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Ellen Capwell  
1996

... We are also working on a ??? of epilepsy and health education as part of another branch we are also working to develop the concept of public health education training at ??? institute. Again it is a collaborative effort with ??? I'm throwing these acronyms around, the Association of State and Territorial Directors of Health Promotion and Public Health Education and ??? Association of State and Territorial Health Office. ??? There are several possibilities we are working on right now, ??? we will continue to pursue those opportunities to secure resources.

As far as advancing the profession is concerned, we have been actively involved in several initiatives, along with AHE. SOPHE has played a key role with Joint Committee for Graduate Standards. Those standards have been released, and our board, two days ago I guess, accepted the report, you'll be seeing more of that, you'll be hearing more about those standards, they'll be working with AHE to asseminate (sic) those. I expect there will be some sessions at the next conferences where there will be discussion of those graduate standards. They are significant for the profession and where it needs to go from here.

We have been real active in working with the coalition of National Health Education Organizations, on a couple

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of initiatives this year. The profession-wide code of ethics effort is certainly underway, there is a lot of support for that. I'll make mention that there will be a APHA session Wednesday evening to discuss profession-wide code of ethics, and hope that we can take some specific action and move forward with that.

Some of you may have heard of the Health Education Profession in the 21st Century conference that was held last year. SOPHE of course was represented, a report was prepared and there were a number of recommendations for actions that came out of that report. SOPHE did comment and indicated which ones we were already doing, or had anticipated putting some emphasis into over the next year. I think we will probably hear more about that at the coalition meeting on Monday. Certainly ??? continues to deal with approval of undergraduate preparation programs and health education. ??? is hoping to continue to try to get that process solidified, make sure she has enough staff, I mean volunteers actually to make that process run smoothly.

We've also had ??? representation on a curriculum passport, Elaine has been working on that, we will continue to promote the health education recent agenda, again through such things as her presentations at

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conferences and so on. In the area of continuing education, of course, we've sponsored some excellent conferences, Mid-year scientific conference, an annual meeting, ??? several other collaborative efforts have also occurred where SOPHE has provided set contact hours or helped plan in some way and these are all listed throughout.

Also note the video teleconferences, we have stepped into the realm of video teleconferencing. I think we are learning a lot as we go along but we have made that step. It is probably only through collaboration with other organizations at this point but, I anticipate that we will continue to move full speed ahead with that. There are through our representation ??? computer theater software exchange, these are all other means to link SOPHE members to other resources and training elements that are going on.

I just wanted to mention a few additional partnerships that do exist. I don't have any particular individual thing to say at this point although we have representatives going to meetings providing input on SOPHE's perspective on health education issues and I think it is important to have that presence at these various meetings with these groups, because there are

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other health-related groups that need to be aware of SOPHE and our health education perspective. We are in the middle of our strategic planning effort, in fact we have a meeting this afternoon, if anyone cares to join us. Lori Stegmire is heading up that strategic planning effort.

Several different data gathering pools have been sent out and you've probably been involved with at least one of them, to get you input on strategic planning and where we need to go as an organization. So we will be solidifying that here in the next few months.

Membership, depending on what time the particular report was written or how they looked at the membership, it varies anywhere between 1800 and 1900, so we are in that general ballpark. Certainly we have tried to get the ??? involved in greater detail to a greater extent this year, I think this is a way to reach more of our membership, to reach their unique needs. Certainly, we have had some presentations which have been put on by the ???, which I think have been helpful.

Chapter development. We continue to look at reapproval of our chapters that are up for re???. I know there are

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regular ongoing conference calls which are beneficial to the chapters dealing with issues of concern to them.

Certainly, with our communication publication, we have an excellent journal Health Education Quarterly, which we will be changing its name to Health Education and Behavior, and moving to 6 issues come 1997. Also news and views, we have had a very active editorial board so to speak, they have really gotten their system organized. They have gotten some real quality kinds of contributions. I'm real pleased with that vehicle for communication.

We've also continued to do a lot with conference calling, e-mailing, I want to push the e-mail, so I hope everyone will really try to gain access to some mechanism for e-mail communication. I really think it will help speed things up.

... are in good shape, we are at the point where we proposed we would be during this transition. We are still in transition, but I think we are in good shape. The awards, for those of you who attended last night banquet and were witness to the excellent job that the awards committee has done...

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...mention a few things in terms of the office transition. Obviously Elaine ??? has done a tremendous job with transitioning the office from California to the Washington, DC area. Moving towards full service organization. Some of the things that she has been able to accomplish are to hire a full-time administrative assistant, Tracy Walker, who you may encounter when you call the office. She has also worked with an accountant and a lawyer to have those services available to us as we need them... for a few months next year to help out. And has also gotten the tax exempt status for SOPHE, so that we are able to do mailing with non-profit bulk mailing. Have also done a hardware and software audit so that we can get our system up to date, and get our files in the best and most efficient form possible.

We have also established a lease agreement with AFSTPE so that AFSTPE's associate director is housed within the SOPHE offices. This has been real beneficial in terms of being able to have benefit packages for the staff. She has completed some of the backlog in the continuing education reports that needed to go to the National Commission for Health Education Conventioneers, that was a little bit of a challenge because before the move our computer system was not adequate to handle all of the data. Elaine really had

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quite a job to go back and get everything input and up to date... put together a SOPHE procedures manual, so for the first time gives us all a little direction as to what we are supposed to be doing, what committee's tasks are. Secure the ??? files, since we are the holders of the funds for the ??? operation, we also now have all the files, as well as the files for AHE and ??? Those are just a few of the accomplishments of this year, both profession wide and organizationally. I feel like we really have made some progress. We have one award that we need to actually....

Total liabilities in ??? the bottom line in assets is \$59,084.32. Liabilities, \$24,937.81. In capital we have \$144,146.51. Total liabilities ??? \$169,484.30. We really need to look at with this strategic planning committee, establish a very active finance committee. Active doesn't necessarily mean we need a lot. But the finance committee really has to be representative of you all, and where you want SOPHE to go and what kind of direction, because what we need to do to support our direction is to allocate ours resources correctly in order to help fund where we want to go from this strategic planning purposes. So Lori Stegmire is working with the planning committee. I really am going to emphasize again is that if we are really looking for members to meet on a finance committee that would link with... to now

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that when we have requests for funds or something that doesn't meet with our objectives we can... that sets our direction, we can say that "well that really doesn't meet with our direction". It is easier to say "no" than to have requests coming in and you really don't have objectives on where you want to go. You're talking probably about no more than 4 meetings and they would probably be telephone meeting conferences. One meeting the last quarter of 1996, where they will meet with Rob ??? and really look at the information from different committee chairs in terms of what does the budget look like for next year, so that we can finalize a 1997 budget. And then one meeting in the first quarter of 1997. Probably a meeting just before the mid-year meeting. And then another meeting just before the fall meeting, the annual meeting. Pretty much, that would be it and from a standpoint of people wanting to get involved or just starting to get involved in SOPHE, we need good representation from all areas. I really want to encourage you to do that. It is not a lot of pain, I'm not even very good with calculators so you don't even have to be a financial wizard. So we really encourage you to become a member of that committee. That's pretty much it. Thanks.

First I would like to make our private student paper award... The name of her paper was "The Evaluation of a Drowning Prevention Campaign in King County, Washington."

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I would also like to thank Karen ??? because I watched Karen present her student paper and it was very inspirational to me and I thought some day I want to do that.... I want to close with is that the river meets the road with what you hear from your own children. A couple of weeks ago I asked my kids... here we go, this is in order: Eat healthy foods, run around so you have energy, don't watch to much TV, wear your bike helmet, wear your life jacket, wear your seatbelt, don't fly a kite in the rain, wait for an adult before you get in water, see how I got two water safety tips in the top ten, brush your teeth. Then there is a little hesitation when they kind of slowed up a bit. Then Isabelle said " oh I know" This is Isabelle's interpretation of the "say no to strangers message," "say no to anyone who wants you to do something." And then my son runs up and says " Oh Mom, I have one more, remember to flush." Thank you very, very much.

REST OF TAPE IS BADLY GARBLED