

sophe⁶⁹th annual meeting

Igniting Change and Innovation:

THE IMPACT of Health Education

THANK YOU
SOPHE2018 Co-Sponsor



THANK YOU
CONFERENCE SUPPORTERS



COLUMBUS OHIO • APRIL 4-6 2018

PROGRAM IN BRIEF

TUESDAY, APRIL 3, 2018

8:30am – 10:30am	SOPHE New Board of Trustees Meeting
9:00am – 5:00pm	Student Case Study Competition (Undergraduate & Graduate)
10:30am – 5:00pm	SOPHE Board of Trustees Meeting
12:00pm – 7:00pm	Registration Open
12:30pm – 3:00pm	PRE-CONFERENCE WORKSHOP*: Action & Evidence to Improve Practice & Promote Population Health: Strategic Use of RBA
3:30pm – 5:30pm	PRE-CONFERENCE WORKSHOP*: Why the Verb Matters: Understanding the Competency-based MPH (CEPH)
4:00pm – 6:00pm	Exhibitor Set up
5:00pm – 6:30pm	SOPHE House of Delegates meeting

*Additional Fees Apply

WEDNESDAY, APRIL 4, 2018

7:00am – 7:00pm	Registration Open
7:15am – 8:15am	NEW SOPHE MEMBER WELCOME
8:15am – 9:15am	NCHEC Breakfast (Registration Required)
9:30am – 11:30am	OPENING PLENARY: WELCOME AND DEDICATION OF THE 69TH ANNUAL CONFERENCE <ul style="list-style-type: none">Kathleen Allison, PhD, MPH, MCHES® SOPHE 2018 Annual Meeting TrusteeM. Elaine Auld, MPH, MCHES® SOPHE Chief Executive Officer
	SOPHE PRESIDENTIAL ADDRESS <ul style="list-style-type: none">Adenike Bitto, MD, MCHES® SOPHE 2017/18 President
	KEYNOTE ADDRESS <ul style="list-style-type: none">Michael Quinn Patton, PhD Utilization-Focused Evaluation
11:30am – 1:00pm	Lunch on your own
11:45am – 12:45pm	SOPHE All Members Business Meeting
1:00pm – 2:30pm	CONCURRENT SESSIONS A A1: Deep Dive: Evaluation A2: IGNITE: Advanced-level A3: Student Workshop A4: Consulting/Entrepreneurial A5: Contemporary Issues in Violence Prevention
2:45pm – 4:00pm	PLENARY II: COLLABORATION ON EQUITY AND JUSTICE PANEL <ul style="list-style-type: none">Vincent T. Francisco, PhD Center for Community Health & Development, University of KansasKein Lee, PhD Community ScienceFrances Dunn Butterfoss, PhD, MEd Coalitions Work
4:15pm – 5:45pm	CONCURRENT SESSIONS B B1: Deep Dive: Equity and Justice B2: Empowering the Future B3: Exploring Research Methods in Health Education B4: Roundtable: Technology & Innovation B5: Addressing Diabetes Management from a Public Health Perspective B6: Engaging Quality Partnership for Successful Outcomes
5:45pm – 7:30pm	OPENING RECEPTION & EXHIBITORS ON PARADE
6:00pm – 7:00pm	POSTER PROMENADE – DAY 1

THURSDAY, APRIL 5, 2018

7:00am – 7:00pm	Registration Open
7:00am – 8:00am	EARLY BIRD SESSIONS EB1: Engaging Schools and Communities in Nutrition Education

8:15am – 9:45am

10:00am – 11:15am

11:15am – 1:00pm
1:00pm – 2:30pm

2:45pm – 4:15pm

4:30pm

FRIDAY, APRIL 6, 2018

7:00am – 8:00am	EARLY BIRD SESSIONS E1: Skill Building: Learning Strategies E2: Smoke Free Housing E3: Future of School Health
8:15am – 9:45am	CONCURRENT SESSIONS F F1: IGNITE: Entry-level F2: Going Beyond the Classroom to Promote Healthy Students F3: SOPHE History/Chapters F4: Approaching Tobacco Control & Cessation with Innovation and Inclusivity F5: Skill Building: Practical Resources for Health Educators to Promote Health Equity
10:00am – 11:30am	CONCURRENT SESSIONS G G1: Deep Dive: Opioids G2: Skill Building: School Health Tools G3: The Best of Both Worlds: Unleashing the Educational Power of Classroom & Community Connections G4: Promoting Health in the Community: Program Design & Evaluation G5: Roundtable: Adolescents & Young Adults
11:45am – 1:15pm	CLOSING PLENARY IV: OPIOIDS AND HIV
8:30am – 5:00pm	POST-CONFERENCE WORKSHOP*: Smoking Cessation & Reduction in Pregnancy Treatment Workshop
2:30pm – 5:30pm	POST-CONFERENCE WORKSHOP*: Improving the Health of Students by Applying the Characteristics of Effective Health Education Curricula

EB2: Skill Building: Telling Our Story through Infographics

EB3: IGNITE: Research Methods

CONCURRENT SESSIONS C

C1: Eta Sigma Gamma Session

C2: Leadership for Practitioners

C3: Roundtable: Vulnerable Populations

C4: Joining Forces: Supporting Healthy Children & Families with Health Education

C5: Inspired Innovations in Rural Areas

PLENARY III

2018 ELIZABETH FRIES HEALTH EDUCATION AWARD RECIPIENT

• James F. Sallis, PhD
University of California, San Diego

Lunch on your own

CONCURRENT SESSIONS D

D1: Roundtable: Professional Development

D2: Ensuring Culturally Appropriate Health Education for the Many Faces of Women

D3: Unintentional Injury
Sponsored by Nationwide Insurance

D4: Strategies to Address HIV Prevention

D5: Responding to the Opioid Epidemic

D6: Channels for Meaningful Messaging: Understanding Populations to Increase Research

CONCURRENT SESSIONS E

E1: Ending Disparities for LGBTQ+

E2: Inclusive Practices: Meeting the Needs of Vulnerable Populations

E3: Spotlight on Life Experiences for Individuals with Disabilities

E4: The Next Generation of Health Educators

E5: #21stCenturyActivists: Skill Building Strategies

SOPHE AWARDS CEREMONY & RECEPTION

ADDITIONAL DETAILS AND UPDATES:

WWW.SOPHE.ORG/PROFESSIONAL-DEVELOPMENT/SOPHE-ANNUAL-CONFERENCE/2018-ANNUAL-CONFERENCE/

REGISTRATION NOW OPEN

	EARLY BIRD RATE (through 12/22/17)	PRE-CONFERENCE RATE (12/23/17 – 3/1/18)	ONSITE RATE (3/2/18 – 4/4/18)
SOPHE National Member	\$400	\$450	\$495
SOPHE Student Member	\$250	\$275	\$315
SOPHE Emeritus Member	\$250	\$275	\$315
SOPHE Chapter Member**	\$445	\$495	\$535
Non-member Professional	\$595	\$645	\$685
Non-member Student	\$295	\$320	\$360

Registration fee includes conference materials, breaks, opening reception, Awards ceremony and reception, and all CHES/MCHES/CPH continuing education fees!

If you are not already a SOPHE member, JOIN now and save off the non-member professional rate!

**If you are a member of your local SOPHE Chapter (and not currently a national SOPHE member), talk to your chapter leadership today about a special discount code to register!

PRE- AND POST-CONFERENCE WORKSHOPS

*Additional fees apply. Limited Space available.

PRE-CONFERENCE WORKSHOP*:

Action & Evidence to Improve Practice & Promote Population Health: Strategic Use of RBA

Tuesday, April 3, 2018
12:30pm – 3:00pm

PRE-CONFERENCE WORKSHOP*:

Why the Verb Matters: Understanding the Competency-based MPH (CEPH)

Tuesday, April 3, 2018
3:30pm – 5:30pm

POST-CONFERENCE WORKSHOP*:

Improving the Health of Students by Applying the Characteristics of Effective Health Education Curricula

Friday, April 6, 2018
2:30pm – 5:30pm

POST-CONFERENCE WORKSHOP*:

Smoking Cessation and Reduction in Pregnancy Treatment (Script) Workshop

Friday, April 6, 2018
8:30am – 5:00pm

MEETING HIGHLIGHTS

AWARDS CEREMONY

The SOPHE 2018 Awards Ceremony and Reception will be held on Thursday, April 5th. Plan to join us to hear the impact that individuals are making in the field. Be inspired to make a difference of your own!

STUDENT WORKSHOP

This special session is geared toward students and new professionals. We will focus on activities and skill building that you will need to enter and sustain a successful career. There is no additional cost to this session. More details coming soon!

INNOVATIVE SESSION FORMATS

Back by popular demand, SOPHE 2018 will offer a wide variety of session presentations. Beyond the standard oral presentation sessions, SOPHE will offer: **IGNITE**: Quick, inspiring presentations that will spark discussions; **ROUNDTABLE**: Small group presentations that allow for collaboration and discussion focused on issues related to health education; **SKILL BUILDING**: Skills-based workshop style learning sessions; and **DEEP DIVE**: Interactive, deep dive, advanced-level sessions with experts focused on Evaluation; Health Equity and Justice; and Opioids and HIV.

POSTER PROMENADE

In addition to the many concurrent presentations each day, we also provide the opportunity for you to view over 150 invited poster presentations, and speak to the authors. Each conference day, we will highlight a small number of posters that will be available for CE credit, during the Poster Promenade.

EXHIBITORS

Plan to visit SOPHE's valued exhibitors to learn about their programs, publications, tools and innovations.

CONTINUING EDUCATION

Earn more than a quarter of your 5-year recertification CECHs in just 2 ½ days! Administrative fees for continuing education are included in the conference registration fees. **We are planning more advanced-level CE offerings this year than ever before!**

SOPHE is a designated multiple-event provider of CECHs by the National Commission for Health Education Credentialing, Inc. The conference will also award Certified in Public Health (CPH) credits. SOPHE is an approved provider of CPH Renewal Credits by the National Board of Public Health Examiners.

CONFERENCE HOTEL

The Hyatt Regency is located at 350 N High St, Columbus, OH 43215. For the best rate, reserve your room early at the SOPHE discounted rate! **Book early! Cutoff date is March 5, 2018** or when the room block is sold out!

SOPHE 2018 HOTEL & TRAVEL INFO:

<https://www.sophe.org/professional-development/sophe-annual-conference/2018-annual-conference/hoteltravel/>

SOPHE GIVING

Campaign for the 21st Century: Building SOPHE's Future: Your generous gift will help SOPHE provide scholarships to students to attend SOPHE meetings, as well as allow SOPHE to continue providing opportunities for learning and leading in the health education and promotion profession. <https://www.sophe.org/about/donate/>

Igniting Change and Innovation:

THE IMPACT of Health Education

Join a diverse group of health education and health promotion professionals in Columbus, Ohio as we discuss innovations, partnerships and programs that are successfully working to improve the health of all through work in their organizations, academic institutions, communities and globally. This scientific conference will expand the knowledge capital and skills of our health promotion workforce, one of the most powerful and promising investments for effective practice and research in 2018 and beyond.

2018 ANNUAL CONFERENCE SUBTHEMES

- Infrastructure of Ingenuity
- Personal and Professional Development
- Inclusive Practices and Diverse Populations
- Improving Health Across the Lifespan
- Health Issues on Point

WHO SHOULD ATTEND

All health education specialists, health communicators, K-12 health teachers, behavioral scientists, allied health professionals, university faculty and students will benefit from the opportunity to network and exchange new health education strategies, connections, and ideas from all settings of health education and health promotion.

CONFERENCE OBJECTIVES

This 2 ½ day conference will enable you to:

- Incorporate innovative strategies of practice and research to enhance community and public health, promote sustainable positive change in identified populations, and transform the field of health education and promotion
- Explore strategies for improving professional skills in research, needs assessment, advocacy, evaluation, leadership, training, ethics, systems change, policy development, and communication to increase individual and community capacity for addressing health concerns and implementing effective health improvement activities
- Analyze evidence-based and emerging socio-ecological approaches and collaborations to enhance the health of populations and individuals across the lifespan
- Apply health education and promotion skills to emerging and re-emerging health concerns to reduce risk, improve health, empower stakeholders, and overcome challenges for effective health outcomes
- Increase culturally competent health education practice to address social determinants of health, increase health equity, and improve health outcomes of diverse populations in domestic and global settings

FOR THE LATEST NEWS, PLEASE VISIT:

WWW.SOPHE.ORG/PROFESSIONAL-DEVELOPMENT/SOPHE-ANNUAL-CONFERENCE/2018-ANNUAL-CONFERENCE/

SELECTED CONFERENCE FACULTY

ADENIKE BITTO, MD, MCHES, DRPH
SOPHE 2017-2018 PRESIDENT

FRANCES DUNN BUTTERFOSS, PHD, MSED
PRESIDENT, COALITIONS WORK

VINCENT T. FRANCISCO, PHD
DIRECTOR, CENTER FOR COMMUNITY HEALTH & DEVELOPMENT
KANSAS STATE FOUNDATION PROFESSOR OF APPLIED BEHAVIORAL SCIENCE
University of Kansas

KIEN LEE, PHD
PRINCIPAL ASSOCIATE/VICE PRESIDENT, COMMUNITY SCIENCE

MICHAEL QUINN PATTON, PHD
FOUNDER AND CEO, UTILIZATION-FOCUSED EVALUATION

JIM SALLIS, PHD
PROFESSOR OF FAMILY AND PREVENTIVE MEDICINE
University of California, San Diego
2018 Elizabeth Fries Health Education Award Recipient

And More – to be announced soon!