youth.

### WEBSITE TOOLS & TIPS TO HELP EAT MORE FRUITS AND VEGETABLES

"America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day!" is a campaign aimed at encouraging people to eat more nutritious fruits and vegetables for better health. The online pledge and tools were developed by "Produce for Better Health

Foundation" and supported by the first lady Michelle Obama's "Let's Move" childhood obesity initiative. This initiative provides nutritional information; selection and preparation techniques, usage and storage of food, in addition to an extensive recipe database, school lunch policies, and fun facts. Visitors can even type in their zip code for information on community-based activities such as cooking demonstrations, product sampling events, and contests. For information about the initiative and the pledge campaign, visit: [www.FruitsandVeggiesMoreMatters.org](http://www.FruitsandVeggiesMoreMatters.org), or contact Jill Le Brasseur, at 302-235-2329 or [jlebrasseur@pbhfoundation.org](mailto:jlebrasseur@pbhfoundation.org).

### ONLINE MCH LIFE COURSE TOOLBOX

This online resource, [www.citymatch.org/lifecoursetoolbox](http://www.citymatch.org/lifecoursetoolbox), for MCH researchers, academics, practitioners, policy advocates, and others in the maternal and child health field facilitates sharing information, innovative strategies, and tools to integrate the Life Course Perspective into MCH work at the local, state, and national levels. Funded by CDC (Centers for Disease Control and Prevention), the toolbox was developed by CityMatCH.org, in partnership with Contra Costa Health Services and the California Endowment. For information about the Toolbox, contact Padmini Parthasarathy at [padmini.parthasarathy@hsd.cccounty.us](mailto:padmini.parthasarathy@hsd.cccounty.us), or Katie Brandert at [kbrandert@unmc.edu](mailto:kbrandert@unmc.edu) or 402-561-7500.

### AHRQ WEBSITE SHOWS MEN HOW TO STAY HEALTHY

Healthy Men, <http://www.ahrq.gov/healthymen>, is an AHRQ (Agency for Healthcare Research and Quality) website that helps men know more about preventive medical tests. It includes recommendations on screening for colorectal cancer, abdominal aortic aneurysms, and other diseases as well as information on flu and pneumonia shots, make healthy choices. The website also provides tips on talking with the doctor during medical appointments, understanding prescriptions, finding advice and support when diagnosed with a health problem, and obtaining reliable information about health. The website includes a 10-question preventive health quiz for men, a "Get Dad to the Doc" e-card and public service announcements. For print copies of the "Men: Stay Healthy at Any Age" pamphlet, email [ahrqpubs@ahrq.gov](mailto:ahrqpubs@ahrq.gov) or call (800) 358-9295.

### HELPING SENIORS STAY HOME LONGER

The MetLife Mature Market Institute has developed a guide to help older adults assess their care needs, determine whether they need home modification and/or assistive devices, identify potential care resources, and understand the costs of staying at home. This guide also explores steps required to develop a care delivery system to meet the future care needs of individuals wishing to age in place. The "Aging in Place: Your Home as a Care Setting" workbook can be downloaded from: [www.metlife.com/mmi/research/aging-in-place.html](http://www.metlife.com/mmi/research/aging-in-place.html).

### INSTITUTE OF MEDICINE (IOM) LAUNCHES VIDEO SECTION

Now you can watch videos of meetings, report briefings, and other events on the Institute of Medicine website. For example, recent meetings address legal strategies in preventing childhood obesity, the health effects of the Gulf of Mexico oil spill, and the release of the IOM's report on the future of nursing. Browse the collection of video files, including meeting presentations, discussions, and short films based on IOM reports at: [www.iom.edu/Global/Videos](http://www.iom.edu/Global/Videos).

### EFFECTIVE ALCOHOL AND OTHER DRUG PREVENTION MODELS

The U.S. Department of Education's (ED) Alcohol and Other Drug Prevention Models on College Campuses Grants, 2010 describes the experiences of the 2005, 2006, and 2007 model program grantees. It includes lessons learned to assist other campuses develop and implement effective prevention programs on their campuses and in surrounding communities. This publication is based on information obtained through site visits and literature review to relay the experiences, lessons learned, and recommendations of twelve model program grantees. For information, visit: [www.higheredcenter.org/services/publications/field-experiences-effective-prevention](http://www.higheredcenter.org/services/publications/field-experiences-effective-prevention).



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# Member Spotlight

David S. Sobel, MD, MPH, 2010 SOPHE Honorary Fellow, is Director of Patient Education and Health Promotion for The Permanente Medical Group and Kaiser Permanente's Northern California Region in San Jose. As a primary care physician, he also leads the medical team of Patient-Centered Care for Kaiser Permanente's Care Management Institute, which is dedicated to synthesizing knowledge about superior clinical approaches to ensure the highest quality care delivered to Kaiser Permanente members.

Dr. Sobel has dedicated his career to research and teaching in the area of medical self-care, patient education, preventive medicine, behavioral medicine, and psychosocial factors in health. He is coauthor of seven books and served as an invited delegate to the World Health Organization Congress that generated

the Ottawa Charter on Health Promotion.

After receiving a bachelor's degree in psychology at the University of Michigan, Dr. Sobel pursued his medical training at the University of California, San Francisco and a medical internship at Presbyterian Hospital-Pacific Medical Center in San Francisco. He also completed a master's degree in Public Health and a residency program in General Preventive Medicine at the School of Public Health, University of California, Berkeley.

Dr. Sobel's lecture at SOPHE's 61st Annual Meeting, "Healthy People 2020: Scaling New Heights," is now available as part of an audiocast lecture series on SOPHE's website at [www.sophe.org/education.cfm](http://www.sophe.org/education.cfm). The series is available for a discounted fee to SOPHE members and includes CHES credits.



David S. Sobel

# Members on the Move

Congratulations to...**ANDREA GIELEN** has been selected as the 2012 American Academy of Health Behavior Research Laureate....**KENNETH MCLEROY**, Professor of Social and Behavioral Health at the Texas A&M School of Rural Public Health, who was recently named as a Regents Professor...**DAVID BIRCH** who received the 2010 Outstanding Researcher Award from the American School Health Association and has been appointed as professor and chair of the Department of Health Science at the University of Alabama....**REBECCA REEVE** who has been appointed Director of Research Programs at the University of North Carolina, Asheville....**MARY CONNOLLY** who published her first book on Skills-Based Health Education, which addresses the National Health Education Standards. ...**KRISTEN FRAME** of the Mental Health America Licking Co., who recently became a certified Peer Support Specialist and has since been elected to the Ohio Empowerment Board (Ohio's State Consumer Agency), The Ohio State University/Central Ohio Technical College Intercultural Relations Board, and the Ohio Department of Health's Tobacco Control Resource Committee.



# Health Education & Behavior Gets Facelift

Beginning in February 2011, SOPHE's long-time and highly respected health education journal gets a face lift – literally! Starting with volume XX, the flagship SOPHE journal has moved to a more standard 8 ½ x 11 trim size and a new two-column format, which will enhance readability and allow more articles to appear in each issue. Additionally, the journal sports a new cover design that is more modern and contemporary; including a new HE&B logo.

The new journal editor, John Allegrante, has expanded, diversified, and internationalized both the editorial infrastructure and Editorial Board of HE&B, which has been strong, but comparatively small for the volume and breadth of manuscript submissions the journal now receives. Joining the new HE&B editorial management team are associate editors Ana Abraido-Lanza of Columbia University, Jay Bernhardt of the University of Florida, Antoinette Schoenthaler of New York University, and Bruce Simons-Morton of the National Institutes of Health, as well as nine new members of the Editorial Board. (See <http://heb.sagepub.com> for a complete list of the editorial board members.)

In an effort to reach out and draw in an entire new generation of young scholars who routinely utilize social-networking sites and blogs to communicate and collaborate, HE&B has joined the wonderful world of social media! HE&B has a Facebook page and a Twitter account. Please join both sites and pass the word on to your colleagues. Announcements regarding a call for special papers, supplements, new articles published, and other timely news will be posted.

To learn more about these special features, see:

Facebook: [www.facebook.com/home.php?#!/pages/Health-Education-Behavior/150589831651538](http://www.facebook.com/home.php?#!/pages/Health-Education-Behavior/150589831651538)

Twitter: <https://twitter.com/HEandB>

Health Education & Behavior: <http://sophe.org/HealthEducation.cfm>



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## SOPHE CE Corner

This is an exciting time for SOPHE's Continuing Education Committees on the National and Chapter levels. SOPHE is busy preparing to provide continuing education opportunities for the newly credentialed Master Certified Health Education Specialist (MCHES). MCHES is an advanced credential opportunity for health educators.

The National Commission for Health Education Credentialing (NCHEC) is accepting applications for the MCHES credential through the Experience Documentation Opportunity (EDO) until April 16, 2011. Current CHES who have been active for the last five continuous years, (certified on or before October 1, 2005) may submit documentation of advanced-level practice in Health Education to qualify for MCHES designation along with the fee. For more information, see <http://nchech.org/>

SOPHE will continue work to develop mechanisms for assisting individuals who choose to become Certified Health Education Specialists (CHES) or Master Certified Health Education Specialist (MCHES) in maintaining certification by offering continuing education events; increasing the number of high-quality continuing education events for practitioners that are offered at the state and regional levels; and creating additional avenues for disseminating information on the quality of skills these practitioners utilize in the practice of their skills. SOPHE strongly encourages members to make a commitment to their professional development by becoming CHES or MCHES. MCHES is one opportunity to enhance the quality of professional practice in the field of health education.

[WWW.SOPHE.ORG](http://WWW.SOPHE.ORG)

## Calendar

### 14th Annual Health Education Advocacy Summit

March 5-7, 2011

SOPHE and sponsoring organizations  
Washington Court Hotel - Washington, DC  
[www.healtheducationadvocate.org](http://www.healtheducationadvocate.org)

### National Public Health Week

April 4-10, 2011

Safety is No Accident: Live Injury-Free  
American Public Health Association and partners  
[www.nphw.org](http://www.nphw.org)

### SOPHE-NACDD 2011 Joint Academy and Midyear Scientific Conference

May 1-4, 2011

A Tapestry for Change: Addressing Chronic Disease Health Issues in a Dynamic World  
Hotel Albuquerque - Albuquerque, NM  
[www.sophe.org](http://www.sophe.org)

### Tenth Annual Health Literacy Conference

May 5-6, 2011

Health Literacy = Effective Communication:  
Translating Ideas into Practice  
The Institute for Healthcare Advancement  
Hyatt Regency Irvine - Irvine, CA  
<http://www.iha4health.org/>

### APHA Health Reform Midyear Meeting

June 23-25, 2011

Implementing Health Reform—A Public Health Approach  
Chicago Renaissance Hotel - Chicago, IL

### National Health Education Week

October 16-23, 2011

Theme: TBA  
[www.sophe.org](http://www.sophe.org)

### SOPHE 62nd Annual Meeting

October 25-27, 2011

Leveraging the Power of Health Education:  
Changing Systems  
Renaissance Arlington  
Arlington, VA  
[www.sophe.org](http://www.sophe.org)

