

leading,
defending,
and
promoting
the health
of all
people

2018



SOPHE ANNUAL REPORT

1-YEAR INCREASES
in Communication Outreach

| | |
|---|-----|
|  Website users | 34% |
|  Twitter followers | 29% |
|  Facebook followers | 48% |
|  LinkedIn followers | 49% |
|  Instagram followers | 80% |

The Society for Public Health Education (SOPHE) closed out its 68th year leading, defending, and promoting the health of all people through health education and health promotion. We take seriously our role as the nation's only independent voice of the health promotion profession and continue evolving our programming and services to build the capacity of health educators working in all settings.

Implementing our 2017-2020 Strategic Plan, SOPHE leaders, volunteers, chapters, and staff strive daily to provide premier research, publications, programs, and services to ensure a healthy world through health education. This work is grounded in SOPHE's core values of embracing diversity and demonstrating integrity, accountability, transparency, teamwork, collaboration, and innovation.



*Whither health education?
It is no longer a question
of whether health
education. You have
decided that in the affirmative. For many
of us that was once a very real question.*

Clair E. Turner
SOPHE First Presidential Address, 1951

The pages that follow highlight our 2018 efforts and set the stage for what's to come in the year ahead as we launch our 70th birthday celebration.

To our members, donors, sponsors, collaborators, volunteers, staff, and friends who made our 2018 year a success – THANK YOU. We salute you as our champions and look forward to strengthening our partnerships and accomplishments in the year ahead.

OUR VISION — A healthy world through health education.

OUR MISSION — To provide global leadership to the profession of health education and health promotion and to promote the health of society.



INFLUENCE

TACKLED POLICY AND LEGISLATION AFFECTING HEALTH EQUITY AND HEALTH PROMOTION

SOPHE researched, mobilized, and acted on national issues broadly impacting the public's health and prevention so health education professionals have the latitude and support they need to do their work in schools, communities, worksites, health care, and other settings.

CRITICAL POLICY ISSUES

Engaging support from coalition partners and health education supporters from around the country, we operate in an improved policy environment.

- *Health Equity & Accountability Act (S. 3660, H.R. 5942)*

Wrote titles that led to introduction of legislation addressing social determinants of health and the role of health education specialists in addressing health equity.

- *Gun Violence*

Developed a public health approach to gun violence prevention, which was the focal point of the 20th Annual Advocacy Summit attended by more than 160 advocates.

- *Opioids*

Published policy briefs and adopted resolutions against the epidemic of opioids and increased education about the need for prevention, and decreased stigma related to addiction and mental illness.

- *School Health Standards*

Mobilized chapter and national input against lessening standards for qualified health education teachers in K-12 New York state schools, which was eventually rescinded by policymakers.

 SOPHE provides leadership to health education advocates throughout the country with clear and concise issue research, expert training, legislative advocacy, and timely alerts to address the nation's most pressing health issues.

Sherie Lou Santos, MPH, MCHES®
Society for Women's Health Research, Director of Science Policy
2018 APHA Congressional Fellow

20TH ANNUAL ADVOCACY SUMMIT

| | | |
|---|----------------------|-----|
|  | Registrants | 163 |
|  | Congressional visits | 119 |
|  | Sign On Letters | 28 |

SOPHE JOURNAL METRICS



| | | |
|---|---|---------|
| 1234 | Number of journal article downloads | 558,412 |
|  | Number of journal pages published | 2,305 |
|  | Health Education & Behavior Impact Factor | 1.899 |

SCHOLARSHIP

ADVANCED SCIENTIFIC DISCOVERY & TRANSLATION TO PRACTICE

SOPHE journals and publications promoted the latest scientific discovery about health behavior and health education to improve the public's health.

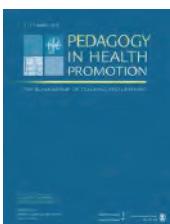
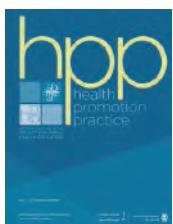
Through our publications, we educated members and other readers on the latest advancements in health promotion research, practice, and professional preparation — all of which are needed to respond to contemporary public health challenges.

- *Instruments of influence in behavioral science research, practice and pedagogy*

Publishing 16 issues, SOPHE's journals disseminated cutting-edge research, scholarship, and practice-based tools to advance disease prevention principles and programs. A **Health Promotion Practice (HPP)** supplement documented game-changing evidence on the processes, partnerships and local policy efforts needed for community-driven equitable improvements in food and fitness. SOPHE's first Spanish translation of an article also was published in *HPP*.

- *Tools and resources on critical health issues*

A partnership with the University of Texas Health Sciences Center led to publication of a practical e-book for equitably engaging communities — **Underserved Populations: Advancing Health, Engaging, and Developing (UP AHEAD) Research Handbook**. New SOPHE curricula on opioids provided a roadmap for health educators' involvement in combatting the opioid epidemic.



SOPHE's publications and dynamic trio of journals are the go-to resources for health promotion professionals engaged in practice, research and teaching. They are essential tools for those seeking to develop their careers and improve the health and well-being of diverse populations worldwide.

Fran Butterfoss, PhD, MEd
President, Coalitions Work

CAPACITY BUILDING



CULTIVATED CAPACITY OF THE HEALTH PROMOTION WORKFORCE

We provided state-of-the-art learning opportunities to meet the needs of members, chapters, and other health professionals working across all health and education sectors. We launched rigorous research on health educators' areas of responsibility and competency in line with the highest professional standards.

- *Conferences Centered on Innovation and Impact*

SOPHE's 69th annual conference, **Igniting Change and Innovation: The Impact of Health Education**, gathered 878 attendees from 40 states and 3 international countries (Japan, Canada, and South Africa) to network, build leadership skills, and inspire new approaches to contemporary health issues and diverse populations.

- *Workshops and Symposia in Specialized Topics*

The inaugural **Digital Health Promotion Executive Leadership Summit** provided a forum for ground-breaking exchange among academia, industry, and government on the impact of digital media on health and produced the first consensus statement, which was published in the *American Journal of Public Health*. SOPHE's workshops on **Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT®)** built the capacity of health professionals in six regions of the country to address one of the most costly and devastating health behaviors influencing perinatal morbidity and mortality.

- *Distance Education at the Door*

Our live and recorded webinars offered through the **Center for Online Resources and Education** facilitated health professionals' convenient access to continuing education. More than 75 online education events and journal self-studies were offered on HIV, gun violence, obesity, vaccine hesitancy, global health, school health, and other cutting-edge topics. A new four-part online course, **Advocacy in Action**, addressed steps to catalyze broad public and policymaker support for health-enhancing policies and systems changes.

- *Research on Health Education Competencies*

With the National Commission for Health Education Credentialing, Inc., SOPHE engaged Castle Worldwide to launch psychometric research on health educators' contemporary job responsibilities. Dissemination of the study results in 2019 will impact future credentialing exams of health educators and provide guidance to professional preparation and continuing education programs to meet workforce needs.



I rely on SOPHE conferences and webinars to keep me abreast of the latest research, teaching and practice in health promotion. They have transformed my professional work and my personal growth as a chapter leader.

Michelle Carvalho, MPH, MCHES®
Emory University - Region IV Public Health Training Center

TRAINING



Continuing Education
contact hours
CHES/MCHES

9,508



Webinars

53

METRICS

| | | |
|--|---------------------|-------|
| | Twitter followers | 6,673 |
| | Facebook followers | 8,624 |
| | LinkedIn followers | 8,466 |
| | Instagram followers | 39 |



COMMUNICATION

PROMOTED THE EXPERTISE OF HEALTH EDUCATION SPECIALISTS

We raised the recognition of health education specialists and leaders working to achieve a healthy world through health education and improve the quality of life in our nation, schools, and communities.

- *Weeklong Celebration of Health Education*

We rallied SOPHE chapters, students on college campuses, and health educators across the nation each themed day of the entire **National Health Education Week**. The celebration featured webinars, Twitter chats, and other events exploring critical health topics such as climate change and how health education specialists are tackling the issues. New website and newsletter features such as “Faces of Health Education Specialists” and #myimpact shed a spotlight on the contributions of health educators to improving the nation’s health each day.

- *Awards Recognizing Rising Stars and Exceptional Leaders*

We celebrated more than 25 students, young professionals, mentors, researchers, and authors who are working to advance the discipline of health education and promotion. We honored Dr. David Birch as Distinguished Fellow for his lifetime achievements in school and community health. Honorary Fellow awards were presented to Dr. Camara Jones for dedicating her career to addressing health equity, and Senator Tom Udall (D-NM) for his leadership in advocating for health education and physical activity in historic education legislation.

 SOPHE's efforts to educate government officials, employers and the public about the contributions of health education specialists are exceptional.

Linda Lysoby, MA, MCCHES®, CAE
Executive Director, National Commission for Health Education Credentialing, Inc.

PROUD MEMBERS LINKED TOGETHER

| | | |
|--|-------------------------|-------|
| | National and Chapters | 3,072 |
| | Affiliate Organizations | 5 |
| | Communities of Practice | 14 |



FINANCES

MANAGED RESOURCES WISELY

With the careful oversight of our Finance Committee, we managed resources carefully throughout the year in line with the approved budget. The figures below show an unexpected market downturn in our investments at the end of the year, which quickly recovered in 2019.

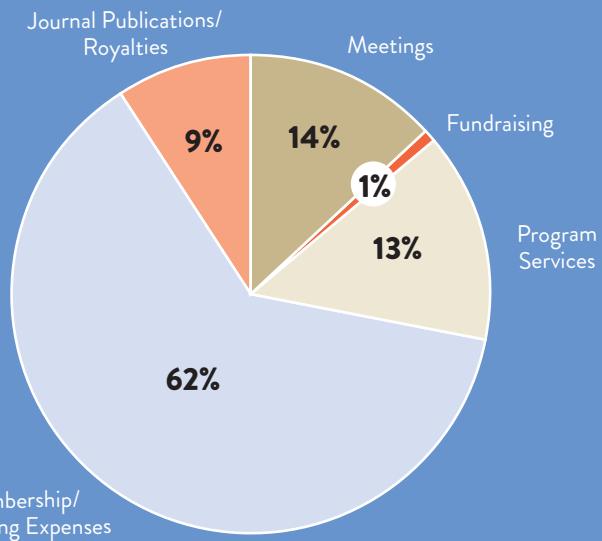
2018 Overview*

Total Income \$1,754,587

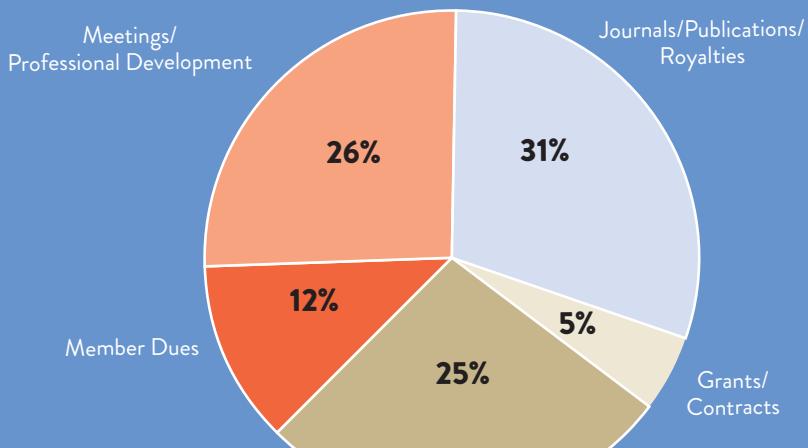
Total Expenses \$1,808,097

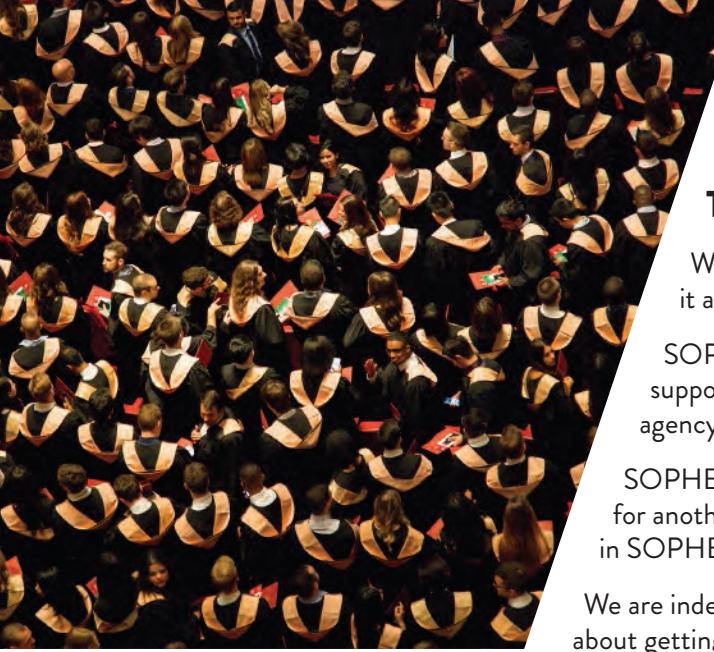
*Unaudited. 2018 audit to commence in May 2019 by Rubino & Company.

2018 EXPENDITURES BY FUNCTION



2018 INCOME BY SOURCE





THANK YOU TO OUR DONORS

We envision a healthy world through health education. But we cannot do it alone.

SOPHE's Campaign for the 21st Century: Building SOPHE's Future supported 18 student scholarships and one student internship in a community agency.

SOPHE's **Legacy Circle** was launched in 2018 to keep SOPHE moving forward for another 70 years and honors individuals who want to be remembered forever in SOPHE's history.

We are indebted to our generous contributors in 2018 and invite you to learn more about getting involved and making your contribution at www.sophe.org.



Diane Allensworth
Kathleen Allison
Trent Applegate
M. Elaine Auld
Bojana Beric-Stojcic
Michele Bildner
Debra E Bill
David A. Birch
Flora K. Bloom
Jean M. Breny
David M. Brown
Lynn Carson
Michelle L. Carvalho
Claudia S. Coggin
Carol Cox
Alexandra L. DeSorbo-Quinn
Michal Elias-Bachrach
Cam Escoffery
Heather M. Flattery
Lela F. Folkers
Sue Forster-Cox
Linda E. Forys
Deborah Glik
Robert S. Gold
Jeffrey Goodman
Jackie Hamburg
John E. Hannay
Adam Hege
Elaine Ricketts Hicks
Frances Hudson
Leonard Jack, Jr.
Ping Johnson
Nancy Kingston
Chuck T. Kozel
Cindy Kratzke
Cheryl Lackey
Terri Lynne Lee
Shanna Livermore
Raffy R Luquis
Linda Lysoby
Holly J. Mata
James F. McKenzie
Cynthia McOliver
Angela D. Mickalide
Robin Mockenhaupt
J. Henry Montes

Jen Nickelson
Kathleen Parker
Daniel Perales
Nicolette Powe
Jesus Ramirez-Valles
Cheryl J. Reifer
Kathleen Roe
Abby C. Rosenthal
Lana M. Saal
Gopal Sankaran
Kathleen Schmalz
R. Debra Shapiro
Cherylee Sherry
Alan J. Sofalvi
Caile E. Spear
Elizabeth Stevenson
L. Nan Stout
Amy Thompson
Matthew Weinburke
Deitra Wengert
Belinda-Rose Young



LEGACY CIRCLE DONORS

Diamond (\$15,000 and up)

Michael Fagen
Patricia Mail
Scott Simonds
Richard A. Windsor

Platinum (\$10,000-14,999)

M. Elaine Auld
Fran Butterfoss
Jeffrey Goodman
James P. Lovegren

Gold (\$5,000-9,999)

John Allegranate
Kate Lorig

Silver (\$2,500-4,999)

David A. Sleet

Bronze (\$1,000-2,499)

Flora Bloom
Sandra Bulmer
William B. Cissell
Sara Cole
Randall Cottrell
Katherine Crosson
Deborah Elmes
Carl Fertman
Andrea Gielen
Lawrence Green
Margaret Hall
Janette L. Helm
Alice Horowitz
Ping Johnson
Cheryl Lackey
Ellen Lee
Lisa Lieberman
Kathryn Meier
Angela Mickalide
Kathleen Miner
Sarah J. Olson
Susan G. Resnik
Rob Simmons
Caile E. Spear
Jody Steinhardt
Emily Tyler

Miners (\$5-999)

Kathleen Allison
Kelly Bishop
Kelli Brown
Iris Castro-Revoredo
Claudia Coggin
Colleen Dyson
JoAnne Earp
Linda Forys
Fern Goodhart
Carl Hanson
Elaine Hicks
Glenn Hildebrand
Shanna Livermore
David Lohrmann
Kathleen Middleton
J. Henry Montes
Patricia Mullen
Karyn Pomerantz
Nicolette Powe
Cherylee Sherry
Elys Vasquez-Iscaan

YOUR DONATION IMPACTS STUDENTS' CAREERS

*The 21st Century funding assisted me in obtaining a graduate degree.
Nandi Marshall, DrPH*

The SOPHE Scholarship boosted my confidence in my skills and ability.... I learned that my voice mattered and could impact other Health Educators to come.

Carol Azar, MPH

The scholarship encouraged me to find my voice, be confident in sharing my research ideas, and helped me find a professional home with like-minded individuals.

Melinda Ickes, PhD


I lost some of my SOPHE connections because I was overseas for a few years, but the 21st Century Scholarship provided an excellent opportunity to reconnect with colleagues and mentors.

Michelle Botchway, MPH, CHES®