

COLLEGIATE CHAMPION PROGRAM

Society for Public Health Education



SOCIETY FOR PUBLIC HEALTH EDUCATION

COLLEGIATE CHAMPION PROGRAM

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* Weblink embedded for computer access



SOCIETY FOR PUBLIC HEALTH EDUCATION

Global Leadership for Health Education & Health Promotion

Dear SOPHE Collegiate Champion:

Thank you for being part of a global organization advocating for health promotion and education to set the stage for international change in health. We need members like you to advocate for the policies that endorse health promotion and education for our communities and to support those policies and ideas on the ground. Every day you effect real change by empowering, educating and mentoring those around you. Since you already know the benefits of being a SOPHE member, we would like your help to encourage others to join the community of practitioners and students looking to continue the mission. We need you to share the opportunity.

To assist you with your service as a valuable SOPHE student, enclosed you will find hard-copy versions of SOPHE's membership marketing materials, compiled as a SOPHE Collegiate Champion Handbook. These materials will aid you in recruiting new members and sharing about all the benefits of membership to health educators in the field, students, faculty and whomever else you think might benefit from the ongoing continued education and professional development SOPHE offers year-round. If you have questions about any of the materials or how to use them, please contact SOPHE at 202.408.9804 or membership@sophe.org.

Thank you again for your commitment to health education/promotion as a SOPHE Collegiate Champion. We are encouraged to know that SOPHE leaders like you are working to make our communities, safer, healthier and happier. Thank you for being a leader and we look forward to seeing you at the next SOPHE event!

Sincerely,

A handwritten signature in black ink that reads "Heather Flattery". The signature is written in a cursive style and is enclosed within a hand-drawn oval.

Heather Flattery, MPH, CHES®
Manager of Membership & Marketing
Society for Public Health Education - SOPHE
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Join the Society for Public Health Education

COLLEGIATE CHAMPION PROGRAM

As a Collegiate Champion, undergraduate and graduate students have the exclusive opportunity to serve as the liaison between the National Society for Public Health Education (SOPHE) and one's college/university campus.

Roles:

- 2 year commitment; Year 1 participant - Year 2 mentor
- Host a minimum of 1 SOPHE sponsored event each semester
- Promote professional/academic award opportunities

Benefits:

- Be featured on SOPHE's social media platforms
- Expand your network
- Career resource guides and textbooks.

Visit our website at www.sophe.org
For more information please email membership@sophe.org

Collegiate Champion Program Requirements

✓ Requirement I: Host one event per semester

(Event options not limited to the following listed)

Fall: During the third full week of October, National Health Education Week (NHEW), which is sponsored by SOPHE, must be included in your event (or, you can decide to make NHEW your fall event by inviting faculty/students to gather and participate in the events that SOPHE hosts online).

Spring: In the Spring, SOPHE Annual Conference can be attended and/or promoted (e.g. promote flyers in your school, share on social media, see if anyone from your school is attending and write a story about it).

When planning your 'event' around these two annual SOPHE events, try to think of something that will be fun and beneficial to your fellow peers on your campus (or online!). For starters, try to think of a current public health issue, a public health issue that strongly interests you or a public health issue that you feel awareness should be brought about on campus.

{ Refer to the "Champion's Guide to Hosting an Event" for event ideas! }

✓ Requirement II: Write one blog per event

Each blog post should be 200 words in length with 2 pictures per event. This blog is meant to highlight your hard work so that the SOPHE National Office can share your success stories on various communication platforms.

- i. Include: # of attendees, explanation of event, 2 photos included at the end of the blog, and in one sentence answer, "how did this event impact you as a health professional?"
- ii. Please complete this within *one week* of your event.
- iii. **Submit your blog post** with 2 photos to the progress reporter via *SurveyMonkey*.

***SOPHE's Expectation:** The Collegiate Champion Program is a 2 year commitment. Year 1, you serve as an event coordinator and campus liaison for SOPHE. Year 2, you are in a mentoring role to other Collegiate Champions.

As a Collegiate Champion, you are the face of SOPHE on the ground. You represent SOPHE's mission, vision, and values. Each event should be a combination of recruitment, peer engagement, networking, and highlighting a public health issue. Be engaged! Spread the word about the benefits of attending a SOPHE Collegiate Champion event and becoming a member of SOPHE.



@sophegram

@SOPHEtweets

Champions Guide to Hosting an Event

Brainstorm Your Event

1. Organize your Team
2. Connect with your sponsored faculty member about your anticipated event.
3. Reach out to your university's Public Health/Health Education club, student government, or other group on campus that is willing and able to help you with your event.
4. Collaborate with someone in SOPHE, your mentor, or a group on your campus to help you plan your event. It is best to not plan alone; multiple heads are always better than one! And, in some cases, there may be up to two Collegiate Champions on a single college/university campus.
Need some help with your program plan? Want to bounce ideas off your fellow Champs? Post your questions to the SOPHE Students & New Professionals Community of Practice forum!

What type of event will this be?

For starters, try to think of a current public health issue, a public health issue that strongly interests you or a public health issue that you feel awareness should be brought about on campus.

Some other ideas that can be done to promote NHEW/Annual Conference and your role as a Collegiate Champion liaison to SOPHE include:

Event Ideas

- Attending a local SOPHE chapter event and encouraging peers to join the event
- CHES/MCHES study
- Class presentation
- Information table
- Social/mixer
- Film screening
- Meeting with guest speaker



Health Observances

- World Diabetes Day
- Women's Day
- Great American Smokeout
- National Public Health Week
- National Suicide Prevention Week
- American Heart Month
- Minority Health Month
- Sexual Assault Awareness and Prevention Month

What outcomes will make this event a success?

Think about the message or results you want to get out of the event when it is over.

Ask yourself these simple questions:

1. What do you want to achieve?
2. Who is the intended public?
3. What do you want them to know?
4. What do you want them to do?
5. What is your primary message?
6. What is/are the most effective channel(s) to reach the public?

When and where will the event be held?

- Will the event be on or off campus?
- Will the event be indoors or outdoors?
- Find out if approvals for a space is needed prior to hosting your event. Consult your faculty advisor for these details.
- Reference your school's event calendar to make sure that your event does not conflict with another event on campus, on a holiday, religious observance or during a busy period of the semester.
- Select a time and day that will accommodate the highest number of participants.

How many people can you accommodate?

Choose a proper setting to fit your projected attendees.

Monitor your registration weekly to know prior to your event how many attendees you are expecting.

Who can assist as volunteers?

Consult the student organization or group you are working with to determine the amount of volunteers who can assist with your event. Also, use social media to extend your network in asking for volunteers.

Develop a Logistics Plan

1. Create event timeline
2. Allow 6-8 weeks to organize and plan your event. Larger events may take more time to plan.
3. Find out the costs of your events, if any. Some groups or societies on campus have access to small project funds that you can use for swag bags, materials, etc. for your event.
4. Hold committee meetings to delegate specific tasks and completion dates to avoid hiccups in preparations for the events and track progress and deadlines (i.e. advertisement/ promotion, set up/ take down, giveaways/ incentives, educational materials, media during the event- dedicated photographs etc.).
5. Create a shared document that everyone assisting with the event can easily access and update in preparation for the event.



Publicizing your event

Create an online registration account via Eventbrite, Facebook event etc, for students and/or the public to register through.

Contact the department at your university that is responsible for sending email blasts for events to email everyone on campus notifying them of your event.

Post on your personal social media accounts as well as your university's Facebook, Twitter, Instagram, LinkedIn, etc. accounts about your event.

Distribute physical flyers around campus.

Event Day

1. Use volunteers to help handle all priority areas such as registration, check in, equipment set up, food set up, materials set up, etc.
2. Allow enough time for setup and breakdown of your event.
3. Post Event Evaluation
4. Debrief with your faculty sponsor/peers/colleagues about the event. What did you like about the event? What could have been done better?
5. It is optional to have your attendees do a post event survey on SurveyMonkey or another survey website if you'd like to see areas of improvement as well as what the attendees liked about your event.

After Your Event:

1. Evaluate your event
2. Debrief with your faculty sponsor/ mentor/ colleagues about the event
3. Determine whether its appropriate for the event attendees to complete a post-event survey to gauge what they liked and what you can improve upon for your next event
4. Don't forget to blog! See page 3 for guidelines.



Mentor Responsibilities

As a year two Collegiate Champion you will serve as a resource person, mentor, and friend to individuals from your campus, and Champions from campuses across the nation.



Responsibility 1: Communication

- Communication with your Mentee
 - 3-4 times throughout the year
 - Via email/skype/in person
 - Help plan events, answer questions, guide them through CHES process, give tips for the professional world etc.
- Communication with SOPHE
 - 1 time per semester
 - Post in the Student and New Professional Forum in MySOPHE
 - Participate in Fall and Spring Zoom conference call.



Responsibility 2: Engagement

- Engagement with Mentee
 - Complete a Joint Project (i.e. Write post-event blog post, submit an abstract, apply for a grant, support a legislative action etc.)
 - Meet up at SOPHE's Annual Conference or Advocacy Summit
 - Attend events if possible
- Engagement with SOPHE
 - Attend a SOPHE Event (i.e. Conference, Summit, etc.)
 - Join a Community of Practice
 - Consider leadership in local chapter/trustee position





SOCIETY FOR PUBLIC HEALTH EDUCATION

Global Leadership for Health Education & Health Promotion

Students & Young Professionals with Purpose (#SYPP)

Professional Development Social:

Come learn about volunteer engagement, resume building, and how SOPHE can help you launch your career at this FREE event.

Light refreshments Served

March 7, 2019 | 4-6pm

750 First St, NE

(American Psychological Association 9th Fl.)

Washington, DC 20002

Visit our website at www.sophe.org

For more information please call Membership at 202.408.9804 or email membership@sophe.org

How to use this flyer template

1. Make a free account on Canva.com
2. Email Heather Flattery for template link
3. Create a **copy** (file > make a copy)
4. Edit the copy to fit your needs



SOCIETY FOR PUBLIC HEALTH EDUCATION

National Health Education Week: Social Media Challenge

- 10/21** Share a #motivationmonday post tied to championing health in vulnerable populations
- 10/22** Share a question for your followers.
Example: What apps help make your community healthier? Explain why
- 10/23** Share a funny midweek meme: keep it clean and health education or health promotion relevant to Social Emotional Health
- 10/24** Share a testimonial from a leader in your community on the ways in which zip codes are a determinant of health
- 10/25** Ask a question about your industry OR query a poll...
Example: What does health equity mean for your community?



For more information visit
www.sophe.org



SOCIETY FOR PUBLIC HEALTH EDUCATION

SAVE THE DATE



MARCH 17 – 20, 2020
ATLANTA

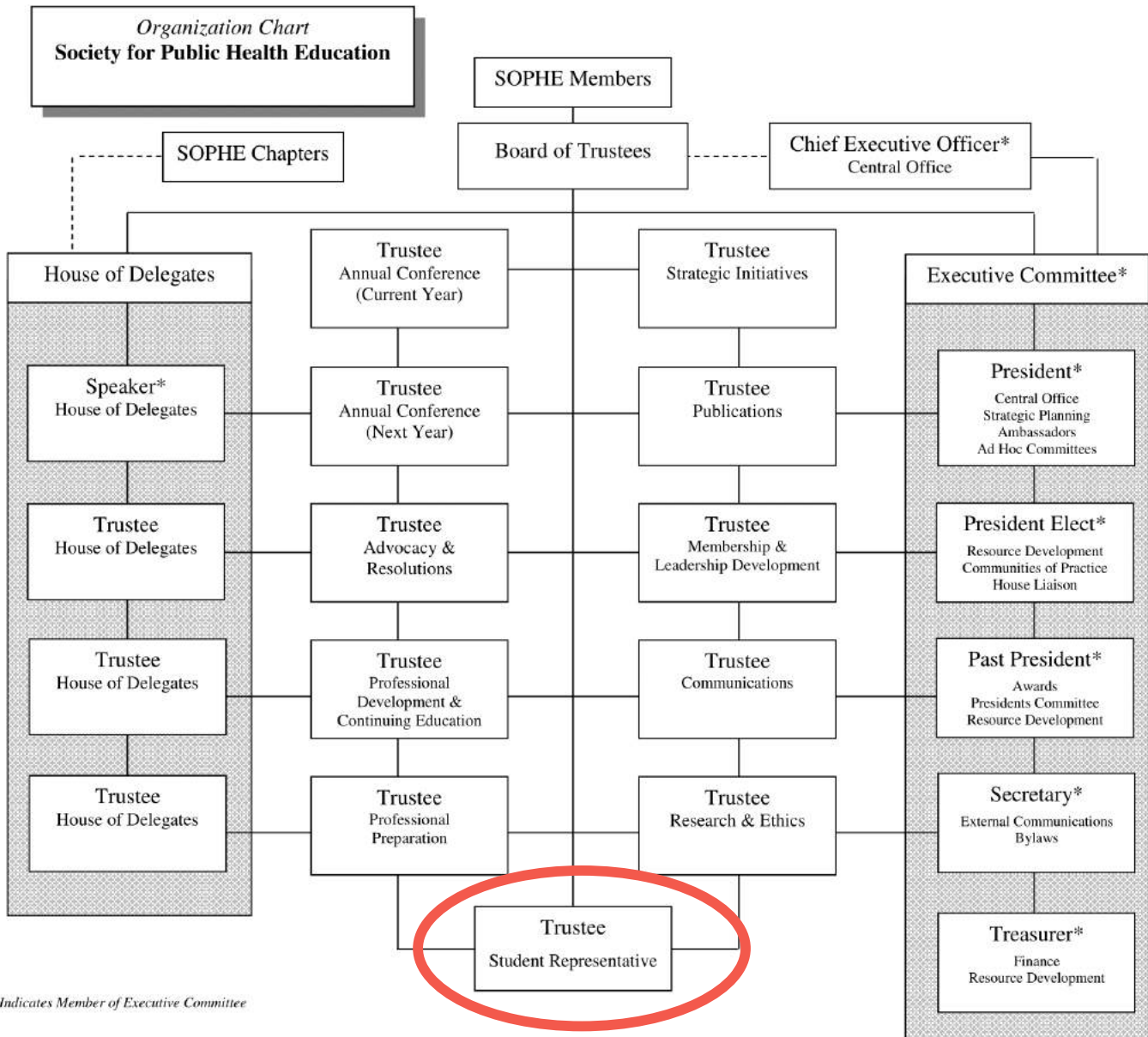
Share effective practices; learn about new trends in the field of health education and promotion; network and earn continuing education credits at the SOPHE 2020 Annual Conference.



WWW.SOPHE.ORG | 202.408.9804 | #SOPHE2020

SOPHE 2021 | ST. LOUIS | APRIL 6 - 9, 2021

SOPHE Organization Chart



SOPHE Student Representative Trustee – A student member serves on the Board of Trustees and is a voting member of the board. As they are a student if you have questions about student involvement with SOPHE on a national level they would be a good resource for you to ask questions. The student trustee can also be someone for you talk about potential events if you are having a hard time engaging your campus.

SOPHE Communities of Practice

SOPHE's Communities of Practice (CoP) promote continuing education, networking, information exchange and advocacy among SOPHE members interested in specific topics and/or work settings. In addition to networking roundtables at SOPHE Annual Conference, they collaborate using the CoP online forum to partner on abstract submissions, conference attendance, and more! Connect with like minds and share the latest updates from your discipline by joining a SOPHE CoP today!

SOPHE Communities of Practice

- Arts and Health
- Children, Adolescents, and School Health Education (CASH)
- Emergency Preparedness
- Environmental Health
- Global Health
- Health Communications/
Social Marketing
- Health Disparities/
Health Equity
- Healthy Aging
- Medical Care/
Patient Education
- Public Health Nutrition
- Students/New Professionals
- Tobacco Control
and Prevention
- University Faculty
- Worksite Health Education

Student and New Professional CoP:

The Student and New Professional CoP provides health education students and recent graduates the opportunity to network with each other, exchange ideas, provide support in job and continuing education searches, and facilitate involvement with SOPHE leadership and program planning.

To join a CoP:

1. Visit the SOPHE homepage
 - MySOPHE login
2. Account Actions
 - Demographic Info
3. Primary Community of Practice
 - Choose a CoP
4. Click save at the bottom of the page
5. Membership Communities Tab
 - COP Forums
 - Search for your primary CoP
 - Engage with your CoP!

SOPHE Channels of Communication

SOPHE utilizes many different platforms to engage with students and professionals in the field of health education and promotion. Communicating through a variety of mediums such as the SOPHE website, email, and social media platforms is important to being able to reach diverse groups of those involved in the field.

- **SOPHE Website and MySOPHE** – The SOPHE website is the primary resource for all things SOPHE. Highlights of the website include information about SOPHE’s mission, membership benefits, professional development and career opportunities, areas of focus, and advocacy efforts. MySOPHE is a portal of the SOPHE website exclusively available to members that allows them to access membership benefits, such as access to SOPHE journals, awards and scholarships, and member communities.
- **Newsletters** – SOPHE has two newsletters that are used to communicate various types of information to members. *News You Can Use* (NUCU) is a bi-weekly electronic newsletter that highlights short bits of news and information about current issues, webinars, programs, and resources that are relevant and useful for SOPHE members. SOPHE’s quarterly newsletter, *News & Views*, features spotlights on members, updates on the latest happenings in the health education profession, as well as news from SOPHE chapters, committees, and ambassadors.
- **Email** – In addition to newsletters, SOPHE also uses email to provide important updates such as reminders about conference or webinar registrations, health legislation information, CE credit opportunities, and more.
- **Communities of Practice Forum** – SOPHE’s Communities of Practice (CoP) promote continuing education, networking, information exchange and advocacy among SOPHE members interested in specific topics and/or work settings. Members can collaborate using the online CoP forum to exchange ideas, resources, research, or solutions to common problems.
- **Social Media Platforms** – Social media is an incredibly important communication tool in the field of health education and promotion. Be sure to follow and like SOPHE on all social media to receive the latest updates: Twitter – @SOPHEtweets, Instagram – @sophegram, Facebook – Society of Public Health Education, LinkedIn – Society for Public Health Education (SOPHE).



@SOPHEtweets



@sophegram

Tools and Resources

SOPHE provides tools and resources to engage with students and professionals in the field of health education and promotion. These tools and resources guide individuals through the justification process of attending SOPHE events, advise them on how to find their local chapter, and teach them how to be an engaging SOPHE volunteer.



SOPHE Event Justification Guide

You want to attend SOPHE's Annual Conference or Annual Advocacy Summit but first you have to convince your school/university. When you propose attending, it is key to focus specifically on what you will bring back to your organization as a return on the investment. Use the resources in this toolkit to justify why you should attend these conferences.



Chapter Toolkit

Spanning more than 30 states, northern Mexico and western Canada, SOPHE chapters represent 2,000+ health education specialists who are dedicated to improving public health through education. Visit the website to find your local SOPHE chapter. Don't have one? Learn how to start a chapter in your area.



Emerging Volunteers Course*

Completing the Emerging Volunteers course will give you the knowledge of SOPHE's history and volunteer leadership opportunities, as well as the chance to develop your own personal leadership goals. This course is intended to help you become more familiar with SOPHE membership benefits, ways to volunteer, and develop a SOPHE leadership role.

**Extra Credit: With the completion of this course you will receive a special SOPHE gift.*

Launch Your Career with the Society for Public Health Education

SOPHE's student-focused opportunities are essential to your development as an emerging leader in health education. We offer all member benefits at 50 percent of the dues cost, making SOPHE an affordable option for students. As a Collegiate Champion you not only get the benefits of membership, but also get to boost your resume by representing SOPHE at the collegiate level in service learning as well!

1

Scholarships, Fellowships, and Other Recognition

SOPHE provides more than \$20,000 a year in scholarship and/or fellowship funding to students through awards and scholarships including the Graduate Student Research Paper Award, Vivian Drenckhahn Student Scholarships, SOPHE/CDC Fellowships and the 21st Century Fund Travel Scholarships.

2

Multiple Opportunities to Present Your Research*

SOPHE's exclusive focus on health education gives students more opportunities to present research at our annual conference. Students are able to present posters. You are also able to hold in-person sessions. Join a panel of health educators with similar topics and present your research to a group of professionals for 15 minutes.

3

Participate in a Student Case Study Competition*

Undergraduate and graduate students have the opportunity to display their developing expertise. Teams of two to three students are challenged to solve a real-world health issue using the competencies required for a school or community health educator. Students present their response to judges in a 25-minute closed forum without the aid of technology.

**To learn more please email education@sophe.org*

