Society for Public Health Education

50th Anniversary
Salute to Past Presidents

and Campaign Contributors
$50,000 for 50 Years: Building SOPHE's Future
The farther backward you can look the farther forward you are likely to see. —Winston Churchill

The Society for Public Health Education (SOPHE) is pleased to celebrate the dawning of its 50th year. Health education has advanced significantly since SOPHE was founded half a century ago. A rich body of scientific literature now demonstrates that health education can and does influence health outcomes. Our professional leadership has helped define core competencies for entry- and graduate-level practice and has helped shape systems of credentialing and occupational recognition. A new Journal, Health Promotion Practice, now joins SOPHE's flagship publication, Health Education and Behavior, in publishing cutting-edge developments in health education theory, research, and practice. SOPHE's central office in Washington, DC, has expanded its partnership with the public and private sectors and has repositioned the organization for clearer strategic, political imperatives to support the public's health.

Yet, as we cross the threshold into the new millennium filled with hope and expectation, we should be reminded to acknowledge the dedicated individuals on whose shoulders we stand—our SOPHE Past Presidents. These courageous, innovative individuals dared to dream that SOPHE could make a difference and quietly toiled to make that vision today's reality. Their sage advice and direction sustained the Society during troubled times and provided the firm foundation that continues to guide, energize, and inspire SOPHE leaders and members today.

Nowhere is this inspiration more evident than in the overwhelming response of SOPHE members to our individual—grouping campaign, $50,000 for 50 Years: Building SOPHE's Future. SOPHE has surpassed its goal by raising more than $50,000 since the campaign was launched at our 1998 Annual Meeting. We are indebted to all SOPHE members and chapters who contributed so generously to this first major endowment campaign and are pleased to publish their names herein.

This commemorative booklet is dedicated to all SOPHE Past Presidents—both deceased and living—and to all SOPHE campaign contributors to underscore our sincere appreciation and esteem. The booklet will become the cornerstone of a SOPHE time capsule, to be presented at the close of SOPHE's golden jubilee next November in Boston.

We invite you to join us in congratulating all SOPHE Past Presidents and this year's campaign contributors, as we point with pride to all the SOPHE accomplishments yet to come.

Robert M. Goodman  
President, 1998-99  
Elaine Auld  
Executive Director

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*Denotes initial campaign contributor
Howard Ennes, MPH  
*President 1957*

**Greatest or Most Memorable Moments:**

To be asked to comment on events a half-century past is a bit daunting, and tends to produce an extended “senior moment.” But there can be no hesitancy in expressing the thrill it gives me to see how SOPHE has blossomed over the years. Yes, there have been not-a-few rough patches, but the trend has definitely been upwards. While I was president in 1957 I don’t think we ever imagined, or hardly even hoped, to get so far as a profession.

**Predictions for SOPHE into the 21st Century:**

As I travel about the country it is sobering—despite the efforts of SOPHE and dedicated health educators—to observe the ignorance of so many people with regards to basic health concepts and information. Ever larger numbers of people are baffled by the arcane mumbo-jumbo of government and private insurers, HMO’s and “managed care”.

**Strengthening the Field of Health Education into the 21st Century:**

Of immense significance is the impact of television—especially the trend to advertise new nostrums, patented and prescriptioned—and the exponential growth in disseminating undocumented and freestanding information via the Internet masquerading as “fact.” Advertising confidence games are driving our responsible and scientifically based information.

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Norbert Reinstein, MPH  
*President 1959*

**Greatest or Most Memorable Moments:**

To keep the small, but diverse band of 380 members together and focused on SOPHE’s future was a major accomplishment in my term of office. Some of our founders and all past presidents supported our efforts. They also worked with us in 1960 to achieve wide recognition as a force in health education, far beyond SOPHE’s size and meager financial capacity. Knowing them personally helped us to build bridges from our early health education pioneers to the next generation of health educators, transmitting their ideas, ideals and aspirations, which would continue to carry the “torch” into the second decade of our existence.

**Predictions for SOPHE into the 21st Century:**

Looking back at the phenomenal growth SOPHE experienced in the last 40 years, I am amazed how far we have advanced, far beyond our wildest dreams in 1960. This prompts me to predict a bright and glorious future for SOPHE into the 21st century. Oh, there will be many challenges, but also numerous, as yet undreamed opportunities. My vision perceives a strong, vibrant professional organization to which most health educators belong, one that is highly respected for its professionalism, one that provides effective leadership, one that carries high the banner for health education. I wish I could be around to witness my vision.

**Strengthening the Field of Health Education into the 21st Century:**

We need to launch a bold new initiative to involve captains of industry, labor union officials, foundation presidents, hospital CEO’s, and health agency and community leaders to work cooperatively in advancing the cause of health education in the battle for the public’s health. We can do this by encouraging local chapters and other members to stimulate the creation of regional health education centers, councils, and coalitions to undertake cooperative, effective health education/health promotion endeavors. There are some examples where this has been done successfully, e.g., Pittsburgh, Detroit and Dearborn, and perhaps, other cities. I know that some of these groups were successful in persuading their United Way boards to assign high-funding priorities for health education as a field of service.
Charlotte Leach, MPH
President 1960

Greatest or Most Memorable Moments:
- We raised the dues in order to provide more service to our membership.

Predictions for SOPHE into the 21st Century:
- Health education will be increasingly recognized as essential in the health care system.

Strengthening the Field of Health Education into the 21st Century:
- Encouraging the inclusion of health educators in team efforts with other professionals such as nurses, physicians, and dentists.

Jeanette J. Simmons, DrSc
President 1962

Greatest or Most Memorable Moments:
- For the first time in SOPHE history we were able to hire a part-time secretary. Her name was Naomi Banister.
- For the first time we were able to get outside support for publishing the Monograph. The National Library of Medicine gave money to SOPHE to pay for the printing of the journal. We also received money from the federal government to support publication of the journal.

Predictions for SOPHE into the 21st Century:
- Leadership is important for the future of SOPHE.
- It is hard to recognize many of the names of current SOPHE members. However, I am very pleased that SOPHE has gone ahead with the financial campaign and that is going well.
- I do not want to predict the future of SOPHE, but working together with other organizations is very positive for the advancement of public health education. I think that moving the office to Washington, DC was a wise choice. It allows SOPHE more opportunity to form partnerships with other organizations working towards a common goal and improving the quality of life.

Strengthening the Field of Health Education into the 21st Century:
- In order to strengthen the field of health education, health professionals must keep up current activities of continuing education and support of colleges and universities training future health educators.
Greatest or Most Memorable Moments:

Much to the surprise of several SOPHE Board members, considerable meeting time and effort was devoted to organizational and management basics. These intensive, and at times lengthy, discussions focused on the following topics:

- Urgent need for professional and support staff to conduct affairs of SOPHE.
- Defining roles and responsibilities of the Board of Trustees and staff.
- Refinement of current fiscal operations (e.g., reporting and controlling standards).
- Communication with and service for the members and chapters.
- Potential sources of income development.

These early and much needed discussions help set the stage for the continued growth of SOPHE.

Predictions for SOPHE into the 21st Century:

- A major leader in health prevention and health education for the public.
- A strong supporter of disease prevention and the public and personal formation of health care.
- A strong advocate for industry to assume responsibility for pollution and the decay of the environment.

Strengthening the Field of Health Education into the 21st Century:

- Finding solutions and methods of reaching and truly involving the excluded population groups through real community and social research.
- Combining community health research with basic, clinical, and social research and developing methods of properly utilizing these findings.
Scott K. Simonds, DrPH
President 1970

Greatest or Most Memorable Moments:

• Financial solvency of the organization. When I assumed the presidency, SOPHE was in debt $20,000. We were out of debt with a healthy surplus by the end of my term.
• Moving SOPHE's central office from New York to San Francisco to save money. Jim Lovegren became executive director on a part-time basis.

Predictions for SOPHE into the 21st Century:

• Continued growth in membership.
• Becoming a political force to be reckoned with.
• Further support of a research base for the health profession.

Strengthening the Field of Health Education into the 21st Century:

• Continuation of leadership development for the profession.

Florence B. Fiori, DrPH
President 1972

Greatest or Most Memorable Moments:

• Seasoning by Jim Lovegren—a great mentor.
• Opportunities to meet with and learn from many SOPHE members.
• Developmental work that helped to increase and strengthen SOPHE's efforts.

Predictions for SOPHE into the 21st Century:

• Increased membership.
• New roles for educators and practitioners.
• A global presence.
• Greater visibility.
• Strong leadership.

Strengthening the Field of Health Education into the 21st Century:

• Building partnerships at home and abroad.
• Increased links with providers and consumer organizations.
• Visible presence at state, local and national levels.
• More interaction with political leadership and policy makers.
Helen P. Cleary, DSc, CHES
President 1975

Greatest or Most Memorable Moments:

• Support for the beginning of the credentialing process.

Strengthening the Field of Health Education into the 21st Century:

• Improved professional preparation. To that end:
  1. Develop a mentoring system. The skills of the health education specialist can only be learned in practice. It is difficult to do this effectively without the supervision of an experienced professional.
  2. Work with the Council on Education for Public Health (CEPH) to end the dual, discriminatory system for accreditation of master's level programs. Community health education programs outside of schools of public health are required to “pass” a rigorous, very good, accreditation process; programs in schools of public health are assumed to be accredited if the University is accredited. This system allows some poorly prepared individuals to slip through the cracks.

Helen Ross, EdD, MPH, CHES
President 1977

Greatest or Most Memorable Moments:

Prior to my term as SOPHE President, I was appointed by then President Beverly Ware to head up a task force to update the document “Guidelines for the Preparation and Practice of Professional Health Educators”. The document was completed, and during my Presidency in 1977 we published the “Guidelines” for the bachelor’s, master’s and doctoral levels in Health Education Monographs. The article was used to initiate discussions about the Role Delineation Project, which later led to the Coalition of National Health Education Organizations. SOPHE also consulted with the Council on Education for Public Health to help develop standards for accrediting public health education programs at the master’s level in schools of public health and in community health education programs outside the schools of public health.

Finally, a survey was conducted by the Tennessee SOPHE chapter to identify needs and concerns of chapter members. Data indicated that SOPHE should meet more of the needs of practitioners.

Predictions for SOPHE into the 21st Century:

Further research will be completed to indicate new theories and methods for bringing about changes of behaviors at the individual, organizational and community levels. Innovative programs will be enhanced for a multicultural society, as the ethnic minorities become the majority. The growing aging population will also demand innovative and effective health education programs. The rapidly expanding communications technology will demand greater skills from all health practitioners and researchers. The demand for distance learning will grow and new methods will be used to reach more people, especially low-income populations, without losing the face-to-face interactions that provides hands-on learning.

Strengthening the Field of Health Education into the 21st Century:

Considerable emphasis should be given to strengthen a profession that works toward advancing social justice on the local, national and global levels. Violence issues must be addressed and solutions found. The ethics of the profession must be kept up-to-date and instilled into the preparation of all health education professionals.
Sigrid G. Deeds, DrPH, CHES
President 1978

Greatest or Most Memorable Moments:
The most memorable SOPHE accomplishment of my term was the subsequent scheduling of the outgoing President’s annual address at the plenary session of the SOPHE conference, where it can receive the attentive hearing it deserves. Up to then, the address was traditionally offered up during the dessert at the Saturday evening banquet.

The change came about as an unintended consequence of a raucous Saturday evening in New York at Number One Chinese Restaurant. In the middle of the President’s recitative about the critical choices the organization faced, the microphone died. Did a fuse blow or did the waiters want to go home and so pulled the plug? Who knows? Conspiracy theories abound. The President, in the ensuing chaos, was persuaded to stand on a chair and belt out a high-decibel ending. This response spun, over the decades, into mythic proportions in the oral history of SOPHE. Why just last year, a generation X-er walked up to me and said, “Oh you’re the lady who danced on the table top at the banquet!” Oh, no! I was the one who inadvertently got the business out of the way of the party.

Predictions for SOPHE into the 21st Century:
• SOPHE will continue to grow in power and influence as the importance of prevention and health promotion is seen as critical to the health sector.

Richard A. Windsor, PhD
President 1981

Greatest or Most Memorable Moments:
I am honored to have helped SOPHE establish itself as one of the premiere professional health societies in the world. During the last 50 years, SOPHE has participated in defining professional preparation and best practices for the health education profession. Renewed efforts and continued emphasis are needed to influence the professional preparation curriculum in schools of public health and health education to maintain the professionalism of the health educator and to establish a standard to which all health professionals are accountable.

Predictions for SOPHE into the 21st Century:
Future opportunities await SOPHE in improving patient/provider communications. Reports are recorded daily on problems between patients and providers due to a lack of knowledge of medications and services, as well as a lack of organizational support for utilization of health care services. SOPHE can play a major role in overcoming the system-wide barriers to effective patient education, as well as helping translate research to practice to improve patient/provider communications. SOPHE’s major strength is understanding the consumer and the provider.

Strengthening the Field of Health Education into the 21st Century:
SOPHE must continue to enhance its excellent reputation as a key advocate for the consumer. SOPHE also must be more pro-active in building the science base of health education. The organization must advocate for increased funding for health education research and must improve communication concerning the efficacy and outcomes of health education interventions.

• Acceptance of the complexity of planned behavior change and the need for specialists to plan and implement it.
• Improved and strengthened academic preparation programs will be critical.
Edward J. Roccella, PhD, MPH
President 1982

Greatest or Most Memorable Moments:
One of my administration’s major accomplishments was keeping the organization solvent. Negotiating a new contract for the publication and distribution of SOPHE’s journal, Health Education Monographs, with another publisher reduced operating expenditures. Another challenge we faced was the lack of growth in SOPHE membership. A modest campaign was begun to increase the retention rate of SOPHE Fellows, producing a net gain of 300 members.

Still another challenge was the need to provide continuing education for SOPHE members beyond the traditional Annual Meeting. To address these needs, a midyear scientific session was established. The first meeting held in San Juan, Puerto Rico, attracted approximately 125 health educators. In addition to the traditional lecture and seminar formats, the meeting also used visits to communities and public health centers similar to a grand rounds program. The first midyear conference produced a modest, but significant financial return to SOPHE, and the meetings have generally continued to do so ever since.

Finally, I should mention that in 1982 the SOPHE Board of Trustees established that there would be no smoking during SOPHE Annual Meetings.

Predictions for SOPHE into the 21st Century:
I will address this question during the Healthtrac awards session at SOPHE’s 50th Annual Meeting.

Strengthening the Field of Health Education into the 21st Century:
The health education field will need a stronger and larger research base to address changing disease patterns and social conditions in the 21st century. In addition, health education practice must be grounded to this research base and use these research results in an even more dramatic fashion. As the population of the nation becomes older, chronic diseases and will increase, requiring a better understanding of the learning process and behavior as factors in disease prevention and treatment. Further, SOPHE will need to expand its international portfolio.

Lawrence W. Green, DrPH
President 1983

Greatest or Most Memorable Moments:
- Development of joint committees on ethics, research and advocacy with the Association for the Advancement of Health Education.
- First steps toward moving the SOPHE office from San Francisco to Washington.
- First steps toward hosting the XIIIth World Conference on Health Education in Houston, Texas, 1988.

Predictions for SOPHE into the 21st Century:
- Expanding education and communication techniques will make possible the increased tailoring of health messages and increased control over health by individuals, fulfilling the dream of the Ottawa Charter.

Strengthening the Field of Health Education into the 21st Century:
- The need for growing understanding of global issues, international exchange, and intercultural enrichment of theory, philosophy and practices of health maintenance and enhancement.
Ruth Richards, MPH
President 1984

Greatest or Most Memorable Moments:
- Being SOPHE secretary was a memorable time because the dues were raised from $7.00 to $25.00 and we employed the first part-time executive.
- Serving as a SOPHE vice-president three times—California enforced ERA before other states so meetings were held in Los Angeles and Anaheim.
- When I was SOPHE president, we worked through the change voted by the House of Delegates and the Board of Trustees to include persons in health education without MPH degrees.

Predictions for SOPHE into the 21st Century:
- Onward and upward with greater involvement with the national organizations and the Public Health Service, especially CDC.

Noreen M. Clark, PhD
President 1985

Greatest or Most Memorable Moments:
- Significant movement to reduce fragmentation in national and chapter functioning; an effort to create one cohesive organization.
- Clarification of the organizational focus; professional development aimed at the enhancement of public health.
- Exploration of collaboration (even merger) with other health education organizations, specifically the Association for the Advancement of Health Education (AAHE).

Predictions for SOPHE into the 21st Century:
- SOPHE will move from concern about turf to emphasis on collaboration as more disciplines (e.g., medicine, nursing, and psychology) become involved in health education. The focus of the organization will be providing leadership to these new constituencies rather than protecting territory.
- SOPHE will become a multidisciplinary organization attracting a variety of practitioners who are interested in excellence of practice.

Strengthening the Field of Health Education into the 21st Century:
- Competent practitioners who enter the field at the master’s level of preparation.
- Alliances between health educators (and SOPHE) and individuals (and their professional associations) whose basic preparation is not health education but who practice, administer, or fund health education.
- Greater attention to translating into practice findings from research in health behavior and health education. Acknowledging, expanding, and using the evidence base for health education.
Brian S. Flynn, ScD

President 1986

Greatest or Most Memorable Moments:
This was a period of quiet ferment in SOPHE's history. Serious exploration of possible unification of major health education organizations was undertaken. Though no significant changes emerged from this discussion, I believe that greater mutual understanding and self-knowledge resulted for all parties, laying the foundation for more productive subsequent relationships.

Predictions for SOPHE into the 21st Century:
There is a sturdy and sustained trend toward recognition of the contribution of behavior to health. This trend will increase the role of SOPHE in health policy development in two ways:
1. increasing the importance of health education to the success of these policies; and
2. propelling health educators into more visible policy-making positions.
There will also be continuing discussions of chapter-national relationships far into the coming century.

Michael P. Ericksen Sr., ScD

President 1987

Greatest or Most Memorable Moments:
Now that it has been over 10 years since I had the privilege of serving as SOPHE's President, the recollections of accomplishments grow dimmer and dimmer. As I reflect on this, I'm not sure if it's a function of age or not having accomplished a lot during my tenure as president. Assuming it's the former, I would characterize the accomplishments during my year of president as focusing on building the strength of the Society, particularly in terms of membership and chapters, and in relation to the establishment of health education credentialing. Most of my recollections (not all pleasant) relate to making sure that SOPHE Fellows were well represented in the credentialing process, and that credentialing would add value to the health education profession.

My fondest recollection was preparing my Presidential Address, where I had the opportunity to request and review the previous Presidential Addresses of my predecessors. I continue to be impressed with their insight and sage advice.

Predictions for SOPHE into the 21st Century:
With its relocation to Washington, DC, and the hiring of full-time, paid, professional staff, SOPHE will continue to flourish, with increases in its membership, number of chapters and revenue. I believe that the success of the Society will be dependent upon the extent to which it exploits information technologies and provides immediate, direct and tailored assistance to SOPHE Fellows on health education research and practice.

Strengthening the Field of Health Education into the 21st Century:
The emergence of information technologies, with an ever-increasing desire for involvement in personal health, could greatly advance the importance and contribution of health education in the 21st century. Whether or not SOPHE plays an integral part in this process will depend upon the extent to which it can facilitate the integration of advances in information technologies, with increasing interest in personal and family health.
Clarence E. Pearson, MPH
President 1988

Greatest or Most Memorable Moments:

- Assisting in the credentialing process by helping to connect the credentialing leadership with the Professional Examination Service, an APHA-founded testing service on whose Board I served.
- Making office space available for the volunteer staff of the credentialing process at the National Center for Health Education, where I served as President.
- Giving as much moral and other support as possible to our volunteer SOPHE executive director and staff in California.

Predictions for SOPHE into the 21st Century:

- Continued growth of membership, funds and more active programs.
- Involvement of top lay leaders and professionals from voluntary health fields as advisory board members to SOPHE or as members.
- Closer working relationships with those professional and nonprofit health organizations having similar missions and programs.

Paul R. Mico, MPH, CHES
President 1989

Greatest or Most Memorable Moments:

- Strategic Plan for Year 2000
- Unification deliberations on national/chapter membership and SOPHE/AAHE organizational-interorganizational committee
- Continuing education in support of credentialing; SOPHE Midyear Conference on policy, politics and advocacy and “Unconventional Convention” Annual Meeting in New York
- Editorial board for “News & Views” was established

Predictions for SOPHE into the 21st Century:

A possible scenario for Year 2020: 1) U.S. population peaking at about 300 million, characterized as aging, highly mobile, diverse; 2) people are practicing more positive health behaviors, using more alternative medicines and consuming a more vegetarian diet; 3) virtual communication and distance education available to all; “edutainment” evolves from combining education and entertainment through interactive multimedia. SOPHE is likely to continue as a small, elite corps of professionals committed to ongoing shaping of the profession and its practitioners, with continued emphasis on: 1) development of standards of preparation and practice; 2) promotion of the Code of Ethics; 3) continuing education programs in support of credentialing; 4) promoting collegiality among practitioners through conferences and communications; 5) improvements in the profession through promotion of research and meritorious practice; 6) monitoring national health policy issues and triggering state and local actions; 7) convener and participant in interorganizational collaborative of health education; and 7) raising funds to support the organization.

Strengthening the Field of Health Education into the 21st Century:

Implications for the profession—1) Everybody’s a health educator (or so it seems); 2) health education profiles more reflective of our cultural diversity; 3) less emphasis on individual health behavior and more emphasis on organizational work force issues and favorable policy changes at state, regional and national levels; 4) greater uses of edutainment technologies; and 5) continued innovations in practice settings of those who are ready to take advantage of the opportunities afforded.
Nell Gottlieb, PhD
President 1990

Greatest or Most Memorable Moments:

The most memorable accomplishments during my term were calming members about credentialing and helping to avert a potential chapter/national split. Both of these were very hot issues when I became president. My best memories from the year are going to many chapters across the country and sharing time with so many professionals who were truly committed to the work of health education.

Predictions for SOPHE into the 21st Century:

SOPHE will continue to become stronger and will emerge clearly as the organization that represents the profession of health education. Health Education and Behavior will continue as the premier journal of health education. Health Promotion Practice will quickly become key to diffusion of innovations in health education practice.

Strengthening the Field of Health Education into the 21st Century:

We need multidisciplinary applied research, an ecological framework for understanding health problems that integrates behavioral and community/social understandings of health; increasing the quality of undergraduate and graduate preparation; and recognition of health education as a unique specialty by employers to strengthen the field of health education.

Jim Perkins, DrPH
President 1991

As we walked out of the airport in Washington, DC, on a crisp, early November day, there was a sense of excitement and new beginnings in the air. The SOPHE Annual Meeting in 1992 began three days after Bill Clinton was elected President, presaging, hopefully, a new day for policies and programs more congruent with promoting the nation's health and new efforts to overcome some of the gross social and economic inequalities that plagued American society.

There was excitement, as well, about the annual gathering of the SOPHE membership. As I was preparing my outgoing Presidential Address, I reflected back on the work of the past year and the expectations for the future. Little did I realize then that the future for SOPHE would far exceed expectations and, for those of us committed to public health education, exceed the accomplishments of the new political administration.

For SOPHE 1991–92 was not a year of dramatic accomplishments or innovations, but it was clearly a time when we were building our base. In my view, the significant work of that year lay in strengthening the Society's foundation. Vigorous efforts continued to strengthen the ties between national SOPHE and the chapters. We also pushed ahead with the incredible work involved in becoming a major provider of continuing education for certified health education specialists (CHES). And, it was a time of leadership development as we brought into our Society a wider range of health education professionals.

As I watch SOPHE today, it is hard to imagine that this is the same organization, and yet the continuity is also strongly evident. It is incredibly gratifying to see how SOPHE has grown, not only in numbers but also in programs, influence, and leadership. Finally being able to free up our budget, move to Washington, DC, and hire an outstanding executive director have all brought to fruition the many years of dedicated work and service of so many SOPHE members and officers.
Cynthia Jorgensen, DrPH  
*President 1992*

**Greatest or Most Memorable Moments:**

I remember three things:
- A new version of SOPHE's Code of Ethics;
- Preparing, along with past and following presidents, for the transition for a move to Washington, DC, with a paid executive director;
- Working closer with chapters to make SOPHE more unified.

**Predictions for SOPHE into the 21st Century:**

- SOPHE will have a $20 million operating budget.

**Strengthening the Field of Health Education into the 21st Century:**

- Besides a movie or prime time drama, called something like “NYDH Sleuth” or “LA Health Practice”?
- Policy interventions that facilitate and support the hiring, retention, and promotion of health educators in key health promotion positions. This includes reimbursement for services, designation of health educators as key staff, changes in personnel classification, and hiring practices in large institutions.

James M. Burdine, DrPH  
*President 1993*

**Greatest or Most Memorable Moments:**

Two of SOPHE's most important decisions that occurred while I was President-elect and President were:
- Budget for and hire an executive director.
- Move the office from San Francisco to Washington, DC.

**Predictions for SOPHE into the 21st Century:**

“Visioning” has never been one of my strengths, but I do believe two trends are widely recognized. First, SOPHE as an organization has never been stronger—similarly the APHA Public Health Education and Health Promotion (PHEHP) Section. That will continue until the broader economy reverses and health care financing becomes even more restrictive than what we experienced during the “managed care” boom/burst. I believe this is still a couple of years ahead of us, however. At that point, we—and that I mean all the “softer” sides of health care (and human services)—will probably see the most severe questioning of our value that many of us have ever experienced. That is the event for which we should be preparing—to defend the value of improving population health over “just treating sick people”. That will require both high-level strategic thinking, as well as substantial data upon which to build our case. Fortunately, I also believe that we are rapidly approaching that point. The “disease management” industry, for example (similar to what the “health promotion” industry of the 80's did), has dramatically expanded the information that can be employed in this process. I believe SOPHE can be the vehicle for providing the leadership to negotiate that process.

**Strengthening the Field of Health Education into the 21st Century:**

Effective strategies and good information—both of which are/will be available. We just have to be smart about how we use them.
William C. Livingood, Jr., PhD, CHES

President 1994

Greatest or Most Memorable Moments:

Moving the SOPHE office to the Washington, DC area and hiring a paid executive director who would have a full-time commitment to SOPHE were frequently discussed issues within SOPHE for quite some time. I am very proud to have played a major role in making it happen while I was president-elect and president, and I am especially pleased to have been instrumental in hiring Elaine Auld as the executive director who has facilitated SOPHE becoming what we envisioned.

Predictions for SOPHE into the 21st Century:

Health education, through professional organization, credentialing, and improved accreditation of health education academic programs, will become the pivotal public health profession.

Strengthening the Field of Health Education into the 21st Century:

Academic health education must be vastly improved to: provide greater quality assurance, be linked to credentialing, and enhance the research foundations of health education. Health education has outstanding academic programs, but it also has academic programs without clear health education commitment or resources. In addition, health education as a profession must do more to increase funding of applied social and behavioral research to strengthen the scientific foundations of our work.

Ellen M. Capwell, PhD, CHES

President 1995

Greatest or Most Memorable Moments:

- Establishing the national office in Washington, DC and successfully completing the first full year of operation with a new Executive Director, Elaine Auld.
- Increased membership by 37% to 1863.
- Increased SOPHE’s visibility through advocacy, presence on national coalitions, and collaboration with other groups.
- Advancing the health education profession through active participation in initiatives such as Joint Committee for Graduate Standards, Coalition of National Health Education Organizations, SOPHE/AAHE Baccalaureate Program Approval Committee (SABPAC).
- Expanding continuing education/training efforts beyond the annual meeting and midyear scientific conference to include distance learning events and co-sponsored conferences.
- Expanding financial resources through conferences, grants and collaborations.

Predictions for SOPHE into the 21st Century:

SOPHE will continue to grow both financially and in membership with introduction of Health Promotion Practice and other means. SOPHE will continue to be a key player in support of credentialing through participation on the Competency Update Project, research on the impact of CHES, and promotion of program approval/accreditation initiatives. SOPHE’s presence on national forums will gain strength and influence. SOPHE will need to direct more attention to worksites and managed care fields. SOPHE must also keep pace with technology in the areas of distance learning and Internet communications.

Strengthening the Field of Health Education into the 21st Century:

We must establish a demand for qualified health educators through multiple avenues. Professional preparation programs need to follow common standards, and the available CHES work force needs to be adequate to respond to demands. Most importantly, strategic advocacy is needed by health education organizations such as SOPHE, to create demand for health educators in work settings. Health educators, as individuals, need to promote the field through example and active partnering with other professionals working toward common goals.
Randy Schwartz, MSPH
President 1996

Greatest or Most Memorable Moments:
- The current SOPHE strategic plan was initiated. Dozens of SOPHE members worked on numerous components of the plan that would take SOPHE into the next millennium.
- Plans for the first Health Education Advocacy Summit developed, bringing together multiple health education organizations to advocate for a common political agenda.
- The Department of Labor recognized the "Health Educator" as a part of its Standard Occupational Classification system.
- Randy and Elaine Auld dodged bullets and witnessed a shooting at Planet Hollywood, Indianapolis, in order to put gun control on the front burner of APHA.

Predictions for SOPHE into the 21st Century:
- SOPHE will continue its rise as an integral health promotion advocacy organization, not only in collaboration with our numerous partner organizations but also in its own right.
- SOPHE will be respected and called upon by Congressional staff and federal agencies. SOPHE chapters will increase political effectiveness at the local, state and regional levels.
- SOPHE's position as a preeminent organization concerned with the professional practice of public health education and health promotion will grow enormously.
- SOPHE's journals will be seen as critical to the profession.
- SOPHE will be one of the first public health groups to publish standards on intergalactic health promotion.

Strengthening the Field of Health Education into the 21st Century:
To strengthen health education in the 21st century will require a cadre of individuals with leadership and advocacy skills who work in worldwide positions of influence in the public and private sectors. This, combined with robust health education organizations, will contribute to an active, dynamic health education field. In addition, a greater recognition of global, technological and multicultural issues, as well as the expansion of Healthy Cities/Healthy Communities as a global movement, will be critical to the future of the profession.

John P. Allegrante, PhD
President 1997

Greatest or Most Memorable Moments:
The greatest and most memorable accomplishments of my term included reorganizing a new standing committee for resource development, which raised over $170,000 in funds to support SOPHE's strategic plan. We also conceived and launched SOPHE's first major individual-giving campaign, which is well on its way to raising $50,000 in contributions. Finally, I am pleased to have been involved with negotiating the contract to publish Health Promotion Practice, and organizing and convening the first Health Education Advocacy Summit in Washington, DC.

Predictions for SOPHE into the 21st Century:
I predict that SOPHE will deepen its commitment to advocacy and political action in the years ahead and will become increasingly involved with global partnerships, which address links between health status and global economic, environmental, and political change. I also predict that SOPHE's membership will begin to reflect the remarkable ethnic and racial diversity that will characterize America's demography in the next century. As a result, we will see more emphasis on multicultural competency in professional preparation and continuing education. Finally, I predict that SOPHE will be recognized internationally as the preeminent professional organization in health education in the United States.

Strengthening the Field of Health Education into the 21st Century:
To help strengthen health education in the next century, we should first encourage and support the election of health education professionals to both state legislative offices and the U.S. Congress. Second, health education needs to develop a Cochrane-like collaborative group of international researchers that can develop, maintain, and promote consensus-based guidelines for the use of an alternative to the randomized, controlled trial as a method of evaluating population-health outcomes. Finally, the field could be strengthened immeasurably by consolidating the numerous existing professional associations into a single professional partnership. I fully anticipate that SOPHE will become that entity.
SOPHE Presidents
1950–1999

1950–Claire E. Turner, DrPH *
1951–Mayhew Derryberry, PhD *
1952–Levitte B. Mendel, MPH *
1953–Lucy S. Morgan, PhD *
1954–Sol S. Lilson, MPH *
1955–William Griffiths, PhD *
1956–Ann W. Haynes, MPH *
1957–Howard Emes, MPH
1958–Beryl J. Roberts, DrPH *
1959–Norbert Reinstein, MPH
1960–Charlotte Leach, MPH
1961–Mary P. Armstrong, MPH
1962–Jeanette J. Simmons, DrSc
1963–Thomas Roberson, MPH *
1964–H. J. Weddle, MPH
1965–Jerome Grossman, PhD
1966–Ralph Boatman, PhD
1967–Betty Bond, PhD
1968–Theron Butterworth, PhD *
1969–William Darity, PhD
1970–Scott K. Simonds, DrPH
1971–Carol D’Onofrio, DrPH
1972–Florence B. Fisk, DrPH
1973–Donald Campbell, PhD
1974–Beverly Ware, DrPH, CHES
1975–Helen P. Cleary, DSc, CHES
1976–Joe Fred Sils, PhD *
1977–Helen S. Ross, EdD, CHES
1978–Sigrid Deeds, DrPH, CHES
1979–Marcia Pinkett-Heller, MPH
1980–Elizabeth McManus, EdD
1981–Richard A. Windsor, PhD
1982–Edward J. Roccella, PhD
1983–Lawrence W. Green, DrPH
1984–Ruth F. Richards, MPH
1985–Noreen M. Clark, PhD
1986–Brian S. Flynn, ScD
1987–Michael P. Eikeren, ScD
1988–Clarence E. Pearson, MPH
1989–Paul R. Mico, MPH, CHES
1990–Neil H. Gottlieb, PhD
1991–Jim Perkins, DrPH
1992–Cynthia Jorgensen, DrPH
1993–James N. Burdine, DrPH
1994–William C. Livingood, Jr., PhD, CHES
1995–Ellen M. Capwell, PhD, CHES
1996–Randy Schwartz, MSPH
1997–John F. Allegretto, PhD
1998–Robert M. Goodman, PhD, MPH, MA

* Deceased