



# 2016 **sophe** ANNUAL REPORT

**F**or those in health education, the term the “4 P’s” has special significance in achieving social marketing outcomes. This presentation of SOPHE’s 2016 accomplishments casts a new twist on the 4 P’s: **Policy + Partnerships + Publications + Practice = PROGRESS.**

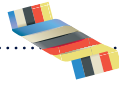
Thanks to the dedicated efforts of board members, national and chapter volunteers and staff, SOPHE made significant progress in 2016 in realizing its vision of a healthy world through health education and health promotion. We celebrate these accomplishments and look forward to the solid foundation upon which to achieve even greater heights in 2017.

## **POLICY — AMPLIFYING OUR VOICES**

After a year’s hiatus, SOPHE’s Health Education Advocacy Summit returned in October 2016. The 18<sup>th</sup> annual event attracted more than 120 health professionals from 26 states and American Samoa in Washington, D.C. Among other innovations, new fly-in software was added to enhance participants’ planning, along with the launch of the first ever longitudinal study of the summit’s impact, in collaboration with the University of Wisconsin, LaCrosse. Participants spent several days in skill-building workshops and then marched to Capitol Hill to make personal visits to their senators and representatives.

Continuing the momentum of SOPHE’s advocacy success with the Every Student Succeeds Act of 2015, SOPHE published the *Policy Brief: Advocating for Health Education in Schools*. The brief was disseminated to some 3,500 national/chapter members and various health and education partners to advocate for health education curricula in K-12 schools across the nation. Webinars and sessions at SOPHE’s 2016 annual meeting provided opportunities for grassroots advocates to learn about the nation’s primary federal K-12 education statute and its promise for helping to improve the health and educational outcomes of our future generations.





Recognizing that health education must start where the people are, SOPHE authored or signed on to some 40 letters urging Congress and the administration to fully fund community based disease prevention and health promotion programs. In 2016, the SOPHE Board adopted new resolutions for achieving healthy equity and gun violence prevention. In all SOPHE staff committees and interns made more than 500 legislative visits on SOPHE priority policy issues.



## PARTNERSHIPS — KEYS TO SUCCESS

Partnerships are at the heart of SOPHE's approach in achieving its mission and strategic plan. In addition to the many coalitions at the federal level, SOPHE dedicated efforts in 2016 to strengthening partnerships with sister and other health and education organizations.

To elevate the role of health education specialists and the value of certification, SOPHE held multiple meetings and calls with the National Commission for Health Education Credentialing, Inc. (NCHEC). In addition to joint advocacy efforts to the Department of Labor for changes in the Occupational Handbook, SOPHE and NCHEC issued a request for proposal for a jointly sponsored directory of Health Education Professional Preparation Programs. This online directory will provide vital, up-to-date information on the annual number of professional preparation programs and graduates of community and school health education programs. Such data are needed for workforce forecasting, as well as for students seeking to pursue their continued studies.

Through its ongoing CDC cooperative agreement, SOPHE worked with four other national organizations (American Heart Association, American Planning Association, National WIC Association, and Directors of Health Promotion and Education) to change policies, systems and environments (PSE) to prevent chronic disease. SOPHE provided 97 communities with technical assistance, training, and communications support to effect PSE changes to increase access to healthy food, opportunities for physical activity, access to tobacco-free environments, and clinical-community linkages. SOPHE's print and broadcast media outreach reached millions of Americans, while our toolkits and website resources benefited chapters and members.

Staff helped to plan the landmark 2016 Coalition of National Health Education Organizations' 21<sup>st</sup> Century Meeting, August 3-6 in Chicago, from which representatives helped produce a shared vision for the health education profession over the course of the next decade. Other collaborations yielded webinars and workshops with the American School Health Association. SOPHE's work with the League for Innovation in Community College produced the first special issue of *Pedagogy in Health Promotion* in March 2016. The James F. and Sarah T. Fries Foundation/CDC Foundation, Eta Sigma Gamma and the Foundation for the Advancement of Health Education continued their conference and awards support. SOPHE's Affiliate Organization Membership now stands at five universities and nonprofit organizations.

## PUBLICATIONS — EXPANDING THE EVIDENCE BASE

SOPHE journals, textbooks and other publications lead the way in advancing health education research and practice, both nationally and internationally. Each of the journals has a circulation of more than 10,000 institutions, site licenses and individual readers. SOPHE's fledgling journal, **Pedagogy in Health Promotion: The Scholarship of Teaching and Learning**, completed its second successful year with 30 published manuscripts, including original research, best practices, coaching articles,

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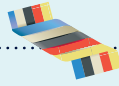
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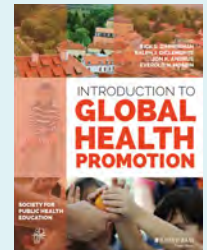
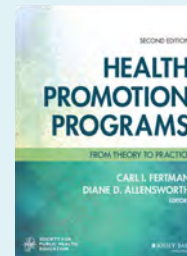


commentaries, and editorials. The journal published its first special issue devoted to community colleges, with one supplement in production to be published in spring 2017, “The Role of the U.S. Public Health Learning Network in Strengthening the Current and Future Public Health Workforce.” Online usage soared with a 106% increase in full-text downloads since 2015 to 14,085.

**Health Promotion Practice** received 345 original manuscripts (excluding special issues or departments), during 2016 and continues to be influential in the field with 224,321 downloads. Since its inception and through the end of this reporting year, the journal has published eight focus issues and 11 supplements. *HPP* is now included in “Emerging Sources Citation Index (ESCI),” a quality metric that is a precursor to being evaluated for an impact factor, and continues to be influential in the field as demonstrated with a 13 percent increase of downloads from 198,460 in 2015 to 224,321 in 2016.

**Health Education & Behavior** received a record number of 557 manuscripts in 2016, and the journal’s impact factor increased for the fourth straight year to 2.312. Two new departments debuted, and doctoral students were recruited and trained as manuscript reviewers to help ensure a steady pipeline of future scholars. In addition to six issues, *HE&B* published the supplement “Non-Communicable Diseases in Africa and the Global South,” with support from the National Institutes of Health.

Building on SOPHE’s international outreach in 2016, the Society published a second textbook with Wiley, **Introduction to Global Health Promotion** that includes 19 chapters and more than 30 renowned global health authors. The second edition of SOPHE’s text **Health Promotion Programs: From Theory to Practice** also rolled off the presses. Together the textbooks sold more than 900 copies, excluding complimentary copies to faculty. SOPHE also published its first e-Book **Tools of the Trade 3**, available on Amazon as well as white papers, toolkits, fact sheets and other documents on timely topics in health education. National Health Education Week provided an excellent opportunity to disseminate information on the vital role of health education specialists in disease prevention and health promotion.



Over 900 copies sold!

## PROFESSIONAL DEVELOPMENT — ADVANCING RESEARCH & PRACTICE

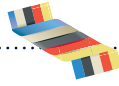
SOPHE’s 67<sup>th</sup> Annual Conference, *Building Capital: Investing in the Future of Health Education* in Charlotte, North Carolina drew the largest conference attendance in SOPHE’s history: 904 registrants, some 45 percent of which were first-time conference attendees. SOPHE and its chapters provided over 8,800 hours of continuing education credits to CHES/MCHES/CPH at live events and through distance education. Forty webinars were provided on various topics such as school health, health literacy, aging, Ebola, tobacco cessation, dementia, and motivational interviewing.



Daylong workshops were held to train Washington, D.C. health care providers on SOPHE’s program in smoking cessation for pregnant women, as part of SOPHE’s grant from Pfizer’s Independent Grants for Learning and Change.

Another exciting SOPHE first in 2016 was hosting a successful two-week training for 20 health education dignitaries from various provinces of China. SOPHE organized lectures and half-day site visits to clinics, high schools, non-profits, hospitals, and universities in both Washington, D.C. and New York City. A second program is planned for summer 2017 in Washington, D.C. and Atlanta.





In continuing efforts to advance the field of school health education, experts were convened to revise the standards for school teacher education professional education and to assess the status of school health education in the United States and related assets and barriers. Full reports from the expert groups will be forthcoming in 2017.

### SOPHE'S CAMPAIGN FOR THE 21ST CENTURY — BUILDING SOPHE'S FUTURE\*

Since its inception in 1998, SOPHE's 21<sup>st</sup> Century Campaign has funded more than 100 student scholarships and other important initiatives in support of SOPHE's mission. We are grateful to the following individuals who have contributed some \$90,000 in the last 15 months. Funds have been raised to launch a paid student internship in a public health agency or nonprofit organization and enhancing the recognition of excellent health education programs.

#### \$2,500 and up

John P. Allegrante  
Anders Foundation  
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Frances Butterfoss  
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Richard A. Windsor

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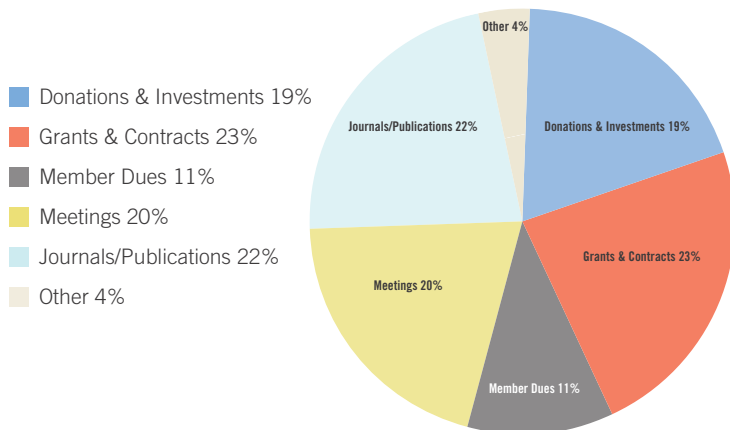
#### \$51 - \$100

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Ellen & Mark Capwell  
William B. Cissell  
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\*Donors 1/1/16 - 1/23/17

### FINANCIALS

2016 — Income \$2,042,848  
Allocated by Major Revenue Source



2016 — Expense \$2,048,721  
Allocated by Major Program Category

