

Preparing for the Unexpected: Implications for Leadership in Health Education

Presidential Address

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2022 SOPHE Annual Conference

March 22, 2022



Making a Difference Through Health Promotion and Health Education: The Future is Yours

Martha Katz MPA

Chair, James F. and Sarah T. Fries Foundation



What has the COVID-19 Pandemic Taught Us?



During the past two years . . .

Public health officials:

- Managed the first pandemic in a century
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- Created the Public Health Communication Collaborative
- Tested the limits and strengths of public health laws and authorities



Five Lessons from the Pandemic

- ***Equity is at the core of public health:*** Social and racial injustice and inequity continue to challenge our communities.
- People care not just how a disease affects their health, they also care about how health ***affects their lives.***
- ***There's a low level of trust in government.*** Surveys show that the public trusts public health leaders less today than they did before the pandemic.



Five Lessons from the Pandemic (Continued)

- ***Community engagement matters:*** The public and public officials felt like they weren't sufficiently consulted about public health policies. Public health wasn't well equipped to deal with the political fallout that emerged.
- ***Health education matters:*** It makes a difference if a trusted messenger delivers health information; and that the message is delivered often and consistently.



Consequences of the Pandemic for the Workforce

- Record numbers of public health leaders retired or resigned. Protecting public health workers has been one of the biggest issues.
- At the same time, schools of public health have record numbers of applicants! Gen-Z gives us hope!



Two Key Questions:

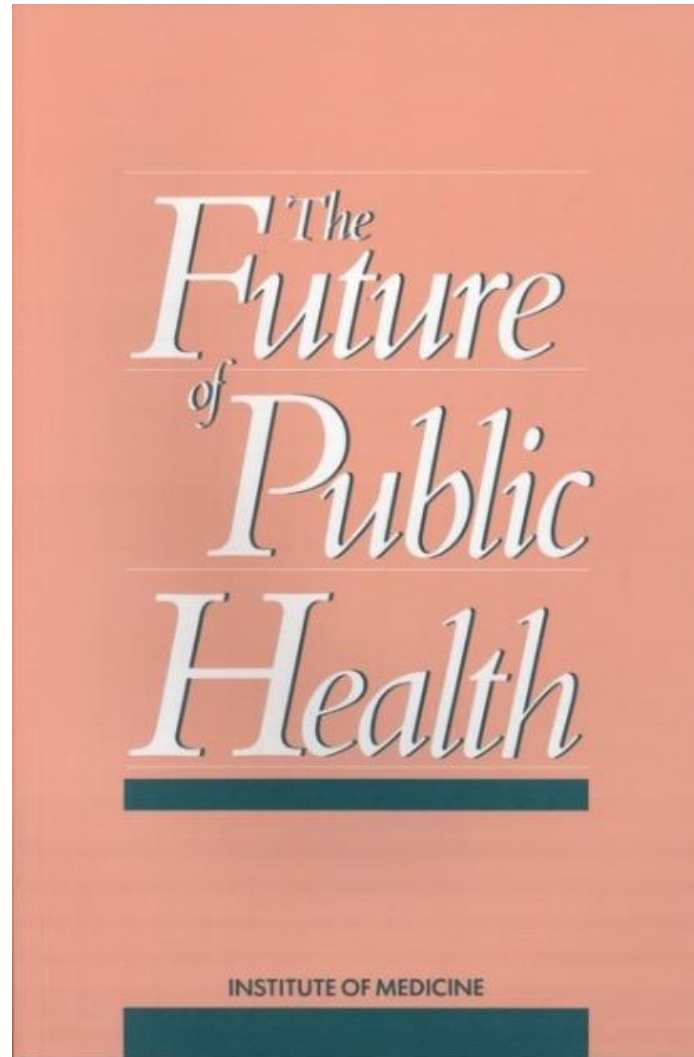
1. How do we reshape the public health system: to be more effective in protecting and promoting health in our communities and create an environment that supports the talented people we need in the field?
2. Where can health educators make the biggest difference?



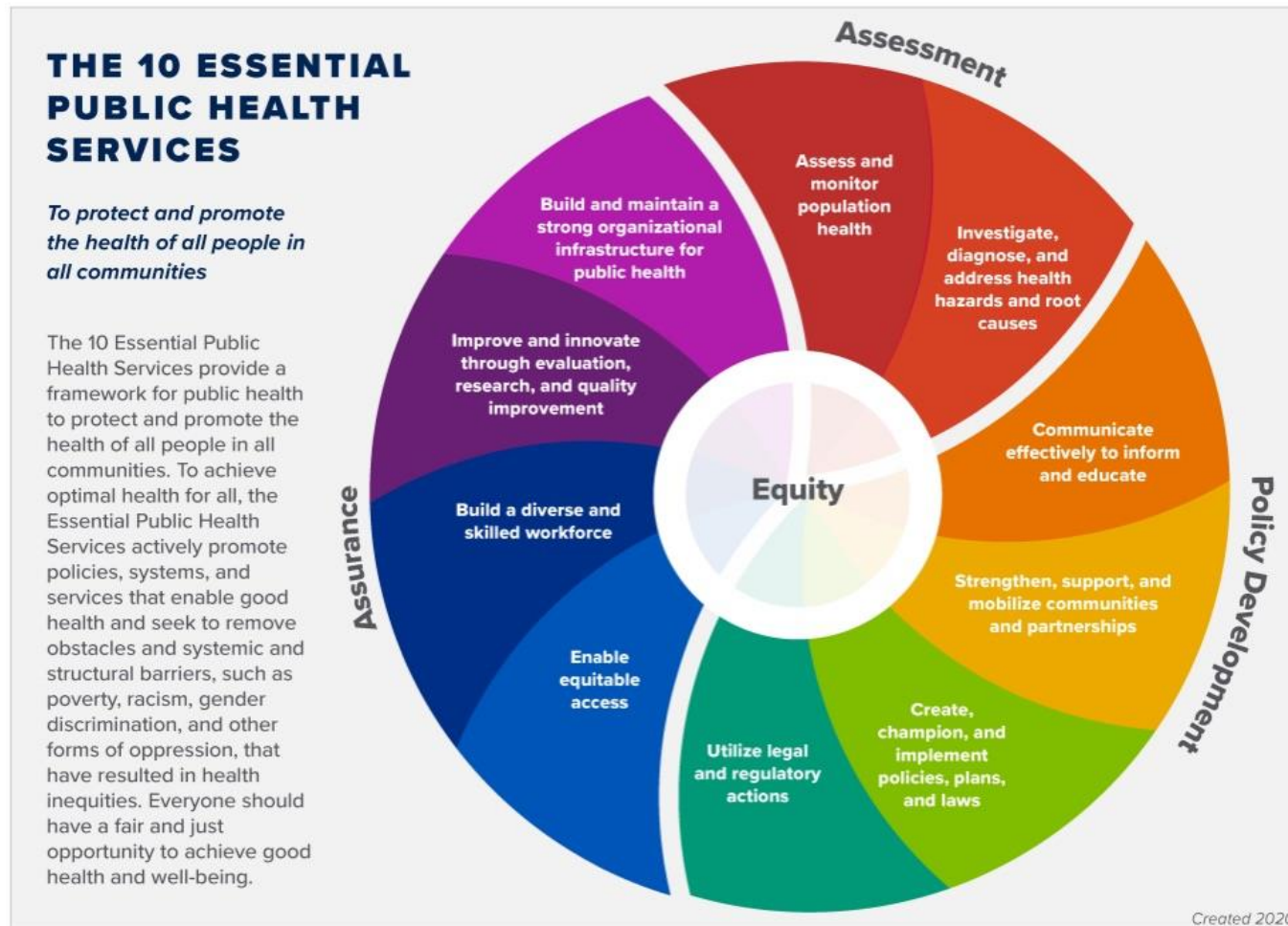
How Do We Refresh the Public Health System?



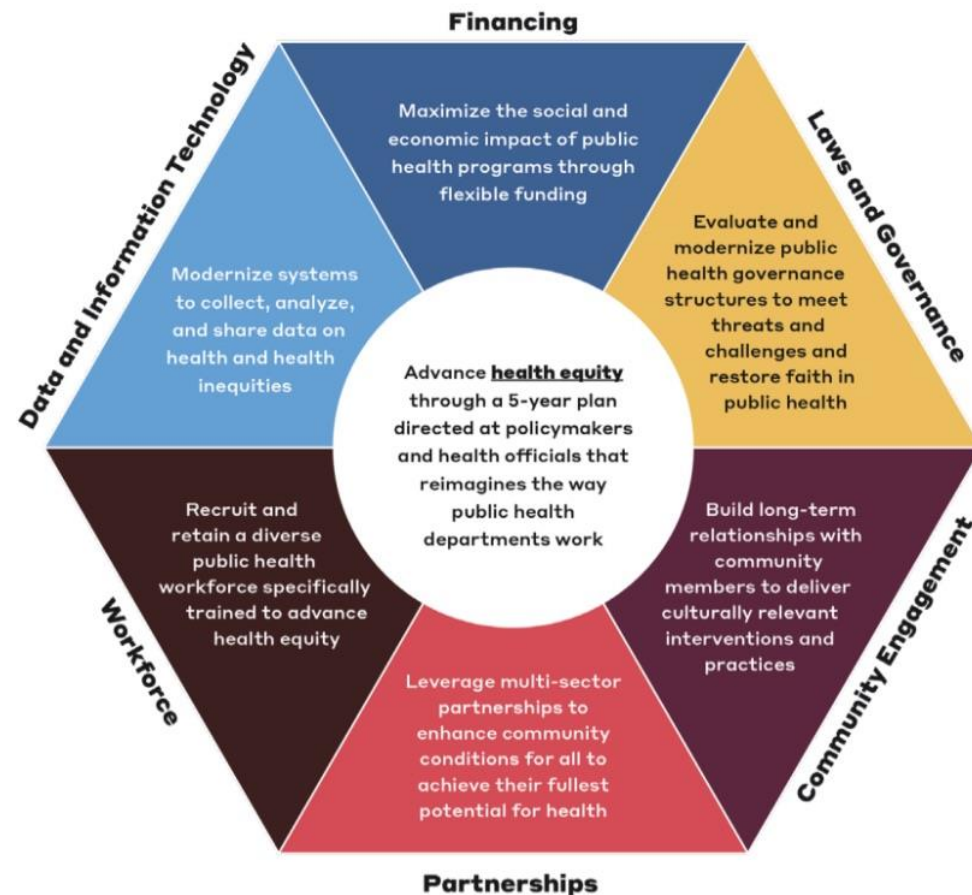
Our mission as stated 34 years ago: *fulfilling society's interest
in assuring the conditions in which people can be healthy*



Equity: the center of our work



Bipartisan Policy Center: Framework for 21st Century Public Health System



Lights, Camera, Action Summits

Sponsored by the CDC Foundation, state, county, city, and tribal health officers

- Public health workforce
- Data modernization
- Public health governance, finance, and law
- Community engagement and cross-sector partnerships



Policy and Politics. . . Integral to Public Health



Where can health educators make a difference?



Wordle . . . For Public Health

- Listen
- Silent
- Enlist



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Welcome!

2022 SOPHE Annual Conference





My Presidency

Year of Unexpected Events

Year of Transition

Historical Year

Year of Transformation

“A New Day”

Today's Presentation

Based upon my observation
& experience:

- Practical
- Personal perspective
 - Historical
 - Future considerations for SOPHE leadership

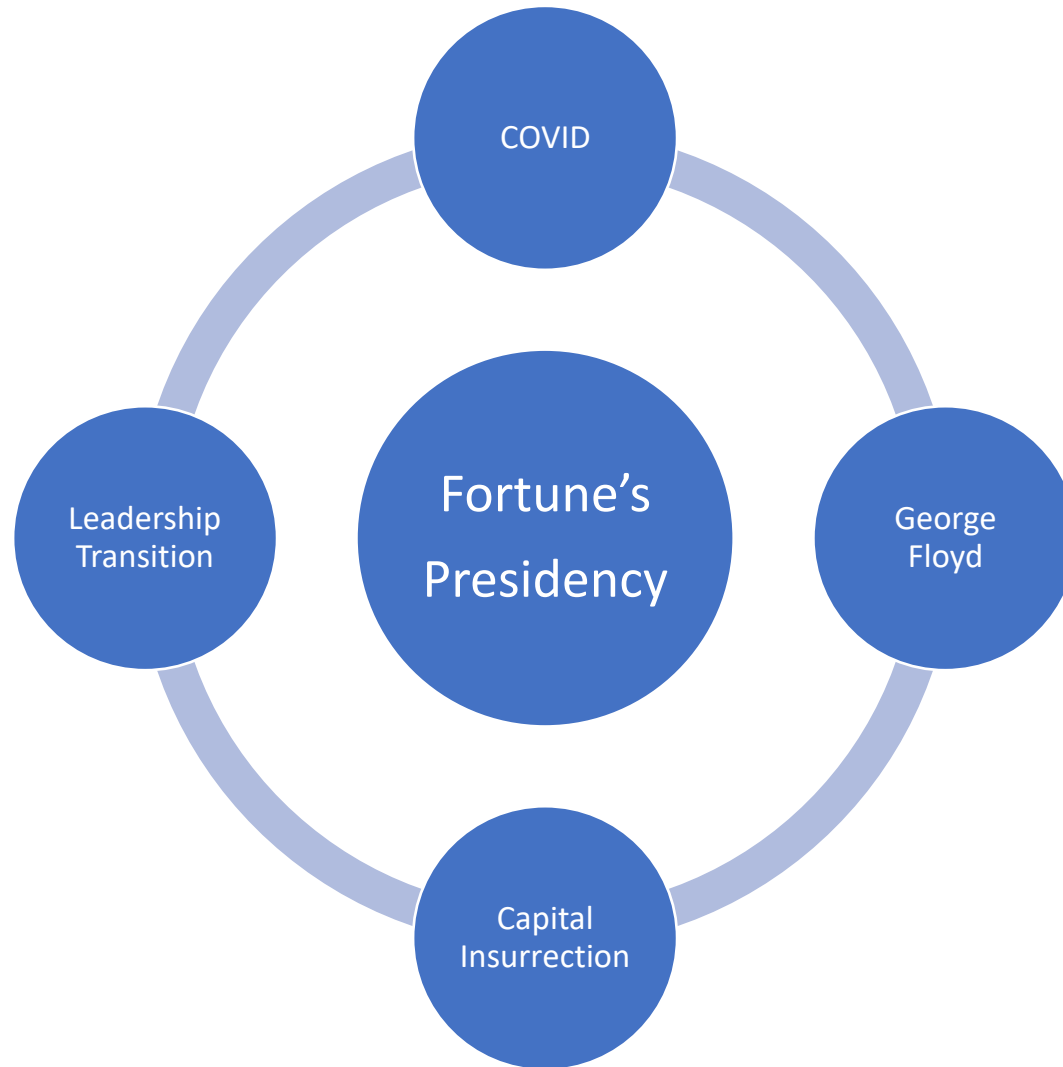


Objectives of Presentation

- Discuss the importance of health education leaders anticipating and planning for unexpected events that may occur during health education research and practice.
- Synthesize lessons for health education leaders in dealing with unexpected events as they relate to COVID-19, George Floyd, Capital insurrection, and organizational leadership change.
- Apply strategies for health education leaders to prepare and deal with unexpected events that can impact health education programs and pedagogy.



Unexpected Events



Visionary Leader

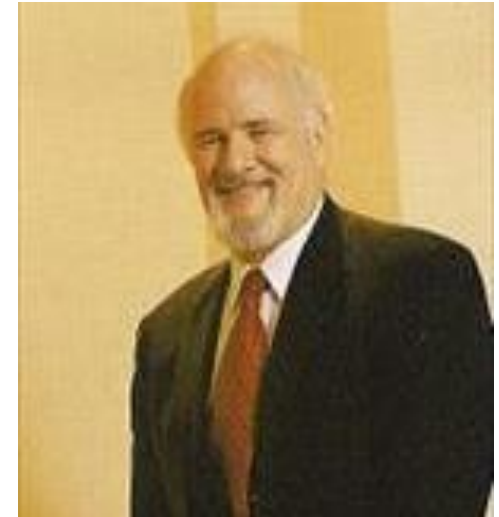


Elaine Auld, SOPHE CEO Emerita



Quote from Larry Green

“SOPHE was struggling financially when I became its President, and its membership growth had been minimal. My presidential address was subtitled: “What is SOPHE besides Small?” Elaine brought a breath of fresh air and managerial acumen that promised to provide potential growth opportunities. She has fulfilled that promise in many ways, notably evidenced by growth and rejuvenation with an increasingly younger membership base, more dynamic annual meeting programs attractive to younger health promotion professionals, and an elevation of the occasional journal,...” (Dec. 2021)





Quote from Kathryn Meier

“For the past 15 years, Elaine has provided steady leadership to both our volunteer leadership and our staff, which has now grown to 10!

While Elaine’s passion for SOPHE is no secret, the fact that it continues to grow each year amazes me.” (2010)

Dealing with the Unexpected



Journey
Started



“I wasn’t ready for this,
but I was ready by it.”

Amanda Gorman





Emergency Leadership

Susan Robertson, Interim SOPHE CEO

Strategies/Lessons Learned

Professional

1. Expect the unexpected
2. Trust your preparation
 - a. Assess, organize & plan
3. Build partnerships
4. Ask questions
5. Improvise
6. Communicate

Personal

1. Have a sense of humor
2. Practice self-care
3. Realize we are human (not superwoman/man)
4. View as opportunity stretch & grow as leader
5. Accept appreciation
6. Remain **optimistic**




Annie's Optimism



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Implications for Leadership

Opportunities:

- Technology enhancements
 - Communication enhancements
 - CEO transition protocol
 - Leadership pipeline
- 
- A series of four yellow dashed line segments are arranged in a curved, upward-pointing arc in the bottom right corner of the slide.

Implications for Pedagogy

Opportunities:

- School Health Education
- Leader in Addressing Disinformation & Misinformation





Summary

- New Day for SOPHE!
 - New CEO
 - New Governance Structure

Culture of family-oriented will continue to define SOPHE.

SOPHE is no longer “small”





New Day!

Tammy Dillard-Steels, SOPHE CEO



Leadership during 2021-2022





Dr. Deborah A. Fortune
2021-2022 President



Ms. Tammy Dillard-Steels
SOPHE CEO





Looking to the Future

Thank you!



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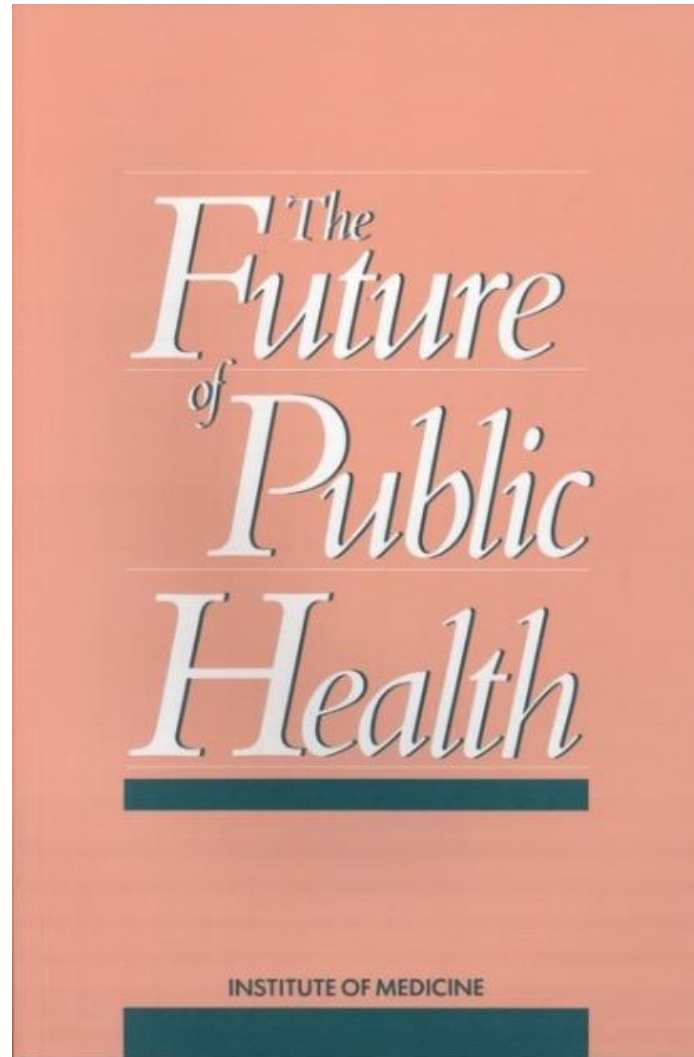
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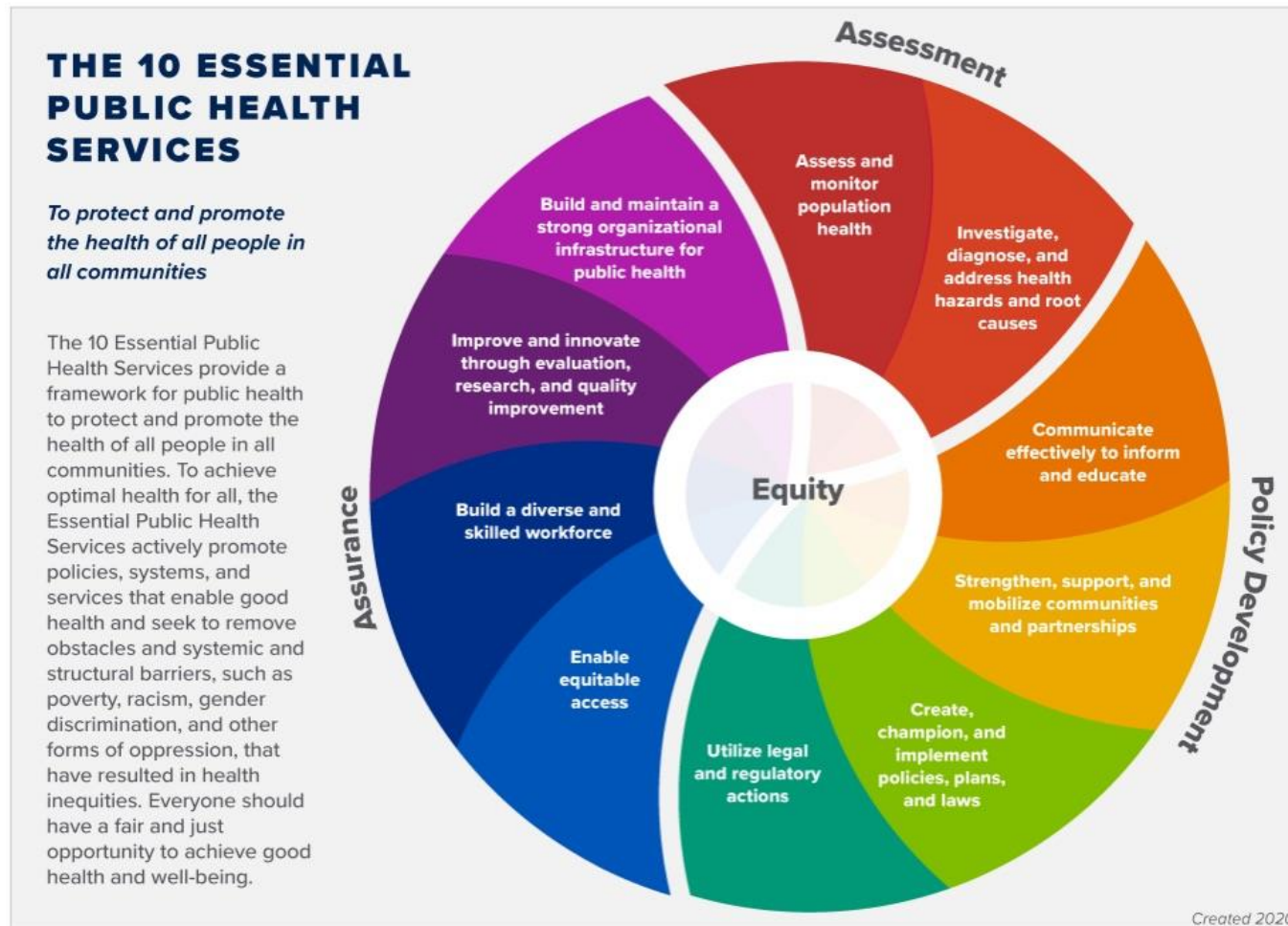
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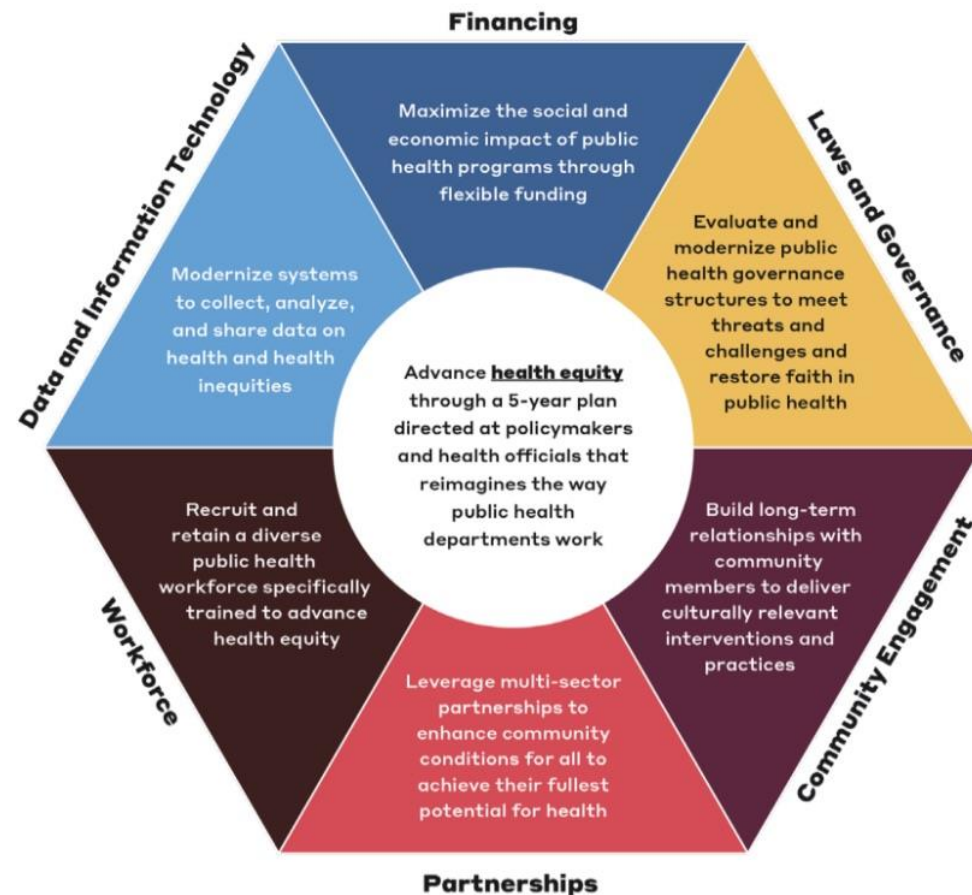
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