SOPHE’s New Look...

FOR THE LAST 70 YEARS, SOPHE HAS PROVIDED GLOBAL LEADERSHIP TO THE PROFESSION AND PROMOTES THE HEALTH OF SOCIETY THROUGH:

- Advances in health education theory and research
- Excellence in professional preparation and practice
- Advocacy for public policies conducive to health
- Achievement of health equity for all

SOPHE is looking to the future with an all new look. Many years in the making, this rebrand comes at a great point in SOPHE history.

The journey of our new brand started with research. The SOPHE brand task force and our website team Ivy Group surveyed both national and local chapter members and stakeholders to learn how they view SOPHE. The survey results played a huge part in the direction of SOPHE’s new logo and tagline.

In the survey, both national and local chapter members described SOPHE as credible, educational, and respected. Despite these feelings, 65% of those surveyed felt that SOPHE’s current brand mark did not project its mission or convey the essence of the organization very well.

Another huge item in the survey related to SOPHE’s tagline. Many felt that our previous tagline, “Global Leadership for Health Education & Health Promotion” was dated. Our new tagline—Health Education, Health Advocacy, Health Equity—highlights the current and future work being done at SOPHE such as our 2021 Virtual Advocacy Summit, our 2022 Digital Annual Conference, and more.

The last 70 years have been monumental for SOPHE. We look forward to the future with our new branding to reflect the changes coming to SOPHE over the next 70 years.
THANK YOU TO OUR DONORS
JANUARY-JUNE 2021
A hearty thank you to the following people whose gifts are at work advocating for prevention, public health and health promotion policies, supporting excellence in professional development for students and practitioners building equity within SOPHE and our world.

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SOPHE’s Annual Conference

**MARCH 21-25, 2022**

**The 2022 conference theme is, Health Education: The ARCH of an Era.**

Public health educators have experienced a resurgence of the profession and a resilience of communities and healthcare systems. Accelerating the Recovery of Communities and Health requires innovation, collaboration, and systems-level approaches that are inclusive, anti-racist, and equitable for all.

We are bringing together health education professionals from across the globe and various disciplines. The conference settings for an experience filled with learning, sharing, and connecting with others who share your interests. The ARCH of an Era illustrates the escalation of a worldwide crisis, the public health response, and the recovery among communities. The ARCH represents the countless efforts of health education over the last two decades and the start of a new era.

Attend engaging virtual sessions using breakouts to energize and motivate us to work together and learn from each other and unique sessions, such as World Café, PechaKucha, Rock Your Flock, micro-learning, Ignite, skill-building, and game show styles.

**REGISTER NOW!**

**Student Edu-Thon**

During SOPHE’s 2022 Annual Conference, Student Health Edu-Thon Teams will present an evidence-based scenario response that demonstrates their health education specialist competencies, uses of technology, and emerging methodologies.

Participant teams will create an innovative digital health campaign that addresses a current health education challenge.

Teams of 2-3 graduate students or 3-4 undergraduate students will participate in separate competitions. There is a winning team from each group. The competition is limited to 6 graduate and 12 undergraduate teams.

Team registration is on a first come, first served basis until Monday, January 31, 2022. Team registration fee: $50

Visit MySOPHE registration to learn about eligibility and participation terms and conditions.

**DEADLINE: MONDAY, JANUARY 31, 2022 @ 11:59 PM ET**

Questions? Email education@sophe.org

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**PROFESSIONAL DEVELOPMENT CORNER**

**eLearn at core**

**On Demand**

- Preventing Opioid Misuse: Health Education Campaigns & Curriculum
- Hispanic/Latino Ethnic Identity and Diabetes: An Examination of Underlying Acculturation Processes and the Hispanic/Latino Health Advantage
- Advancing Health Literacy Among Hispanic Immigrants: The Intersection Between Education and Health
- Structural Racism and Immigrant Health in the United States

- Analysis of Latina/o Sociodemographic and Health Data Sets in the United States From 1960 to 2019: Findings Suggest Improvements to Future Data Collection Efforts

**Journal Self-Studies**

- Hispanic/Latino Ethnic Identity and Diabetes: An Examination of Underlying Acculturation Processes and the Hispanic/Latino Health Advantage

**FIND CONTINUING EDUCATION RESOURCES AT ELEARN.SOPHE.ORG**
Justice-Oriented Health Education & Promotion

Reflective Practice: Critique current paradigms and systems of power, be intentional with word choice and context, and encourage accountability.

Center Communities: Recognize communities as a primary focal point of health education & promotion practice and seek meaningful engagement to center their wisdom.

Promote Justice: Identify root causes that compromise the health of individuals and communities to change systems and promote justice.

Please join us

NHEW 2021
OCTOBER 18-22, 2021

Gateway to the Future: The Power of Health Education & Promotion

Since 1995, SOPHE has celebrated National Health Education Week (NHEW), (initially in collaboration with the Department of Health and Human Services), during the third week of October.

For more info check out sophe.org/focus-areas/national-health-education-week

New School Health Website Launched

SOPHE, in collaboration with the Centers for Disease Control and Prevention (CDC) Healthy Schools Branch, launched elearn.sophe.org/schoolhealth, a new website dedicated to school health professionals and supporting school staff to kick off the 2021 fall semester.

The website includes training, tools, and resources for both pre-service and in-service health and education professionals, including the Model Toolkit for K-12 School Health Educators and the School Health Education Teacher Preparation Model Guidance. Also featured are digital recordings of workshops held earlier this year on topics such as tips for integrating the Whole School, Whole Community, Whole Child model, and using the Health Education Curriculum Analysis Tool (HECAT) to support the delivery and impact of school health education.

Read more about the new SOPHE School Health website!

Recorded sessions available in CORE.

RECORDED: MONDAY, OCTOBER 18
COVID-19 Classroom Chat: RE-Adapting to the Classroom in 2021

RECORDED: TUESDAY, OCTOBER 19
How to Promote your Health Education Skills for Careers in the Field

RECORDED: WEDNESDAY, OCTOBER 20
Presenting Accessibility for an In-Person and Online Audience

RECORDED: THURSDAY, OCTOBER 21
Health Literacy: Addressing COVID Disinformation & Reaching Diverse Populations

RECORDED: FRIDAY, OCTOBER 22
Navigating Workplace Mental Health Amidst COVID-19
SOPHE celebrates its chapters!

SOPHE Chapters represent more than 2,000 health education specialists who are dedicated to improving public health through education.

We celebrate your leadership and commitment to health education and health promotion across the globe.

Read more about SOPHe's Chapters!

Call for volunteers

Communities of Practice

The following CoPs have open spots for volunteer community manager roles.

- Emergency Preparedness
- Public Health Nutrition
- Social Marketing/Health Communications
- Medical Care/Patient Education

Fall Awards Cycle Now Open!

Every year, SOPHE presents awards to faculty, practitioners, students and chapters in more than 15 categories. More information at sophe.org/about/awards-fellowships-scholarships.

APPLY BY SUNDAY, DECEMBER 5 FOR PRACTITIONER AND STUDENT AWARDS.

NEW CoPs to launch!

Evaluation and Implementation Science

Implementation science is the study of translating knowledge and evidence into local policies and practices. The COP members can share articles, tools and resources and guides to help researchers and practitioners better use evidence and evaluate those efforts.

Please join us
NEW SOPHE MEMBERS

Franceska J. Alexander  
Karah Alexander  
Lucia Judith Alfano  
Anum Ali  
Andrea Marie Andersen  
Ryan Alan-Charles Anderson  
La’Tia Baulckim  
Jacqueline Boone  
Madeline Marie Borel  
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Charlie Gibbons  
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Nettiee Maxwell Johnson  
Adrienne Lester King  
Erin Elizabeth Krohn-Schwab  
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Valerie McConnell  
Alicia McDaniel  
Ny’Nika McFadden  
Amanda Medina-Forrester  
Dawn Miller  
Graham Mooney  
Casi Morgan  
Blessing Mutiti  
Heba Nooh  
Afokakemi Comfort Olaniyan  
Kathleen Olup  
Mohamed Osman  
Michelle Parisi  
Rolanda Patrick Forehand  
Ryanne M. Paul  
Christopher Lee Pettingill  
Idelja P. Phillips  
Janis Price  
Lisa A. Quinn  
Kim Renee Ramsey-White  
Elena Isabel Rein  
Jill Riera  
Latrinda Riley  
Kyoko Rodriguez  
Mary Patricia Rogers  
Luz M. Ruyol  
Olutosin Adebola Sanyaolu  
Denise K. Scannell  
Monika Scherer  
Halee Schomberg  
Abby Schwanger  
Hannah Jean Scott  
Kim Siebert  
Catherine Sinardi  
Sharon Skeahan  
Kevinn Tenorio  
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Melanie T. Tucker  
Alison Vaux-Bjerke  
Janet Velez  
Ruta Viela  
Sarah Wang  
Maya Welfare  
Angela M. White  
Jo Williams  
Derek Wilson  
Jenna Wintemberg  
LaShawn Wordlaw  
Swetha Yalamanchili

SOPHE Member Spotlight

Alison Yelsma  
Student

Q: What is your research focus?
A: My undergraduate honors thesis/public health capstone was titled “Primary and Secondary Interventions to Address Common Female Reproductive Health Issues on College Campus.”

Q: What do you see as your future in public health education?
A: I plan to graduate attend school to study chronic disease epidemiology. I would love to become a researcher and professor. My areas of interest are women’s health, the social determinants of health, and health literacy.

Q: What was your best accomplishment academically?
A: Erika Tuller, Sarah Goodson and I were on the winning undergraduate team for SOPHE’s Student Health Edu-Thon. We developed a project with strategies to tailor vaccine access to vaccine services for college students with social media posts and flyers titled: C.O.V.I.D Connecting On Vaccine Information & Discussion.

Q: What do you like to do for fun?
A: In my free time I enjoy hot yoga, boxing, writing poetry, painting and being outside as much as possible!

P.S. I would like to give grateful thanks to Dr. Amos Aduroja and Dr. Bob Bensley for their constant support and instilling me with a passion for public health education and promotion!
SOPHE’s CEO Search

SOPHE is drawing on the steps in its succession plan to guide the process of selecting a new CEO. The board of trustees formed a search subcommittee to oversee the process and retained an executive search firm, Vetted Solutions, to coordinate the search.

“The SOPHE Board of Trustees recognizes the critical importance of this position to the long-term health of the organization and we are well prepared for this transition. We will keep our membership updated on the progress of the search through announcements on both SOPHE’s website and via other online communications channels,” said Dr. Deborah Fortune, SOPHE’s President and chair of Search Committee.

Headquartered in Washington, D.C. with offices in Chicago and Los Angeles, Vetted Solutions has a demonstrated track record of executive recruiting within the association space and a client-focused approach to the process. Led by president and founder, Jim Zaniello, FASAE, SOPHE will be served by a focused team of recruiters who have both association and specific entertainment and hospitality industry experience providing a comprehensive approach to identifying potential candidates.

The search commenced in September 2021. Candidates interested in applying should email: SOPHECEOsearch@vettedsolutions.com.

Welcome To The Team

Lauren Sue,
PHAP Associate

SOPHE was selected as a host site for the 2021 CDC Public Health Associate Program (PHAP).

This competitive training program provides hands-on experience to early-career public health professionals who are recent college graduates with an interest in public service and public health. Since 2007, the CDC has placed more than 1,300 public health associates in public health agencies and non-governmental organizations. Only 8% of non-governmental organizations are typically selected to be host sites.

Our associate, Lauren Sue, is receiving support from the CDC over the next two years to complete a comprehensive training curriculum. Starting in October 2021, Lauren will develop and implement the Step Up Leadership Pipeline Program to encourage Hispanic/Latino undergraduate students at Hispanic-serving Institutions (HSIs) to pursue a career in public health. Considering that Hispanics and Latinos make up 18% of the total national population but only 12% of the public health workforce, this program would provide an important dedicated pilot approach to increasing the Hispanic and Latino workforce in public health.

We are enthusiastic as this aligns with SOPHE’s first goal in our updated strategic plan and diversity, equity and inclusion (DEI) efforts.

We look forward to moving the needle in our DEI goals, growing the Hispanic and Latino workforce in public health, and advancing healthy and equitable communities.

Lauren graduated from Ponoma College in Claremont, California with a Bachelor of Arts in Neuroscience. She has experience in health equity, racial justice and community-building in public health. She has worked at the UNC Center for AIDS Research in Chapel Hill, North Carolina and interned at the Hepatitis B Foundation in Washington, D.C.

Sana Siddique
Office & Program Associate

Sana supports SOPHE’s national office and member operations and assists with SOPHE’s cooperative agreements. She earned her Bachelor’s Degree in health education and promotion from Towson University (Maryland) in spring 2021.

Sana was a community health intern at the University of Maryland, St. Joseph Medical Center in Maryland. At St. Joseph’s, she partnered with organizations such as Baltimore Hunger Project to address food insecurity at weekly food distributions in Baltimore County Schools. She also addressed COVID-19 vaccine hesitancy while increasing outreach efforts at mass vaccinations sites across Baltimore.

She achieved her first professional goal by passing the Certified Health Education Specialist (CHES®) exam this fall.
Journal Highlights

SOPHE Journals are going digital! In a move to be more environmentally friendly, SOPHE is moving away from physical copies of its three journals: Health Education & Behavior, Health Promotion Practice, and Pedagogy in Health Promotion.

Starting in 2022, published copies of Pedagogy in Health Promotion will no longer be available.

SOPHE members can pay for a single subscription of either Health Education & Behavior or Health Promotion Practice for $30 a year. All SOPHE journals will be accessible by logging into your My.sophe accounts and navigating to the publications tab.

Give back through the Legacy Circle

As a health educator, you know the feeling of pride for our profession and challenges facing our communities. It has never been more important for us to be prepared and equipped to tackle what's before us.

Unfortunately, not all our colleagues have access to what they need to be successful. SOPHE’s Legacy Circle fund helps students and practitioners experiencing financial strains to stay connected to timely continuing education content and networking opportunities, supports development of new toolkits and resources to address the urgent needs of vulnerable populations, assists those enhance their techniques for teaching online or hybrid classes, and strengthens advocacy efforts calling for legislation and funding for school and public health.

If the SOPHE family has helped you along your professional journey, please give a tax-deductible gift to the Legacy Circle fund today.