



National Health Education Week

Past, Present and Future

October 19-23, 2015 • #NHEW2015

Society for Public Health Education • www.sophe.org

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Introduction

Since 1995, National Health Education Week (NHEW) has been celebrated during the third full week of October. Sponsored by the Society for Public Health Education (SOPHE), this celebration focuses national attention on a major public health issue and promotes consumers' understanding of the role of health education in promoting the public's health.

This year's NHEW will pay tribute to Health Education: Past, Present, and Future on **October 19-23, 2015**. This toolkit can be used to promote NHEW, including the following daily themes:

- ◆ **Monday, October 19: Health Education Heroes**
- ◆ **Tuesday, October 20: This is Health Education**
- ◆ **Wednesday, October 21: Health Education Today: Partnering for Success**
- ◆ **Thursday, October 22: Advancing Health Education: The Role of Health Education Specialists in the Affordable Care Act**
- ◆ **Friday, October 23: The Future of Health Education: Professional Development**

If you would like to participate in SOPHE NHEW events see page 29 for detailed information on each day's activities. There is no requirement to align your NHEW events with these themes. You are welcome to focus on other areas related to health education that best suit your audience.

As we celebrate this year's NHEW, we will honor the work of health education specialists and will acknowledge past successes, present efforts, and future opportunities for the profession. We recognize health education specialists for their contributions to promoting and improving population health and to providing health education services for cost-effective prevention, wellness, and disease management.

Join us as we work together to raise awareness of the importance of our future Health Education Specialists in improving consumer health and wellness.

What Is Health Education?

Health education draws from the biological, environmental, psychological, physical, and medical sciences. It aims to promote health and prevent disease, injury, disability, and premature death through theory-based interventions that: promote voluntary individual behavior change; or policy, system and environmental change activities, programs, campaigns, and research to help make the healthy choice the easy choice. Health education is an essential health service that involves the practice of four core activities: 1) assessment, 2) planning; 3) implementation; and 4) evaluation. By focusing on prevention, health education aims to reduce the financial and human costs that individuals, employers, health facilities, insurance companies, and the nation would spend on healthcare and medical treatment (College of Public Health, n.d.).

In practice, health education adopts a broad, ecological approach in an effort to create healthy communities. Health Education Specialists work at the individual, group, institutional, community, and systemic levels to improve health knowledge, attitudes, and skills for the purpose of changing or encouraging behaviors that result in optimal health status. The field provides a scientific backdrop that has established strong theories for disease prevention and health enhancing behaviors.

The Role of a Health Education Specialist

Health education specialists work with health care providers, policy makers, human resource personnel, and many other professionals to promote healthy lifestyles and prevent and manage disease by empowering individuals to make informed decisions about their health. They accomplish this goal by:

- Assessing the needs of people and communities they serve
- Acting as a resource to help find health services or health information
- Developing programs and events to teach people about the health topics
- Implementing strategies to improve the health of individuals and communities;
- Collecting and analyzing data to learn about their audience to and improve programs and services
- Evaluating the effectiveness of programs and educational materials
- Supervising staff who implement health education programs
- Advocating for improved health resources and policies that promote health

The result of health education specialists' work improves the health status and quality of life of individuals and communities as well as reducing costly premature deaths and disability.

For more information, visit: (<http://www.sophe.org/Health-Ed-Specialist-Feb2014.pdf>)

Where Do Health Education Specialists Work?

According to the U.S. Department of Labor's Bureau of Health Statistics (2015), there are about 57,020 Health Education Specialists working in the following settings:

- **K-12 Schools** to help students adopt healthful behaviors thereby improving academic performance, as well as with improving the health of faculty/staff and parents (CDC, 2014)
- **College/University health education programs** to train future health education specialists and to conduct research on effective programs, policies and interventions
- **Colleges & University Health Centers** to help young adults improve their health and reduce risky behaviors
- **Hospitals, Clinics and Health Plans** to promote healthy lifestyles, help patients and families recover from illness and educate patients on managing chronic diseases
- **Municipal/County/State Public Health Departments & Military** to promote and protect the health of all populations living in their geographic area and achieve public health goals
- **Nonprofit/Voluntary Organizations** to provide education and services related to a particular disease or priority population
- **Business/Industry** to identify common health problems among employees and create incentive

programs to encourage employees to adopt healthy behaviors

Where Are Health Education Specialists Trained?

More than 250 professional preparation programs around the country provide formal degrees in school and community/public health education at the baccalaureate, master and doctoral levels. Many health education specialists hold master's degrees from schools and programs in education, public health or health promotion. Curricula may include a unique combination of instruction from the behavioral/social, epidemiological, environmental, and biomedical sciences, as well as pedagogy, health administration and public policy. (NCHEC, 2008). Some community colleges also offer courses in health education.

What Is a Certified Health Education Specialist (CHES) and Master Certified Health Education Specialist (MCHES)?

The Certified Health Education Specialist (CHES) and Master Certified Health Education Specialist (MCHES) designation signify that an individual has successfully passed a national competency-based exam demonstrating skill with and knowledge of the [Seven Areas of Responsibility](#).

- **Area I:** Assess Needs, Assets and Capacity for Health Education
- **Area II:** Plan Health Education
- **Area III:** Implement Health Education
- **Area IV:** Conduct Evaluation and Research Related to Health Education
- **Area V:** Administer and Manage Health Education
- **Area VI:** Serve as a Health Education Resource Person
- **Area VII:** Communicate and Advocate for Health and Health Education

These Seven Areas of Responsibility contain a comprehensive set of Competencies and Sub-competencies defining the role of an entry- and advanced-level health education specialist. The CHES exam reflects the entry-level sub-competencies, whereas the MCHES exam is based on the advanced-level sub-competencies. The certification is provided by the National Commission for Health Education. To learn more about CHES and/or MCHES, visit www.nchec.org. (NCHEC, 2008)

Health Educators are often supported by Community Health Workers (CHW) because they are trusted members of the communities that receive public health programs and services. For more information on the complementary roles and training of Health Education Specialists and Community Health Workers, visit: (http://www.sophe.org/CHWvsHealthEd_final2.pdf).

Why Are Health Education Specialists Vital to the Nation?

Health education improves the health status of individuals, communities, states, and the nation; enhances the quality of life for all people; and reduces costly premature deaths and disability. By focusing on prevention, health education reduces the costs (both financial and human) spent on medical treatment. Chronic conditions, such as diabetes, heart disease, and cancer, consume more than 75% of

the \$2.2 trillion spent on health care in the United States each year – the equivalent of about 2.5 economic “bailout” packages (CDC, 2013). Spending as little as \$10 per person on proven preventive interventions could save the country over \$16 billion in just five years (RWJF, 2008).

Addressing a single risk factor (e.g., smoking) influences outcomes across multiple diseases, from preterm birth to lung disease and cancer. Addressing obesity in today's children alters the prevalence of many diseases (e.g. heart disease, cancer, diabetes, arthritis) that may be encountered decades later (Pfizer, 2013).

Health education specialists offer knowledge, skills, and training that complement those of health providers, policy makers, educational experts, human resource personnel and many other professionals whose work impacts human health. Health literacy is a large determinant of health status and without these components offered by health education specialists, members in each community can be greatly affected.

Planning Your NHEW Activity

Remember that programs, activities, and collaborations can extend beyond the specific dates or timeline of NHEW. Collaborate with local, state, and national partners to build sustainable programs. SOPHE will be extending efforts to promote health education and health education specialists by focusing on the following sub-themes:

- ◆ **Monday, October 19: Health Education Heroes**
- ◆ **Tuesday, October 20: This is Health Education**
- ◆ **Wednesday, October 21: Health Education Today: Partnering for Success**
- ◆ **Thursday, October 22: Advancing the Role of Health Education Specialists in the Affordable Care Act**
- ◆ **Friday, October 23: The Future of Health Education: Professional Development**

Building Organizational or Community Support

Whether led by an individual or a planning committee, successful campaigns are often grounded by broader support of institutions or communities. One way to elicit such support is to recruit members and organizations that are involved in or have expressed a commitment to community health, school health, youth groups, health education, and health promotion, locally, regionally and/or nationally. Support can be fostered through advertising, networking and one-on-one interviewing. By engaging broader support for your campaign, you have the potential to:

- Gain a deeper understanding of your population’s needs and assets
- Reach greater numbers of your population of interest
- Increase credibility of your campaign

- Gain access to additional materials
- Benefit from multiple expertise and additional human resources
- Share financial costs associated with campaign materials, events, and/or activities
- Foster a collegial network within the community-at-large
- Build on successful initiatives
- Improve opportunities for program sustainability

Establishing Goals and Objectives

The mission of NHEW 2015 is to increase the awareness of health education specialists' capacity in the community and to promote the health of society. The overall goals of NHEW 2015 include the following:

- To provide support and resources for health education specialists and other health education professionals
- To train and educate the next generation of Health Education Specialists
- To increase awareness of employers and other professionals of the various roles health education specialists can play across sectors

The specific objectives for your campaign can be determined locally, based on the interests and needs of your priority population. Examples of objectives for NHEW 2015 might include:

- *By the end of NHEW 2015, volunteer for "X" amount of hours at an event that increases awareness of the importance of certified health education specialists*
- *By the end of NHEW 2015, publish "X" amount of social media posts on health education successes, current efforts and future opportunities*
- *By the end of NHEW 2015, inform "X" amount of stakeholders why cross agency collaboration is important to increase resources and to protect the health of the public*
- *By the end of NHEW 2015, educate "X" amount of individuals/organizations on the importance of health education specialists in your school or community*
- *By the end of NHEW 2015, share with "X" amount of schools/colleges/universities how your work as a Health Education Specialist influences the community. "In Missouri, 20 high school schools and universities have learned about the roles of Health Education Specialists through school health fairs."*

Identifying and Reaching Your Population

A successful campaign is grounded in understanding where your population of interest can be reached best. Most likely, this population will be determined by the emphasis of the NHEW theme, "Health Education: Past, Present and Future," as well as the defined objectives of your campaign.

Once you have identified your priority population, gather information on the characteristics that those individuals might have in common. Such characteristics might include age, life stage, gender, attitudes

or beliefs, patterns of behavior, sexual orientation, religion, ethnicity, origin, health literacy, and health status. The more specifically defined your population of interest, the more successfully you can focus your campaign. Other questions to consider include the following:

1. **WHAT** is their information need? How much do they know about health education and health education specialists? For example, a fact sheet from National Commission for Health Education Credentialing, Inc. provides information on who Health Education Specialists are, what their job may entail, and how to become a health education specialist. See more at <http://nchec.org/credentialing/profession/>
2. **WHERE** can your population of interest be reached? Rather than locating a campaign at the most convenient place, consider finding places where you can reach the most number of individuals from your population of interest. By learning where a group's "hot spots" are located, you will be able to maximize the time you spend during your campaign. Locations to consider include community colleges/universities, public health departments, hospitals/clinics, or nonprofit/voluntary organizations.
3. **WHEN** will your population of interest be most open to the campaign? In addition to a prime location, an effective campaign also targets particular times. You might consider a weekend community fair or event, after work social, etc. Remember, not all activities may fit into a standard "9 to 5" day.

Identifying and Utilizing Resources

Understanding and utilizing your resources is an integral component to a successful campaign. Resources include:

- Human resources (employees, volunteers, interns, etc.)
- Monetary funding (available funds, grant money, donations, etc.)
- Materials (handouts, flyers, nutrition books, etc.)
- Space (physical space as well as airtime, television time, etc.)
- Time (for planning, implementation, and evaluation)

To maximize your resources consider the following opportunities:

- Establish partnerships
- Draw on the strengths of your employees, contacts, and board of directors
- Seek out funding opportunities at the local, state, and/or national levels
- Offer volunteer and internship positions, possibly through professional preparation programs for Health Education Specialists
- Gain support through appropriate marketing of your campaign
- Hold fundraisers and encourage donations
- Save paper and the need for excess materials by making two-sided handouts and posting information on the Internet
- Recruit members of your population of interest to assist in conducting training/outreach

Selecting and Planning Activities

Once you have developed objectives for your program, you can brainstorm some strategies to achieve your objectives. When planning your specific events and activities for NHEW, consider impacting your intended audience at a variety of levels:

Individual: Share on social media what you do in your work as a Health Education Specialist or how a Health Education Specialist has impacted you.

Organizational: Share with your employer how a Health Education Specialist could support your organization.

K-12 Schools: Share with your administration how Health Education Specialist can improve health outcomes of students and increase academic achievement.

Community: Connect Health Education Specialists more with the public, and celebrate health education successes, current efforts, and future opportunities, by sponsoring a community-wide event, such as a health fair or a workshop.

Public Policy: Support legislation that promotes health education by contacting your state or local representative.

The following are sample planning activities to engage community members, school leaders, policymakers, and others to build awareness around the importance of promoting the integration, future relevance, and funding of the health education specialist as an essential member of the health care team.

- Encourage decision-makers to fund programs that invest in primary prevention
- Write a letter to the editor of your local newspaper in response to a recent article that highlights the importance of health education specialists in health care teams and in the community
- Submit public comments to regulatory issues and sign on to letters that support the health promotion and disease prevention work of Health Education Specialist
- Participate in community events that promote education and awareness of health education specialists

A crucial step to engaging your priority population for NHEW is getting the message out there. Drawing attention to the work and importance of health education specialists in the community can be done in many ways—by visiting the priority population, by word of mouth, or through written correspondence. Know how your priority population prefers to receive information: 1) through traditional media (e.g., newspapers, radio, television); 2) word of mouth through family or friends; 3) congregations; 4) local grocery store; or 5) social media (e.g., Twitter, Facebook, Instagram). Depending on your target audience, you might write a feature article about your event for the local paper or use Facebook to increase awareness of the work you are doing as a Health Education Specialist and why it is important.

Getting Your Message Heard

Traditional Media Outlets

Newspapers

Newspapers remain popular venues through which individuals can share facts, resources, and opinions (although there is currently a trend toward strictly online status, which reduces the diversity of readers to those with internet access). When advocating for a particular health issue, consider distributing your message in the form of feature articles, op-eds, letters to the editor, advertisements, and adding your event to a community calendar. Use multiple channels, whenever possible.

Newsletters

Newsletters provide a smaller forum through which readers can learn about specific issues, events, or services being offered. If you know of clinics, associations or organizations that may have members who are part of your priority population, submit a brief article about your NHEW event or activity. Clear, concise articles are more likely to be accepted for publication.

Television

Based on figures from the U.S. Census Bureau (2015), Americans spend almost three hours watching television per day, which makes it an excellent marketing channel. This media option can increase the reach of your message exponentially. Many television stations include a segment during the morning or evening news that focuses on a health issue. Research which stations cover these segments and inform that individual of your NHEW event or activity. Keep in mind that you must make your case as to why the public will be interested in the importance of Health Education Specialists in addressing prevention, wellness, and chronic disease management. Tying your message to a local health concern may convince journalists that your message is timely.

Radio

While not as popular as television, radio can also be an effective way to market a message, especially for certain population segments. Promotional NHEW messages can be read over the air to spread the word. Depending on your priority population, try local stations, regional stations, or even the National Public Radio.

Social Media Outlets

What Is Social Media?

Social media is a term that refers to web-based and mobile technologies that allow people to interact with and engage one another. Such media includes:

- Blogs and micro-blogs, such as Twitter
- Social networking sites, such as Facebook and LinkedIn
- Video-sharing sites, such as YouTube
- Image-sharing sites, such as Instagram

The key characteristic of social media is that it's organized around user-generated content — people sharing messages with other people. And best of all, social media sites are generally free so the cost of setting up an account is non-existent or negligible.

How Can You Use Social Media to Convey Your Message?

You can use social media to communicate directly with the public. You can also use social media to communicate directly with policymakers, media and other specific audiences. Often, reporters will pick up a story based on what they hear through social media feeds.

If your organization has a web site, you can place links to your social media channels on your site. Some points to keep in mind about using social media are:

1. **It takes an investment of time to manage the sites, post new material, and monitor the conversation.** Before you begin, make sure that someone on your coalition is responsible for any given social media channel and will maintain, update, and monitor its use.
2. **To keep your social media channels fresh and encourage people to keep coming back, you need to continually post new information.** You may not have a great deal of news about your organization's efforts on a regular basis. You may therefore wish to position your social media channel as an authoritative source of reliable health-related news and update it weekly with new stories on health topics related to your initiative.
3. **Social media is defined by the presence of user-generated content.** That means that people will be having a conversation with you by posting questions or comments on your Facebook page; giving your site a thumbs up or thumbs down, depending on whether or not they like it; and responding to entries on blogs or to videos with written comments. You need to invest time in monitoring these comments, listening to what people are saying to and about you, and participating in the conversation.
4. **Although social media sites are generally not difficult to use, it helps to have a tech-savvy partner to back you up if you do run into technical difficulties.**

For more information about social media platforms and how to use them, visit:

http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf

What Is Blogging and How Can I Do It?

A blog is an online journal that is regularly updated. Blogs may focus on a specific topic (e.g., your organization's initiative) or on a broader topic (e.g., health news in your community). Most blogs are formatted so that their entries are posted in reverse chronological order (the most recent at the top) and readers are invited to post comments in response to blog entries. Some tips from the Centers for Disease Control and Prevention (CDC) on blogging best practices appear below.

1. **Observe the blogosphere** by reading other people's blogs before starting your own. You can find blogs through a blog search engine such as Technorati (www.technorati.com)
2. **Provide links to other reliable web pages** that support the content in your blog
3. **Keep your posts relatively short**, providing enough information to support main points but not a lot of detail. Web readers are more likely to read shorter posts
4. **Make headlines attention grabbing**
5. **Include numbered or bulleted lists** to allow more white space on the page
6. **Use sub-heads and keep your headings and sentences short** so that your posts are easy to scan quickly
7. **Keep a consistent style** and conversational tone
8. **Use keywords strategically**; using appropriate search terms will help more people find your posts

What Is Twitter and How Can I Use It?

Twitter (www.twitter.com) is an information network made up of 140-character messages called tweets. In 140 characters, you have the opportunity to promote an event, share a link, or simply initiate dialogue about a certain topic. In order to produce effective tweets, your Twitter account must maintain visibility. By using the “#” symbol for keywords, your tweets become part of a streaming dialogue about a specific topic, which increases the visibility of a tweet. Tweets are sometimes called “micro-blogs” because they are so short.

Twitter users subscribe to receive tweets by following an account. Followers receive messages in their timeline that includes a feed of all the accounts they have subscribed to. Tweets can be read as text messages, mobile web sites, or on the Twitter web site at Twitter.com.

Twitter users can share information, links, videos, photos, and re-tweet material posted by other users. In addition, you can engage in Twitter events, including:

- **Twitter Chat:** Scheduled events in which your organization can communicate with its followers through discussion, questions and answer sessions, and the dissemination of information
- **Twitterview:** This scheduled event is a type of interview in which the interviewer and the interviewee are limited to conversations made of 140-character messages
- **Twitter Town Hall:** A scheduled forum that allows followers to submit questions on a specific topic. Responses can be delivered through live tweets, video, or live stream
- **Live Tweeting:** Tweeting live from an event to highlight key points of a presentation and play-by-play moments

CDC offers the following tips on Twitter best practices:

1. **Set up a profile name, image, and biography** when you establish your free account. Your profile name should be short (15 characters maximum) and reflect the nature of your organization. Your 160-character biography or organizational description should be the first post from your new profile. Include a logo or graphic that represents your organization.
2. **Keep content short and simple.** CDC recommends tweets of 120 characters so that messages can be easily re-tweeted by others without editing.
3. **Provide more information with a shortened URL of your main web site.** There are web sites (e.g., <http://tinyurl.com> or <http://is.gd>) that can help you shorten your URL.
4. **Promote your Twitter profile** in other communication materials.
5. **Engage your followers** by posting on a regular schedule.
6. **Post other relevant content** from partners and followers.

Sample NHEW tweets:

- **Monday:** _____ is my Health Education Hero because _____. Share yours by tweeting to @SOPHEtweets #NHEW2015
- **Tuesday:** What health education activities are taking place in your community? Share your #thisishealtheducation photo or story @SOPHEtweets #NHEW2015
- **Wednesday:** Health educators can't promote health alone. Join @SOPHEtweets webinar to see how organizations work together to create change #NHEW2015
- **Thursday:** Help promote the role of health education specialists in ACA and our health care system <http://www.sophe.org/NHEW.cfm> @SOPHEtweets #NHEW2015
- **Friday:** Want to hear words of wisdom from key players in the future of health education?! Check out @SOPHEtweets #NHEW2015

What Is Facebook and How Can I Use It?

Facebook is the most popular social media site. With over 500 million users, Facebook provides an excellent opportunity for getting your message out:

- Using the Event Invitation application, you can invite Facebook friends to an upcoming NHEW event and ask them to pass along the invitation.
- Also use the “What’s on your mind?” box at the top of your homepage to notify fellow Facebook followers about upcoming NHEW events and activities. Individuals can also become creative with these “status updates” by providing a different health educator related fact each day of NHEW.
- If your organization has a Facebook page, also be sure to utilize the discussion section to not only publicize events, but also to engage your “Facebook fans” in dialogue by asking questions related to Health Education Specialists – past, present and future.

CDC suggests the following best practices for using Facebook to communicate:

1. Become familiar with other public health-related social network sites. These are generally Facebook pages used by organizations and businesses, which are distinct from Facebook profiles created by individuals.
2. Ensure that there are adequate time and staff resources available to support ongoing maintenance of the page in order to keep content fresh and fans engaged.
3. Provide engaging posts and communication material (e.g., videos, quizzes, games, images, etc.) to actively and repeatedly engage users.
4. Create a comment policy about how you will respond to inappropriate comments.
5. Collect and store comments in order to document the conversations you sparked. This documentation can help you evaluate your efforts.
6. Promote your Facebook page on all your communication materials.

Sample NHEW Facebook posts:

- **Monday:** We are kicking off National Health Education Week by celebrating the past – and the trailblazers who came before us and acknowledging public health milestones and successes. Who is your Health Education Hero? Share using the hashtag #NHEW2015 <http://www.sophe.org/NHEW.cfm>
- **Tuesday:** Today we are celebrating the present of health education to acknowledge how far we've come. What health education efforts and activities are taking place in your community? Share your story using #thisishealtheducation #NHEW2015 <http://www.sophe.org/NHEW.cfm>
- **Wednesday:** Health educators can't promote health, eliminate disparities and build healthy environments alone. Let's break down silos, establish new partnerships to connect people in support of common goals and collaborate. Join SOPHE's webinar by Victoria Revelle to learn how an organization worked together to create partnerships at the local level. #NHEW2015 <http://www.sophe.org/NHEW.cfm>
- **Thursday:** As we look towards the future, health educators will need to continue to promote the profession as a critical component to addressing the health crisis in our society and educate decision-makers on legislative issues related to the health of society. Show support for APHA's resolution going up for a vote next week. Learn more about the resolution at: <http://www.sophe.org/NHEW.cfm> #NHEW2015
- **Friday** To finish off #NHEW2015 strong and to show what the future of health education looks like, SOPHE has highlighted key players in the next generation of health education that have been doing tremendous work in the field. Check them out at: <http://www.sophe.org/NHEW.cfm>

What Is LinkedIn and How Can I Use It?

LinkedIn (www.linkedin.com) is a professional social media site that allows people to strengthen and extend their existing network of trusted contacts. By creating an "online résumé" you can stay in touch with colleagues and classmates, discover professional opportunities, and get the latest news and insights on how to advance your career.

- By sharing an "update" you can reach out and inform your contacts about NHEW

What Is Video Sharing and How Can I Use It?

Online video sites, such as YouTube (www.youtube.com), and Vimeo (www.vimeo.com), allow people to share their videos with others, allowing them to comment on what they see. Videos can be produced inexpensively with a webcam or camcorder and editing software and then:

- **Prepare content that is appropriate for your priority population.** Try to avoid technical information, jargon, and complicated charts and graphs. Focus instead on producing simple, easy-to-follow “stories” with human interest and a “call to action.”
- **Keep videos short.** Some sites have limits on how long videos can be (Instagram, 15 seconds; Vine, 6 seconds). According to CDC data, many users stop paying attention after three minutes.
- **Promote your videos** on all your communication materials
- **Create high-quality video** by using a tripod to stabilize the camera, appropriate lighting, and a plug-in microphone
- **Choose appropriate music** that suits the mood of the video and is copyright free (unless you are paying to use it)
- **Include a URL** at the end of the video where people can find more information

What Is Instagram and How Can I Use It?

Instagram (www.instagram.com) is an online community forum for sharing photos. They are commonly used for reference, teaching, presentations—meaning wider exposure to your events and activities. Choose “tags” (keywords) for your photos that will generate interest, such as “National Health Education Week,” “health education,” “Health Education Specialist,” “health education specialist,” and “CHES/MCHES”. By sharing photos of your NHEW events and activities, you will generate interest and awareness in the work that you do and gain a wider audience for your organization.

What Is Periscope and How Can I Use It?

Periscope (<https://www.periscope.tv/>) is a new application by Twitter that can be used to live stream videos. People can watch videos using the app on their phones or by going online. To stream a video you can download the Periscope app on your iOS or android phone and start recording using your phone camera. Remember to change your settings to public to allow others to view your video. Viewers can post real time questions and comments to you and can tap the video to send hearts as a way to “like” the broadcast. You can announce to your contacts the time and date that you will be live streaming and can use Periscope to share information about NHEW or to live stream NHEW activities in real time.

SOPHE Uses the Following Social Media Platforms for NHEW:

- **Facebook:** <https://www.facebook.com/SocietyforPublicHealthEducation>
- **Instagram:** <http://instagram.com/sophegram>
- **LinkedIn:** <https://www.linkedin.com/company/society-for-public-health-education>
- **Twitter:** <https://twitter.com/SOPHETweets>

- **Youtube:** <https://www.youtube.com/user/sophestats>

9 Steps to Marketing Your Message

Whichever media outlet you choose, you need to be clear on the purpose of your message. Health education and promotion strategies can be challenging to communicate to others. To successfully market your message, follow these nine steps:

Step 1: Identify your key audiences. You may have different key messages for specific populations as well as a general set of messages for the general population.

Step 2: Choose a key message. Determine one or two overall goals for your message. Use the following questions to guide the development of your overall strategy.

- **What is the problem you are highlighting?** E.g.: The poor health and wellness in the community due to tobacco use
- **Is there a solution to it? If so, what is it?** E.g.: Hiring health education specialists in schools, colleges/universities, health departments, community organizations, health facilities, worksites, and insurance companies to implement evidence-based tobacco cessation programs
- **What do you need to do or say to get the attention of those who can make the solution happen?** — Do you want to use the media to get your message out by holding a news conference or briefing? Or do you want to use a press release and/or advertising to get the attention of the public?

Once you have defined your overall goal, then you can design the message that you want to get out in the public. You want your message to be simple and clear. Make sure you communicate:

- The problem you are addressing
- Why your intended audience should be concerned with this problem
- What should be done about the problem

Try to create a message that is compelling and that people can relate to by telling the story of a specific individual affected by the problem. By humanizing the message, your issues will have a greater impact on the public than if you just state statistics.

Possible key messages topics include:

- Increasing awareness of the various roles health education specialists can play in improving consumer health and wellness
- Providing support and resources for health education specialists in all facets
- Encouraging multi-sector collaboration, including government agencies, community-based organizations, schools, and businesses, whose services and decisions affect health education specialists' provisions on consumer health and wellness

Step 3: Get the facts

Research the facts that support your key message(s). You can communicate your local messages with facts and statistics from your state and/or local community. For example, you may wish to include information about the incidence of major chronic diseases in your state, city, or county. You may be able to provide examples of local ordinances or policies that have already been adopted in your community. Many health education facts can be found throughout this toolkit. You can also find resources on the [SOPHE web site](#).

In general, the more specific examples you can provide, the easier it will be for people to understand and take action. The more local you can make your story, the more it will resonate with both policymakers and local residents.

Step 4: Decide which media outlets you want to utilize

[See page 12 for media outlet suggestions.](#)

Step 5: Develop a current media contact list

The first step in working with the media is to research and identify the news outlets you would like to cover your NHEW initiative(s). You can identify any reporters who have covered issues related to your initiatives in the past. To make the research easier, set up Google Alerts online (www.google.com/alerts) so that you automatically receive updates on relevant news stories in your area. Scan your local newspaper daily for health and community stories. Remember to update your media list regularly so that you can use it for outreach efforts throughout the year.

You can purchase media contact information from services such as Cision (www.cision.com) or BurrellesLuce (http://www.burrellesluce.com/Media_Outreach).

Once you've identified these outlets and contacts, build an electronic media list using a program such as Microsoft Excel. Electronic lists are easy to update, and users can merge contacts for effortless delivery of materials via e-mail or mail. Additionally, users can easily track who they've reached out to, and responses received. In a spreadsheet program include:

- Names of media outlets
- Key reporters and their titles and beats
- Contact information, including phone and email address
- How each reporter prefers to be contacted
- A "notes" column to list other relevant articles that reporter has written
- Known deadlines and any previous interactions that you've had with the reporter

Include local and regional radio, television, print outlets and key health journalists. Also identify relevant blogs and make contact with the blogger (to start your search, check out <http://blogsearch.google.com>). Join Twitter and follow groups with related messages to network and increase visibility.

Step 6: Develop a press release

(See page 21 for information on writing a press release as well as a template for NHEW)

- Include a background page about NHEW, health education, and health education specialists in your city or region. The background page can include key facts, statistics, and information resources
- Identify a member of your organization as a local expert, spokesperson to answer journalist's questions
- Identify stories of individuals in the community who have benefitted from employing or working with health education specialists to pitch to journalists and bloggers for coverage

Step 7: Develop a strategy for utilizing media outlets

Once you have compiled your media list and are ready to begin your outreach efforts, you can begin to build your relationships with key media contacts. Remember that media relations are a two-way street: you are looking for accurate coverage of your initiatives and reporters are looking for good stories. On slow news days, a reporter might call you looking for story ideas. Be sure to have some in your back pocket, if that happens.

Here are 6 steps you can take to build positive relationships:

1. **Call the reporter.** Introduce yourself and state why you're calling. Ask the reporter if he or she is on a deadline. If so, find a time to call back.
2. **Have a good story.** Practice your pitch before calling. You need to know your topic well, understand the reporter's interests based on your previous research, and be ready to revise your pitch as needed.
3. **Plan a good strategy.** Do not use the same strategy for every story or media outlet. Think about how to create excitement for that particular media source or audience.
4. **Keep your word.** Building trust with the media is paramount. Provide follow-up information that you promised within the agreed upon timeframe.
5. **Follow-up.** While you may gain coverage after just one interview with some reporters, you may have to contact others multiple times before they will do a story.
6. **Send thank you notes.** Send a reporter a hand written note expressing appreciation for the benefits gained from their coverage.

Step 8: Disseminate your information to media outlets & priority media targets

To distribute electronically, copy and paste your press release (see page 21 for tips on preparing a press release) into the body of the e-mail. Many reporters will not open unsolicited attachments. Make sure they can clearly see the headline and first paragraph without enlarging or scrolling down in the e-mail, as this will increase the likelihood your release will be seen. Personalize each e-mail so the reporter knows it's not a mass message. For example, mention a story recently written by the reporter that caught your eye, or if you have had previous interactions with him/her, mention when and where to jog his/her memory.

If you would like to send your press release to a large number of recipients, there are many online resources available to help you increase the awareness and visibility of your event. It is a best practice to

include a brief cover letter with your press release. Some of these services may charge a fee, so it's important to research each option before submitting your event materials. Some may offer discounts to nonprofit organizations. Top distribution sites include:

- ◆ Business Wire (www.businesswire.com)
- ◆ PR Newswire (www.prnewswire.com)
- ◆ PR Log (www.prlog.org)
- ◆ 24/7 Press Release (www.24-7pressrelease.com)

Some free press release distribution sites include:

- Free Press Release (www.free-press-release.com)
- PR (www.pr.com)
- 1888 Press Release (www.1888pressrelease.com)

After distributing your press materials, follow up via phone or e-mail with your media contacts for the official "pitch." Make your calls short and direct, sounding confident to establish yourself as an expert providing valuable information. Offer to send more detailed information in an e-mail or to arrange an interview with a local expert. It may be helpful to write a brief script so your conversation flows easier. It's important to accommodate the media contacts as much as possible.

If you are unable to reach a reporter by phone, forward your media advisory or press release, with a brief note at the top offering to answer additional questions or to arrange an interview. Always provide your contact information in case the reporter needs more information.

Step 9: Evaluate Your Campaign's Success

After all of your hard work, don't forget to evaluate your campaign's success! Evaluation is an essential component of any campaign because it enables you to continually improve your efforts over time. It is recommended that you plan your evaluation from the start.

Process Evaluation

This type of evaluation is important in understanding how each component of the campaign was carried out. Process evaluation may include questions such as:

- How many flyers were created? Mailed? Posted?
- How many presentations were held? What was the average attendance?
- For the classroom lessons, was the teacher's manual used? To what extent?

Outcome Evaluation

Outcome evaluation answers the question, "how effective was the campaign at producing its intended results among the population of interest?" Outcome evaluation items might include: "Are more members of my community reporting that they are knowledgeable of the benefits of Health Education Specialists in the community?" If evaluation seems overwhelming or too complicated, do not forget that

there are many resources available. Consider enlisting the help of a local evaluator, a graduate student in the field, volunteer interns, or the services of professionally trained public health evaluators.

In addition, there are a variety of Internet resources that you can access:

- National Network of Libraries of Medicine: Outreach Evaluation Resource Center - <http://nnlm.gov/evaluation/>
- CDC Evaluation Working Group - <http://www.cdc.gov/eval/>
- Community Tool Box (from the University of Kansas) - <http://ctb.ku.edu/>
- W.K. Kellogg Foundation Evaluation Toolkit - <https://www.wkkf.org/resource-directory/resource/2010/w-k-kellogg-foundation-evaluation-handbook>

Press Release

Press releases, or news releases, are one- or two-page announcements sent to the media so they will cover your story or event. A press release goes into greater depth than a media advisory and is written like a news story. Press releases should:

- Contain approximately 500 words, formatted in short paragraphs
- Use an inverted pyramid style of writing, meaning the most important information is at the top, filtering down to the less crucial details toward the end
- Include a quote from your organization's spokesperson or key event figure. If you are partnering with another organization, their spokesperson should also be quoted
- Close the press release with a paragraph that provides a concise overview of your program, including where to find additional information and your contact information

How to Format a Press Release

- **Contact information.** Below the name of your organization, you need to put the name and phone/fax number and/or e-mail address of the staff person the press should contact to get more information. This is usually located on the top right-hand corner.
- **Release date.** This tells the reporter when the information in the release can be published or broadcast. The release can be for immediate release to the public, in which you can put "For immediate release" on the top. The reporters can also hold the information until a certain date. For this, you would need to put "Embargoed until (release date and/or time)." The release date is usually located on the top left-hand corner.
- **Headline.** Use a concise and informative headline that summarizes the essence of the news release. This will run under the contact information and above the body of the release.
- **Body.** Always begin the first sentence in the following format: city, state (or country), month, day, and year. Then you can discuss the "who, what, where, when and why" of your story. After your concluding paragraph, include ### to indicate the end of your press release.
- **About.** Include your organization's boilerplate with a link to your website and additional resources.

When to Send a Press Release

Press releases are ordinarily issued the day of the event, either directly before or immediately following the event. If a media contact is on a tight deadline and needs the information in advance, you can provide him or her with an “embargoed” release. This implies they will honor your request to publish the story after your event or announcement, even though they have advance information.

A sample press release appears on the following page.

[Organization, company or program letterhead here]

ORGANIZATION/COMPANY/PROGRAM Supports Health Education Specialists
National Health Education Week October 19-23 Sets Focus on Health Education: Past, Present, and Future
Local Event Details/Education Program Reaches Out

FOR IMMEDIATE RELEASE - DATE

Contact: [Name, Phone, Email Address]

(City, STATE) – During October 19-23, health education specialists and public health advocates across the country involved with the Society for Public Health Education (SOPHE) will work to raise public awareness of the importance of health education and Health Education Specialists and encourage their employment in the community. This year’s theme of National Health Education Week is “Health Education: Past, Present, and Future” and is an opportunity to celebrate past successes, present effort, and future opportunities for the health education profession.

A “health education specialist” is someone who has met, at a minimum, baccalaureate-level required academic qualifications in health education, and uses appropriate educational methods that support the health of individuals, groups, schools, and/or communities. Some health education specialists have passed a competency-based examination and are referred to as Certified Health Education Specialists (CHES) or Master Certified Health Education Specialists (MCHES).

[insert quote] says [Name/Title/Organization]

For example:

“Health education specialists offer knowledge, skills, and training that complement the policy work we do at Environmental Company Place” says Anita Maier, CHES, Advocacy Director at Environmental Company Place. “Our CHES and MCHES employees collect and analyze data that is essential for communicating with policy makers about changes that will create healthier environments for people to live in.”

To raise awareness of the importance of Health Education Specialists and the vital role they have and continue to play in promoting the health of [nation/state/community], [your organization/company/program] is [describe the event/activity/promotion being conducted].

About National Health Education Week (NHEW)

NHEW is celebrated annually during the third week of October and focuses national attention on a major public health issue, provides public education, and improves consumer understanding of health education’s role in promoting the public’s health. NHEW is recognized by the U.S. Department of Health and Human Services.

About SOPHE

The Society of Public Health Education (SOPHE) is a non-profit professional organization founded in 1950 to provide global leadership to the profession of health education and health promotion and to promote the health of society. SOPHE’s 4,000 international and chapter members’ work in various public and private organizations to advance health education theory and research, develop disease prevention and health promotion programs, and promote public policies conducive to health. For more information, go to www.sophe.org.

About Organization/Program/School Name

Insert boilerplate statement

###

Proclamation

A proclamation is a formal announcement made by a local city or county government on a topic important to the members of the community. Issuing a proclamation is a great way to raise awareness about the importance of investing in Health Education Specialists.

How to Format a Proclamation

Remember the proclamation should entice others, so choose effective words and adjectives to strengthen your proclamation.

Compose “Whereas” statements stating why you are making the proclamation. These statements should make it clear why you are proclaiming a certain day or event.

Skip a space between each “Whereas” statement in which you make the actual proclamation itself. Clearly state why you are making this proclamation.

Conclude with a “Therefore” statement in which you make the actual statement itself and use the word “Proclaim” to make your point clear.

When to Send the Proclamation

If you are holding an event for NHEW, promote and distribute the proclamation. You can also have the proclamation displayed at a news conference, event, or your office. Encourage local health organizations and local government officials to display the proclamation and post the proclamation on your own website.

A sample proclamation can be found on page 25.

A sample proclamation:

National Health Education Week
***Call for Education and Action to Promote the Importance of Health Education Specialists in
the Community***

WHEREAS, There are more than 66,000 Health Education Specialists working in the United States; and

WHEREAS, 250 academic programs in colleges and universities prepare Health Education Specialists for contemporary workplace demands; and

WHEREAS, Health Education Specialists promote, maintain, and improve individual and community health; and

WHEREAS, Health Education Specialists planning, implementing, monitoring, and evaluating programs to encourage health lifestyles, policies, and environments; and

WHEREAS, Health education reduces the costs spent on medical treatment; and

WHEREAS, Health education improves the health status of individuals, communities, states and the nation and enhances the quality of life for all people and reduces costly premature deaths and disability, and

WHEREAS, Health education specialists offer knowledge, skills and training that can assist individuals in understanding the ACA provisions and linking the uninsured with health insurance options available in their states, and

WHEREAS, The [name of chapter or organization] is committed to promoting the health and safety of the public; and

WHEREAS, In celebration of 2015 National Health Education Week, government agencies, community-based organizations, health care providers, schools, and businesses are essential to providing health education, improving healthcare quality and patient safety, and emphasizing primary and preventive care linked with community prevention services.

THEREFORE be it,

RESOLVED, That the [name of governor, mayor, elected official, or health commissioner] of the [name of state, city] do hereby proclaim **October 19-23, 2015**, as the Society for Public Health Education's (SOPHE) National Health Education Week. All individuals, organizations, businesses, and communities are encouraged to help raise awareness about health education specialists, the resources and skills Health Education Specialists can provide, and the importance of a Health Education Specialist in creating a healthier future for all.

Advocacy Matters

Leverage Policy to Promote Health Education

Using policy to change systems and environments is one of the most powerful ways that we as health education specialists or other professionals can improve the nation's health. With or without us, policymakers will make a multitude of decisions in the next few years that will alter the course of our health systems and communities. SOPHE's 2015 advocacy priorities are:

- Patient Protection and Affordable Care Act
 - Retain Prevention and Public Health
 - Seek opportunities for 3rd party reimbursement for professionally trained health educators
- Appropriations for CDC's School Health Branch
- Reauthorization of the Elementary and Secondary Education Act (ESEA)
 - Support Sen. Udall (D-NM) and Congresswoman Fudge (D-OH) PHYSICAL Act bills that elevate health and physical education to core subjects
- Health equity policies, programs or practices that address health, social, economic, environmental and other factors that improve health across all populations
- Promote the Health Education Profession as a critical component to addressing the health crisis in our society
- Health literacy
- Tobacco prevention and control
- Environmental health/emergency preparedness

As health education specialists and public health professionals, we have useful data and other information about the health of our communities. We know which policies are proven to reduce the burden of preventable diseases and injuries. We are skilled in formulating realistic policy solutions and educating stakeholders. This expertise will have limited impact unless we become more effective in communicating with policymakers on national and state legislative issues related to the latest policies and research in community health and wellness.

Take Action

The following are a few tips on how you can get involved and educate policymakers about the importance of health and wellness:

- Share NHEW with your family, friends and colleagues and encourage them to contact their members of Congress in support of health education specialists
- Schedule a meeting with your home district's members of Congress to discuss the important role of health education specialists in implementing programs in the community
- Send an email to your members of Congress asking them to support public health promotion and education. Locate your elected officials at:
 - ⇒ Health Education Advocate Index: <http://healtheducationadvocate.org/hea-summit/legislative-resources/>

- ⇒ U.S. Senate: <http://www.senate.gov/>
- ⇒ U.S. House of Representatives: <http://www.house.gov/>
- Submit public comments to regulatory issues and sign on to letters that support public health and wellness

More Advocacy Information

- **Advocacy Toolkit (SOPHE):** http://www.sophe.org/advocacy_matters.cfm
- **Health Education Advocate:** <http://www.healtheducationadvocate.org>
- **Tips for Meeting with Your Members of Congress (APHA):**
https://www.apha.org/~media/files/pdf/advocacy/phact/phact_actionkit_2014.ashx
- **Health Education Profession:** <http://nchec.org/credentialing/profession/>
- **NDD United:** http://publichealthfunding.org/index.php/ndd_united1/

Resources

This section has been moved to the SOPHE web site. You can find a variety of resources related to health education specialists and health education including web sites and links to PDFs that may help you to plan and execute a NHEW event at <http://www.sophe.org/NHEW.cfm>

However, an action sheet is provided in this toolkit informing you on the daily themes and activities that SOPHE is hosting. See page 29.

Inclusion in the resources section should not be construed as an endorsement by SOPHE. The list is intended to be a sampling of known materials and organizations pertinent to health education and health reform that can be used to educate yourself and your community. Since the organizations listed may discontinue or revise materials from time to time, all of the items listed may not be readily available.

Monday: Health Education Heroes

We begin National Health Education Week by celebrating the past – and the trailblazers who came before us and acknowledging public health milestones and successes.

Activities:

- Join our webinar by health education hero John F. Banzhaf III, a nationally-known public interest attorney and law professor who has been called the "Man Behind the Ban on Cigarette Commercials," the "Ralph Nader of the Tobacco Industry," "Mr. Anti-Smoking," the "Father of the Nonsmokers' Rights Movement," the "Dean of Public Interest Lawyers," "a Driving Force Behind the Lawsuits That Have Cost Tobacco Companies Billions of Dollars," "The Law Professor Who Masterminded Litigation Against the Tobacco Industry," "One of the Most Vocal and Effective Anti-Tobacco Attorneys," (at one time) one of the "100 Most Influential Persons in Private Washington," and many other accolades.
- Check out our new visual timeline highlighting Health Education and SOPHE history
- Compete in Health Education History Trivia
- Post pictures of your favorite Health Education Hero to #NHEW2015

Tuesday: This is Health Education

Let's celebrate the present of health education and acknowledge how far we've come. This day is about sharing and promoting current health education efforts and spreading awareness about the profession. What health education activities are taking place in your community?

Activities:

- Join our photo contest and share your "This is Health Education" story through pictures
- Use #thisishealtheducation and tag SOPHE's Facebook or Instagram as you share photos of health education efforts, issues, or events and your own photos on social media
- For colleges, universities: hold an event to promote your departments' activities on campus and how your students are involved in health education

Wednesday: Health Education Today: Partnering for Success

Health educators can't promote health, eliminate disparities and build healthy environments alone. Public health partnerships allow us to expand our resources and increase capacity to implement sustainable changes in communities across the nation. Let's break down silos, establish new partnerships to connect people in support of common goals and collaborate.

Activities:

- Join our webinar on how organizations are working together to create change at the local level
- Highlight a successful cross-agency collaboration that reduced health disparities and promoted healthy behaviors

Thursday: The Future of Health Education: After celebrating our health education heroes and energizing tomorrow's leaders, we will be honoring the future of our profession, demonstrating that health education will be more relevant in the coming years than ever before. Today is about highlighting and supporting the key players of the next generation.

Activities:

- Learn about our future health educators and find out why they chose their profession, the work they are doing and how they plan to shape the future of health education

Friday: Advancing the Role of Health Education Specialists in ACA: As we look towards the future, health educators will need to continue to promote the profession as a critical component to addressing the health crisis in our society and educate decision-makers on national and

state legislative issues related to the health of society. Health education specialists offer knowledge, skills and training that can assist individuals in understanding the ACA provisions and linking the uninsured with health insurance options available in their states.

Activities:

- View our webinar to learn about outcomes and progress made since the strategic meeting on ACA with APHA and NCHEC in May. This webinar will enhance opportunities for fellow HES to hear stories from the field on how a national non-profit voluntary organization, the American Cancer Society, is re-aligning its work to enhance its integration with health care and public health enterprises. It will also address the role of hospital-based population health initiatives and community benefit, as hospitals are increasingly working outside their walls to address the socioeconomic and behavioral determinants of health.
- Show support for APHA's resolution going up for a vote the week after NHEW.



NHEW 2015 Evaluation

You may complete the evaluation online at:

<https://www.surveymonkey.com/r/NHEW2015>

All deletions or corrections should be brought to the attention of:

Attn: NHEW 2015 Correction
info@sophe.org

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