

National Health  
Education Week

scaling  
new heights:

HEALTH EDUCATORS  
KNOW WHAT'S UP

**OCTOBER 16 – 20 • 2017 #NHEW**

The poster features a hot air balloon with a large glass envelope and a metal basket, floating over a mountain range. The sky is a mix of blue and white, suggesting a clear day with some clouds. The text is arranged in a clean, modern font, with 'scaling new heights:' in a larger, red font. The hashtag #NHEW is prominently displayed at the bottom.

*Providing global leadership to the profession of health education  
promotion to promote the health of society.*

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# National Health Education Week

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For more than 20 years, the Society for Public Health Education (SOPHE) has celebrated National Health Education Week (NHEW), in collaboration with the Department of Health and Human Services, during the third week of October. The purpose of NHEW is to increase national awareness on major public health issues and promote a better understanding of the role of health education.

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

## NHEW Mission

To increase the awareness of health education specialists' capacity in the community and schools and to promote the health of society.

## NHEW Goals

- 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 valuable roles health education specialists play across sectors

# National Health Education Week daily themes

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This year's NHEW will pay tribute to “Scaling New Heights: Health educators know what’s up”

- **Monday, October 16: Health Connections**
- **Tuesday, October 17: Technology tweets**
- **Wednesday, October 18: What’s advocacy got to do with it?**
- **Thursday, October 19: What’s the impact of environmental health?**
- **Friday, October 20: Community health – this is who we are and what we do**

## NHEW activity schedule

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To plan your organization’s NHEW events, use the daily themes and activities as a guide. 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 NHEW, we honor the work of health education specialists and acknowledge the partnerships that help us build community and school health. We recognize health education specialists for their contributions to promoting and improving individual and population health and to providing health education services for cost-effective prevention, wellness, and disease management. Throughout the week, we will be hosting a “Faces of Health Education Specialists” Photo Contest. Share photos of health education specialists that you know using #NHEW and tagging SOPHE accounts to enter.

### **Monday – Health Connections**

We kick off National Health Education Week by raising awareness of health education and health promotion.

**Activity:** SOPHE will host a webinar on health disparities related to the connection between mental health and physical health.

**Details:** Mark your calendar for the 2:00 p.m. EST webinar, *Health Connections* at <http://www.sophe.org/calendar/>

**Activity:** Join our [Faces of Health Education Specialists initiative](#). We feature the various lives of SOPHE health educators through their careers and their contributions to promoting and improving people’s health. Sign up to be a face at <https://www.surveymonkey.com/r/FacesHES>.

**Activity:** Spread the word about SOPHE to your colleagues. Encourage your colleagues to visit the website, like us on Facebook, follow us on Twitter. Let your colleagues know what SOPHE does for you and what SOPHE can do for them. There's power in numbers! See membership information at <http://www.sophe.org/membership/>

## **Tuesday - Technology tweets**

Today's theme centers on technology, and how it affects health education. There have been many technological advancements that have changed the work we do and how we do it.

### **Activities:**

- Share how technology has affected your work on social media.
- Share ideas for new technological advancements that would make health educational delivery easier during a NHEW Twitter chat.

**Details:** Join @SOPHEtweets at 1:00 p.m. EDT for the Twitter chat, *Technology Tweets* #NHEW

## **Wednesday – What's advocacy got to do with it?**

**Activity:** SOPHE will host a webinar on community health and the impact of advocacy.

**Details:** Mark your calendar for the 2:00 p.m. EST webinar, *What's advocacy got to do with it?* at <http://www.sophe.org/calendar/>

## **Thursday – What's the impact of environmental health?**

Today is about how the built environment as well as climate change affects health.

**Activity:** Share a story or a resource on how the physical or built environment affects health. Describe how your community or priority population may be affected by climate changes in your local area. Post your story or resource to Facebook using #NHEW.

## **Friday - Community health – this is who we are and this is what we do**

**Activity:** Host a community event for National Health Education Week and post photos to Instagram, upload a video to Youtube, or broadcast the event on Facebook Live. Share your photos, video or live event via social media and tag #NHEW.

**Details:** Social media tags and sample posts are included in this toolkit. We will share your content and spread the message! Find instructions on how to use Facebook Live at <http://bit.ly/2uWE3Xh>

**Activity:** Spread the word about SOPHE to your colleagues. Encourage your colleagues to visit the [website](#), like us on [Facebook](#), follow us on [Twitter](#). Let your colleagues know what SOPHE does for you and what SOPHE can do for them. There's power in numbers! See membership information at <http://www.sophe.org/membership/>

# Planning your NHEW activity

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

- **Monday, October 16: “Health Connections”**
- **Tuesday, October 17: “Technology Tweets”**
- **Wednesday, October 18: “What’s advocacy got to do with it?”**
- **Thursday, October 19: “What’s the impact of environmental health?”**
- **Friday, October 20: “Community health – this is who we are and this is what we do”**

## Building organizational or community support for NHEW

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Whether led by an individual or a planning committee, successful awareness issue campaigns are grounded by broader support of stakeholders, 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/public health, school health, youth groups, health education, and health promotion, locally, regionally and/or nationally. Support can be fostered through advertising, social media outreach, 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 priority population
- 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 off past successful initiatives
- Improve opportunities for program sustainability

# Selecting and planning NHEW activities

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When planning your 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.

**Organizational:** Share with your employer (e.g. supervisor, department colleagues, human resources department, and administration) how your unique skills as health education specialist are furthering the mission and reach of your organization.

**K-12 Schools:** Share with your principal, school administration, school board, wellness council, and/or how school health education advances the lifelong decision-making skills that 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. Opportunities for co-sponsorship may be with hospitals, libraries, pharmacies, faith-based groups, or major worksite employers.

**Public Policy:** Support national, state or local legislation that promotes health education by contacting your state or local representative. Ask the mayor or policy representatives to adopt resolution or proclamation to improve health outcomes and promote to traditional and social media.

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 promotion 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 recent news or events that highlights the importance of health education specialists as a member of health promotion teams and in the school and community.
- Submit public comments to regulatory issues and sign on to letters that support the health promotion and disease prevention work of health education specialists.

- Participate in school and community events to improve student, faculty and community health, emphasizing the contributions of health education specialists.
- Volunteer to participate in community health fairs or other public education events by providing health promotion or disease prevention lectures, materials, or resources on specific topics.
- Share a “day in the life of a health education specialist” at a high school student career night, community college classes, or college career fairs.

## Getting the message out

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A crucial step to engaging your priority population for NHEW is getting the message out. Drawing attention to the work and importance of health education specialists in schools, worksites, and the community can be done in many ways—by visiting the priority population, by word of mouth, broadcast media, or through written correspondence, including social media. Know how your priority population prefers to receive information:

- Through traditional media (e.g., newspapers, radio, television)
- Word of mouth through family or friends
- Places of worship
- Local grocery stores
- Social media (e.g., Twitter, Facebook, Instagram, blogs, your websites, websites of partners or sister organizations)

### Public Service Announcement - PSA

#### *Sample NHEW PSA*

National Health Education Week 2017 - Scaling new heights: Health educators know what's up

Join the Society for Public Health Education to celebrate National Health Education Week - October 16 through October 20, 2017. This week-long celebration focuses attention on major public health issues and promotes an understanding of health education's role in promoting the public's health.

For more information visit [www.sophe.org](http://www.sophe.org)

A public service announcement brought to you by the Society for Public Health Education.

# Advertising



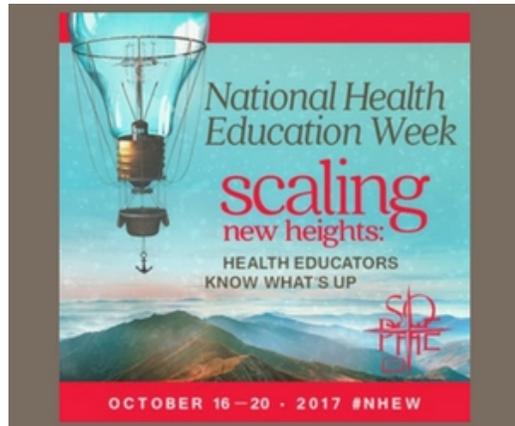
**National Health Education Week**

OCTOBER 16-20, 2017

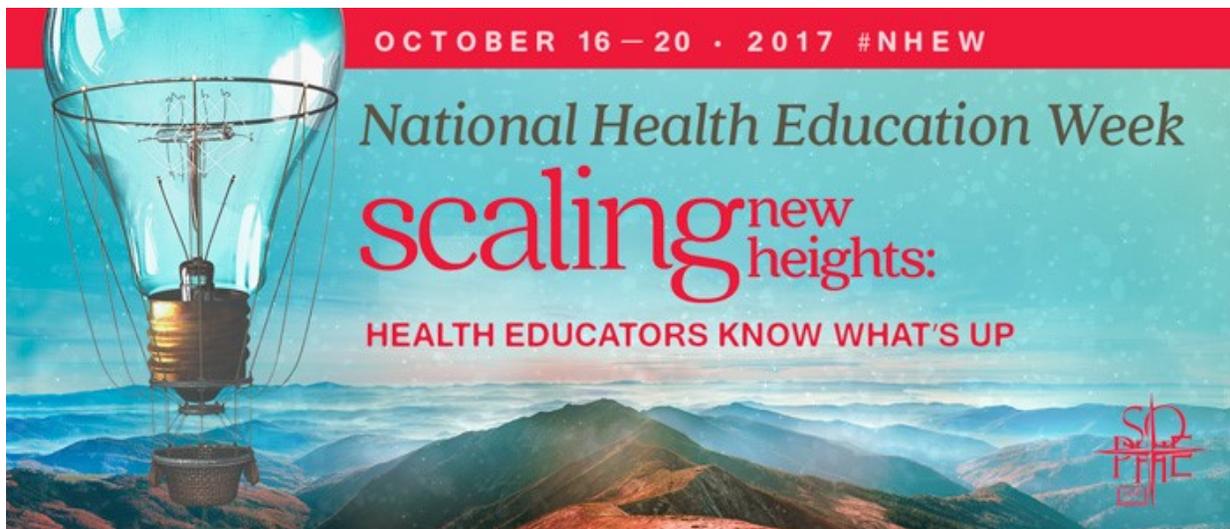
Scaling new heights: Health educators know what's up.

#NHEW

www.sophe.org



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**NATIONAL HEALTH EDUCATION WEEK**

October 17-20, 2017  
#NHEW

Scaling new heights:  
Health educators know what's up

www.sophe.org



# Social media

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Tag SOPHE's Twitter: [@SOPHEtweets](#)

*Sample NHEW tweets:*

## Monday

Today is the beginning of National Health Education Week #NHEW. Health education specialists know what's up [@SOPHEtweets](#) #NHEW

Let's eliminate health disparities [@GoHealthPeopleHealthy People 2020](#) aims to achieve health equity [@SOPHEtweets](#) #NHEW

We're celebrating the faces of health education specialists! [@SOPHEtweets](#) see our faces #NHEW

Join [@SOPHEtweets](#) webinar on health connections #NHEW today 2 pm

<http://www.sophe.org/event/webinar-health-connections/>

## Tuesday

Technology is always changing and improving the field of health education. How has it changed the work you do? [@SOPHEtweets](#) #NHEW

Apps are being created as forms of health education to reach multiple audiences. What is your favorite health app? [@SOPHEtweets](#) #NHEW

[@SOPHEtweets](#) twitter chat 1 pm today #NHEW. What's your new tech idea for health education?

## Wednesday:

What's advocacy got to do with health education? Learn more in [@SOPHEtweets](#) webinar today at 2pm. #NHEW

Advocacy can impact health education. [@SOPHEtweets](#) hosts its advocacy summit Oct 21-23 in DC. #SOPHEAdvocacySummit17 #NHEW

Register for #SOPHE2018 in Columbus 4/4-4/6: Igniting Change & Innovation, the impact of health ed <http://tinyurl.com/y9hzm4g9> #NHEW

## Thursday

Built environ impacts our ability to walk, bike & exercise safely. How does your city rank

[www.countyhealthrankings.org/](http://www.countyhealthrankings.org/) [@SOPHEtweets](https://twitter.com/SOPHEtweets) #NHEW

Hear Jim Sallis speak at #SOPHE2018. How does community planning impact your physical, mental, social & economic health [@SOPHEtweets](https://twitter.com/SOPHEtweets) #NHEW

Climate change can increase mosquitos & your risk of vector-borne diseases. Environmental health matters! [@SOPHEtweets](https://twitter.com/SOPHEtweets) #NHEW

Remember to recycle. Environmental health matters! #NHEW [@SOPHEtweets](https://twitter.com/SOPHEtweets)

## Friday

Health educators know what's up. Read about [@SOPHEtweets](https://twitter.com/SOPHEtweets) faces of health education specialists <http://tinyurl.com/ludcha8> #NHEW

Register for #SOPHE2018 in Columbus 4/4-4/6: Igniting Change & Innovation, the impact of health ed <http://tinyurl.com/y9hzm4g9> #NHEW



Facebook

Tag SOPHE's Facebook: Society for Public Health Education

*Sample NHEW Facebook posts:*

## Monday

We're kicking off National Health Education Week this week - #NHEW!

Today is about making health for all a reality. SOPHE recognizes that the health and well-being of communities are dependent on the physical, social, environmental, and economic factors present in these communities. Communities that are under-resourced and under-represented, with health inequities that are most evident, have historically been silenced and ignored. They have had their trust violated with regard to economic and educational opportunities, environmental safety, access to health care, quality health care service delivery and education and their overall ability to thrive.

## Tuesday

Today is all about technology. One way health educators use technology is through social media. There's a great article from SOPHE's winners of the [2017 HE&B Journal Lawrence W. Green Paper of the Year Award](#), "[From Foucault to Freire Through Facebook: Toward and Integrated Theory of mHealth.](#)" Sheana Bull, PhD, MPH and Nnamdi Ezeanochie, MPH, document the integration of social science theory in literature on mHealth and consider opportunities for integration of classic theory,

health communication theory, and social networking to generate a relevant theory for mHealth program design. #NHEW

Read other mhealth articles featured in SOPHE Journals:

[“Smartphone Usage, Social Media Engagement, and Willingness to Participate in mHealth Weight Management Research Among African-American Women”](#) by Delores C. S. James PhD, Cedric Harville, MPH. African American women are in a unique position to be recruited into mobile weight management research and programs due to their high rates of obesity and their high ownership of smartphones. Aim. This study examined smartphone usage, social media engagement, and willingness to participate in mHealth weight management among African-American women in north-central Florida.

[“BrdsNBz: Sexually Experienced Teens More Likely to Use Sexual Health Text Message Service”](#) By Jessica Fitts Willoughby, PhD. Text messaging services are becoming an increasingly popular way to provide sexual health information to teens, but little is known about who uses such services. This study assessed whether teens at a greater risk for negative sexual health outcomes use a sexual health text message service.

### **Wednesday**

Tune in today at 2pm for SOPHE’s webinar on community health and the impact of advocacy <http://www.sophe.org/event/webinar-whats-advocacy-got/> #NHEW

### **Thursday**

One way health educators are fighting climate change is by teaching people about how a changing environment has health consequences. Find out more here: <http://bit.ly/2v3OnyZ> #NHEW

### **Friday**

Thank you for joining SOPHE to celebrate National Health Education Week. We’ve explored health connections, technology’s impact on health education, what role advocacy plays in health education and the impact of environmental health. If you missed any of our webinars and other activities you can catch up on [www.sophe.org](http://www.sophe.org) or through our [Center for Online Resources & Education \[CORE\]](#) today. #NHEW



Tag SOPHE's LinkedIn: Society for Public Health Education

*Sample NHEW LinkedIn posts:*

In honor of National Health Education Week, we would like to recognize our health education specialist(s), [insert name(s)] for all the hard work they do for our community. Thank you for the dedication you put toward our team and community! #NHEW

National Health Education Week 2017 celebrates health education specialists, and what they do for our communities. They do so much, and we thank them for their work. For more information on #NHEW go to the @society for public health education (SOPHE) website [www.sophe.org](http://www.sophe.org).



## Instagram

Tag SOPHE's Instagram: **sophegram**

Instagram is commonly used for reference, teaching and presentations. Choose "tags" (keywords) for your photos, such as "NHEW," "National Health Education Week," "health education," "Health education specialist," and "CHES/MCHES." Share photos of your NHEW events and activities to generate interest and awareness in your work and to gain a wider audience for your organization.

### SOPHE uses the following social media platforms:

- **Facebook:** <https://www.facebook.com/SocietyforPublicHealthEducation/>
- **LinkedIn:** <https://www.linkedin.com/company/society-for-public-health-education>
- **Twitter:** <https://twitter.com/SOPHEtweets>
- **Youtube:** <https://www.youtube.com/user/sophestats>
- **Flickr:** <https://www.flickr.com/photos/sophepics>
- **Instagram:** <http://instagram.com/sophegram>

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

[http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit\\_bm.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf)

## Blog Post

During the week of October 16 - October 20, 2017, SOPHE highlights National Health Education Week. This year, we'll celebrate "Scaling New Heights: Health educators know what's up." Every day during the week there is a different focus on the various health education topics. Write a blog post on any of these topics and post to your website.

- **Monday** is about "Making health for all a reality." Join SOPHE's interactive webinar on health disparities related to the use of traditional and natural medicine, economic development, mental health, and physical health. SOPHE would like you to share how your organization helps reduce disparities or reaches for health equity.
- **Tuesday** is focused on how technology has impacted health education. Join SOPHE's Twitter chat and share your ideas about the technological advancements that would make health education delivery better. Discuss how technology is impacting you or your organization.
- **Wednesday** is all about advocacy in health education. Join SOPHE's webinar on community health and the impact of advocacy. SOPHE will share information about the upcoming Advocacy Summit, and share your stories of how advocacy is impacting your work.
- **Thursday** is focused on environmental health and how the built environment and climate change can have health impacts. Share information about environmental health and climate change on social media.
- **Friday** is about having fun! SOPHE wants you to host an event for National Health Education Week 2017, and post a picture and a video or broadcast it on Facebook Live. Post a picture of at least one health education specialist that you have invited to join SOPHE and discuss how our professional home can advance their career.

Sample news release

## News Release

For Immediate Release: (Date)

Contact: (name, phone, email)

### National Health Education Week 2017

*Scaling new heights: Health educators know what's up*

**(City, State) October 16-20, 2017** is National Health Education Week. This week, the Society for Public Health Education (SOPHE) celebrates health educators and highlights the work they do in their communities. [Add chapter info or sentence, if applicable]

Health education specialists offer knowledge, skills, and training that complement health care 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.

[insert community/agency name] is joining the celebration with a [insert event] on [insert date and time] and we hope you can join us! For more information on National Health Education Week and activities, visit [www.sophe.org](http://www.sophe.org).

During the week, health education specialists and public health advocates will spread awareness of various contemporary health issues and how health education specialists work to solve them. There are many environments and professional settings where health education specialists' work, but all health education specialists work toward one goal: creating healthier schools, communities and worksites.

#### [Insert quote(s) about the importance of this week]

*For example: "Health education specialists offer knowledge, skills, and training that complement the policy work we do at Environmental Company Place" says [name, title]. "These employees collect and analyze data that is essential for communicating with policy makers about changes that will create healthier environments for people where they live, work and play."*

The themes for this week are as follows: Monday - "Making health for all a reality," Tuesday - "Technology tweets," Wednesday - "What's advocacy go to do with it?" Thursday - "What's the impact of environmental health?," and Friday - "Community Health- This is who we are, and this is what we do." Each theme has a planned event that can be found at <http://www.sophe.org/focus-areas/national-health-education-week/>.

# # #

**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](http://www.sophe.org).

# Advocacy matters

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## Leverage Policy to Promote Health Education

Using policy to change policies, systems and environments is one of the most powerful ways that health education specialists and 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. Join SOPHE to advocate for the policies to improve our nation's health.

### SOPHE's 2017 advocacy priorities:

- Advocate for prevention and public health provisions in congressional legislation and appropriations
- Seek opportunities for third-party reimbursement for professionally trained health educators
  - Promote the health education profession as a critical component to addressing the health crisis in our society
- Every Student Succeeds Act (ESSA) implementation
  - Disseminate information on the value of health education as a well-rounded education subject to schools, school districts, and other education stakeholders
- Tobacco prevention and control
  - Support additional regulation of e-cigarettes
  - Support local and national legislation to raise the tobacco purchase age to at least 21
  - Seek continued reimbursement for tobacco cessation counseling in Medicaid and as a private insurance benefit
- Health equity policies, programs or practices that address health, social, economic, environmental and other factors that improve health across all populations
  - Promote policies that increase health literacy

As health education specialists and public health professionals, we have useful data and other information about the health of our schools and 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/local 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:

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](http://www.sophe.org/advocacy_matters.cfm)
- **Health Education Advocate:** <http://www.healtheducationadvocate.org>
- **SOPHE's Medicaid Toolkit 2.0:** <http://www.sophe.org/resources/sophes-medicaid-toolkit-2-0/>
- **SOPHE's transition document to the new administration and 115<sup>th</sup> Congress, [Looking Forward: Health Education Priorities for America](#) at <http://www.sophe.org/advocacy/>**
- **Tips for Meeting with Your Members of Congress (APHA):**  
[https://www.apha.org/~media/files/pdf/advocacy/phact/phact\\_actionkit\\_2014.ashx](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/](http://publichealthfunding.org/index.php/ndd_united1/)

# Resources

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Additional resources:

- <http://www.sophe.org/>
- <http://www.sophe.org/journals/>
- <http://www.sophe.org/advocacy/>
- <http://www.sophe.org/resources/>
- <http://www.sophe.org/resources/nhew-7-planning-steps-communicating-message/>
- <http://www.sophe.org/resources/writing-a-proclamation/>

## NHEW 2017 Evaluation

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Please tell us what you think about the NHEW17 toolkit.

<https://www.surveymonkey.com/r/NHEW2017>

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Thank you for celebrating 2017  
National Health Education Week

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