



SOPHE

| 2021 Annual Report



New

MISSION

Supporting leaders in health education and promotion to advance healthy and equitable communities across the globe.

Our

VISION

A healthy world through health education.

Our

VALUES

- Responding to the needs of its members
- Delivering quality products and services
- Demonstrating integrity, accountability and transparency
- Promoting teamwork and collaboration
- Embracing diversity
- Respecting organizational tradition while encouraging innovation

As the world entered the second year of the global COVID-19 pandemic, SOPHE continued its commitment to provide professional development opportunities, training and skills to health promotion and health education specialists across the world.

Our members and stakeholders have turned to us to do more, and to be more - more of what they need to be agile and resilient professionals and students.

2021 was a tremendous year of progress for SOPHE – **the organization updated its mission**, created a vibrant brand, and launched its new five-year strategic plan with four concise strategies.

- **Strategy 1:** Strengthen health education and promotion capacity to achieve health equity.
- **Strategy 2:** Advance health education and promotion pedagogy, practice and research.
- **Strategy 3:** Promote and advocate for health-equity enhancing systems and policies.
- **Strategy 4:** Support operational excellence to achieve the greatest public health impact possible.

Read more about SOPHE's 2021 activities through our strategic focus areas.

1

STRENGTHEN

Strengthen health education and promotion capacity to achieve health equity.



Never wavering in its support of professionals and students, SOPHE seamlessly shifted from an in person annual conference to SOPHE **2021dX Digital Experience Annual Conference**, an experience crafted to meet attendees' interests and the current trends and topics facing the public health field.

The conference was a virtual gathering of more than 570 professionals and students. "Gateway to the Future: Health Education & Promotion for All" delivered online professional development sessions spanning several weeks beginning in April. Over 325 speakers and presenters shared their knowledge, research and findings with attendees.



"Gateway to the Future: The Power of Health Education & Promotion," October 18-21. SOPHE offered a full week of **National Health Education Week** webinars with more than 700 attendees. Our partnership with National Commission for Health Education Credentialing (NCHEC) continues with our collaborative webinars to explore careers in health education.

Collaborating with Partners

SOPHE was successful with its application to the Center for Disease Control & Prevention's Public Health Associate Program in 2021. Beginning in October, Lauren Su began her work at SOPHE to develop and implement the **"Step Up Leadership Pipeline Program"**

to increase support for and representation of Hispanic/Latino students pursuing public health careers. SOPHE is partnering with five Hispanic Serving Institutions with undergraduate-level public health or health education departments for this program,

Chaffey College, City University of New York Lehman, Doña Ana Community College, Florida International University, Lehman College and Northwest Vista College. The program begins with needs assessment to obtain student and faculty perspectives to inform the pipeline program development.

With funding from the CDC Healthy Schools Branch, SOPHE hosted an innovative five-day **Digital Institute for Higher Education Academy** in 2021 to enhance faculty awareness and use of relevant tools to prepare health and physical education teacher candidates for current K-12 school challenges.

The Step Up Leadership Pipeline program begins with needs assessment to obtain student and faculty perspectives to inform the pipeline program development.

STRENGTHEN

In 2021, SOPHE's cooperative agreement with the Centers for Disease Control and Prevention projects included a series of three one-hour **webinars**, led by journal experts from the CDC and editorial board members from SOPHE's journals. These webinars were open to all CDC Division of Nutrition, Physical Activity and Obesity (DNPAO) grantees and SOPHE members.

SOPHE and the CDC's Division of Nutrition, Physical Activity and Obesity (DNPAO) held two virtual **Writing for Publications** workshops for 14 DNPAO recipient teams. Participants will write a draft of a scientific paper – suitable for submission to a peer-reviewed, academic journal – sharing the results of their DNPAO-funded intervention. These manuscripts may be published in a special supplement of SOPHE's Health Promotion Practice journal and available online via open access.

Additionally, as part of SOPHE's cooperative agreement with the CDC's DNPAO, Charles Brown, director of Equitable Cities, conducted nine interviews with Black scholars and thought leaders across the U.S. His research sought to better understand the historical context, the barriers and consequence of racial inequities that discourage physical activity among Black individuals and communities. The findings from the interviews will be used to identify opportunities for the CDC to embed equitable access to physical activity opportunities for Black communities into its activity-friendly routes to everyday destinations strategy.

In March of 2021, an environmental literature scan was conducted on SOPHE's behalf, by Dr. Tyler Prochnow. The scan focused on pedestrian, bicycle, and public transportation systems connected to built environments or land use topics, including policy, system, and environmental changes that can promote or discourage equitable and inclusive access to physical activity specifically activity friendly routes to everyday destinations. In total, 33 peer-reviewed articles, 99 grey literature resources, and 6,324 Tweets were analyzed for this scan. The end report, **“Interviews with Black Scholars in Transportation, Public Health, and Land Use”** highlights the themes and concepts that arose from the environmental scan.

33
peer-reviewed
articles

99
grey literature
resources

6,324
Tweets

2

ADVANCE

Advance health education and promotion pedagogy, practice and research.

Journals

SOPHE published 16 issues of its three peer reviewed journals, “Health Promotion Practice;” “Health Education & Behavior;” and “Pedagogy in Health Promotion: The Scholarship of Teaching and Learning.” Our journals share cutting-edge research, practice-based tools, and innovative teaching concepts to readers across the world.

- SOPHE’s commitment to health equity resulted in 52 articles and one special collection on the topic.
- SOPHE, in collaboration with the University of Florida Center for Arts in Medicine and ArtPlace America, published, “Arts in Public Health” for Health Promotion Practice.
- Three special collections, “Critical Narrative Intervention,” “Native and Indigenous Voices,” and an advocacy were published by “Health Promotion Practice.”
- “Health Education & Behavior” in partnership with the Centers for Disease Control and Prevention’s Undergraduate Public Health Scholars program, funded by the Office of Minority Health and Health Equity, published a special issue, “Scholars of Color.”
- Entire “Scholars of Color” special issue available in CORE
- “Pedagogy in Health Promotion” published the special issue “Teaching About Race, Racism, Anti-Racism, and Social Justice.”

SOPHE’s CORE
helps learning take
place when the
user is ready.

Professional Development Webinars

SOPHE provided 65 “live” webinars during 2021 – all of which were recorded and available in SOPHE’s Center for Online Resources and Education – CORE. These 65 recordings and hundreds more live at the fingertips of our members and other professionals – 24 hours a day, 7 days a week. This convenience helps learning take place when the user is ready, on their time.

ADVANCE

Awards, Fellowships and Scholarships

SOPHE's robust awards, fellowships and scholarship program enriched the lives of students and practitioners. In 2021:



21

students and/or practitioners were awarded 21st Century Scholarships to attend SOPHE's conference or Advocacy Summit.



2

SOPHE/Centers for Disease Control & Prevention Injury Prevention Fellowships.



1

SOPHE Patient Engagement Fellowship.



7

Helen P. Cleary Scholarships provided financial support to individuals taking the national Certified Health Education Specialist (CHES®) examination. This is a program of the National Commission for Health Education Credentialing, Inc. which is administered by SOPHE.



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awards to recognize significant achievements in health education and health promotion and for outstanding contributions of those improving the health of society.

3

PROMOTE & ADVOCATE

Promote & Advocate for health-equity enhancing systems and policies.

As the United States underwent a turbulent year of civic unrest and political discourse, **SOPHE's Advocacy Committee** kept busy writing organizational resolutions to visibly state SOPHE's stance on these issues. The resolutions included:

- Addressing women's health disparities – call for access to equity in prevention, treatment, research, and funding for women's health.
- Calling for advocacy, funding, health care access, and health education to support health equity and informed reproductive choices.
- Eliminating health inequities for sexual and gender diverse populations.
- Acknowledging disability, ableism, and health equity in public health education & health promotion practice.

SOPHE also signed onto eight bills in 2021

1. Improving Social Determinants of Health Act
2. Safe Routes to School Expansion Act
3. Tracking COVID 19 Variants Act
4. Public Health Infrastructure Saves Lives Act
5. Public Health Funding Prevents Pandemics Act
6. Climate Change Health Protection and Promotion Act
7. INVEST in America Act
8. Maternal Momnibus

Members of advocacy committee published a manuscript in the "American Journal of Health Education" titled, "[Using Memes to Increase Health Literacy in Vulnerable Populations: American Journal of Health Education: Vol 0, No 0 \(tandfonline.com\).](#)"

SOPHE took stock of its diversity, equity and inclusion work and created a **Health Equity and Anti-Racism Task Force** (HEAR) to ensure the organization did not lose sight of its updated mission. The task force will release recommendations for SOPHE to become an authentic and effective anti-racist organization.



The year culminated in **SOPHE's 23rd Annual Advocacy Summit** which focused on Black maternal health equity and social determinants of health. More than 120 health education specialists, students and academia gathered online to engage in sessions that expanded and grew the skills of attendees.

4

SUPPORT

Support operational excellence to achieve the greatest public health impact possible.

2021 ended three years of dedicated work of volunteer **SOPHE's Brand Task Force** with the fall launch of SOPHE's new logo, tagline and brand elements across its chapters and communication channels.

Guided by The Ivy Group's comprehensive research findings and SOPHE's values, characteristics, and personality, SOPHE's new look encompasses innovation, credibility, collaboration and diversity. The new logo looks toward the future of the associations position in the field, its ability to feed the pipeline of students and early career professionals and re-engage stakeholders. The updated tagline, "Education. Advocacy. Equity." resonates with our commitment to health equity through education and advocacy.

On behalf of the national organization and its 22 chapters, SOPHE will continue working as a **National Commission for Health Education Credentialing multi-event provider of continuing education** for four additional years.

Moving into 2022, SOPHE's Board of Trustees will assess the recommendations of the **board's governance task force** which were adopted at the end of 2021.

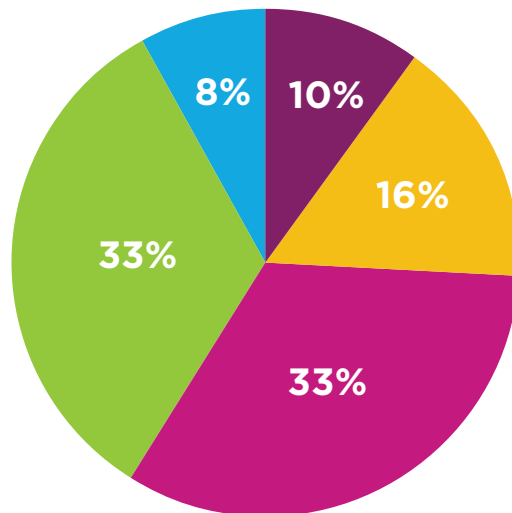
Celebrating 25 Years of Dedication

In July, Elaine Auld, MPH, CHES® announced her retirement as CEO after 25 years leading the organization to remarkable growth in membership and financial stability. During the COVID-19 pandemic, Elaine guided the organization with her strength in administration and knowledge in public health. SOPHE maintained its commitment to members, offering more professional development through webinars than ever before. The organization was able to maintain its financial stability with an increase in donations and federal grants during 2021.

Education.
Advocacy.
Equity.

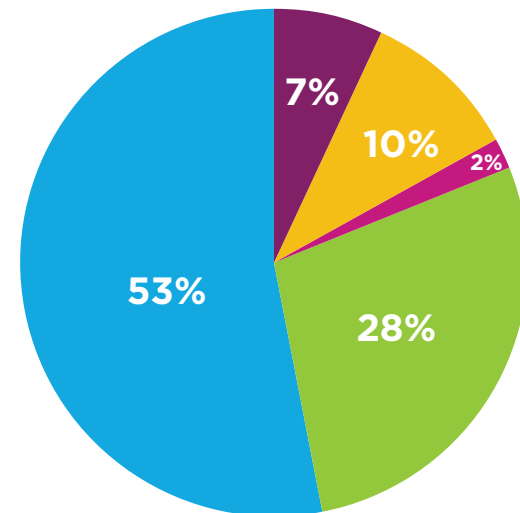
2021 FINANCIAL OVERVIEW

2021 Income by Source



- Meetings/Professional Development
- Journals/Publication/Royalties
- Grants/Contracts
- Donations/Investments
- Member Dues

2021 Expenditures by Function



- Journal / Publications
- Meetings
- Fundraising
- Program Services
- Membership/Operating Expenses

SOPHE's finances are annually audited by Rubino & Company. SOPHE manages its resources and expenses wisely in collaboration with the board of trustees finance committee.

OUR FUTURE:

Entrusting Your Legacy to SOPHE

For the first time, SOPHE launched its Bequest Giving program. Marilyn, “Marti” Rice, one of SOPHE’s most passionate donors, named SOPHE in her trust directing her gift to initiatives closest to her heart, and those that will make a lasting difference for health educators, social determinants of health, and health equity.



I would like to see this eternal gift to SOPHE be used to conduct an annual International Forum on Social Determinants of Health and Equity, providing an opportunity to identify challenges and examples of successful initiatives, to propose actions to be taken by SOPHE and its members, and to publish and disseminate a summary to strengthen ongoing policies, actions, and results.

Marilyn “Marti” Rice
SOPHE Bequest Donor

SOPHE donors contribute to provide opportunities for students and practitioners to learn, share and network with their colleagues in the field. Here are two stories of the impact and importance of supporting SOPHE through individual giving.

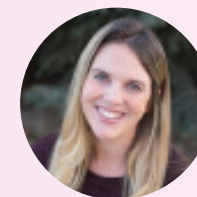
If not for donors, Dennis would have missed the opportunity to gain practical knowledge and professional experience at the annual conference.



I learned a lot, especially about designing health promotion programs in various community settings including schools, workplaces, and other organizations. [Attending] gave me the key opportunity to network and present my oral presentation on food access and equity on the borderland. Attendees asked great questions that helped me think critically about my thesis project which connects with my presented topic. This was my first time to present at a national public health conference in the United States.

Dennis Nyachoti
MPH Student, University of Texas, El Paso

Thanks to our donors, Alysia gained knowledge and skills for herself, her workplace, and her SOPHE chapter.



The SOPHE Advocacy Summit provided great information, resources, training, and experiences to improve my advocacy skills. My employer didn't have the funds to send me to past summits, so when I saw it was virtual, I was able to participate with the help of the scholarship.

Alysia Durcuara
Get Healthy Utah

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A sincere and grateful, “Thank you” to our SOPHE 2021 Donors

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