

Preparing for the Decade Ahead: Next Steps in Public Health Education

NC SOPHE 2010 Midyear Conference



Friday, March 12, 2010

St. Mark's Church Meeting Center- Burlington, NC

Preparing for the Decade Ahead: Next Steps in Public Health Education



A new decade is a time for reflection and goal planning to answer the question “What’s next?” We have some significant milestones that continue to shape our future public health efforts: three decades since the Surgeon General’s Report Healthy People established national health objectives, two decades since the National Commission for Health Education Credentialing (NCHEC) offered the first Certified Health Education Specialist (CHES) exam, and almost one decade since the Institute of Medicine answered the question “Who Will Keep the Public Healthy?” What will the next decade bring?

Keynote Speaker & Selected Conference Presenters

Pam Silberman JD, DrPH,

The 2010 NC SOPHE Keynote Speaker is the President and CEO of the North Carolina Institute of Medicine (NCIOM). In the last year, she has helped to staff task forces on Prevention, Access to Care, Adolescent Health, Substance Abuse Services, and Transitions for People with Intellectual or Other Developmental Disabilities. Dr. Silberman is also the Publisher of the North Carolina Medical Journal. She serves as Associate Director for Policy Analysis with the Cecil G. Sheps Center for Health Services Research at the University of North Carolina, Chapel Hill. Her research has focused on evaluating the impact of Medicaid policies and other health policies on rural communities. She is a Clinical Associate Professor in the Department of Health Policy and Management, Gillings School of Global Public Health and the University of North Carolina, and teaches courses on underserved populations, safety-net programs and market-based changes, and on the health care policy development process.



Lisa Macon Harrison, MPH

Director of the Office of Healthy Carolinians
North Carolina Division of Public Health



Bev Holt, MEd

Director of Marketing
North Carolina Institute of Public Health



Candice Watkins Robinson, MPH

Senior Public Health Educator, Orange County Health Department, Hillsborough, NC.



Jack Barnette, PhD

Research & Evaluation Committee Chair of the National Board of Public Health Examiners

The NC SOPHE Midyear Meeting is a day for continuing education, insightful dialogue, and professional skill development as we explore some of the challenges facing health educators and public health professionals today. If you are a first time attendee, new member or student, please join us at the NC SOPHE Exhibit to discover how to maximize your membership benefits.

Preliminary Program

- 8:00-9:00 am **Registration & Exhibits Open**
Join us for refreshments as you register for the conference and visit our exhibitors.
- 9:00-9:15 **Welcome**
Regina McCoy Pulliam, 2010 NC SOPHE Program Chair, Associate Professor at The University of North Carolina at Greensboro
- 9:00am-10:15 am **Keynote: Outlook on Health Promotion & Disease Prevention for The Coming Decade**
Pam C. Silberman, President & CEO and Publisher, *North Carolina Medical Journal*
- 10:15-11:15 pm **Session II: New Directions for Healthy Carolinians: An Update from the New Director**
Lisa Macon Harrison, Director of the Office of Healthy Carolinians & Health Education
- 11:15-11:30 am Break
- 11:30 am- 12:30 pm **CONCURRENT SESSION 1A: Update on the Credentialing of the Public Health Workforce: MCHES & CPH Certifications**
Mike Perko, Division Board Member, National Commission for Health Education Credentialing , and Jack Barnette, Board Member of The National Board of Public Health Examiners
CONCURRENT SESSION 1B: Updates in Public Health Advocacy & Advocacy Basics
Doranna Anderson, NC SOPHE Advocacy Committee Chair, Past NC SOPHE President and Head of the NC Head, Oral Health Education & Promotion Branch
- 12:30 -2:00 pm **Lunch On Your Own or at Alamance Crossing.** Go to following link for options:
<http://www.alamancecrossing.com/>
- 2:00-3:00 pm **CONCURRENT SESSION 2C: Marketing Yourself for Career Advancement in the Public Health Workforce**
Bev Holt, Director of Marketing at the NC Institute for Public Health
CONCURRENT SESSION 2D : Preparing the Next Generation of Health Educators
Diana M. Manee, Discussion Facilitator, Program Coordinator, TRU-6 Tobacco Prevention Coalition
- 3:00-4:00 PM **CONCURRENT SESSION 3E: Social Media and Public Health**
Candice Watkins Robinson, Senior Public Health Educator, Orange County Health Department
CONCURRENT SESSION 3F: House Bill 88, Reproductive Health and Safety Education
Tanya Bass, HIV/AIDS Policy and Programs Consultant with NC Healthy Schools
- 4:00-4:30 pm **NC SOPHE Business Meeting & Silent Auction**
Rebecca Reeves, President of NC SOPHE, Senior Advisor for Healthy Schools- NC DHHS

**NC SOPHE 2010 Midyear Meeting
Conference Registration Form**

First Name (Required)

Last Name (Required)

Title/Position

Organization/Company

Professional/Work Email Address

Personal Email Address (optional)

Professional/Work Mailing Address

City

State

Zip Code

Phone Number

Fax

Personal Mailing Address (optional)

City

State

Zip Code

Are you a NCSOPHE Member?

Yes No

Student or Emeritus?

Yes No

Select the Appropriate Box for Your Registration Fee:

- NC SOPHE Member/Professional: \$25
- Student/Emeritus Member: \$15
- Non-Member (Professional): \$50
- Non-Member (Professional) (includes one-year membership): \$40 *Special!*
- Non-member (Student): \$40
- Non-Member (Student) (includes one-year membership): \$25 *Special!*

Would you like to give a tax deductible donation to NCSOPHE?

Yes No

Total Fees

Please mail this form & your payment to:

**NC SOPHE
ATTN: Midyear Conference
PO Box 10351, Raleigh, NC 27605**

**Or Register at:
www.ncarolinasophe.org**

If you would like to secure exhibit space for your agency or program, you can also register online.

For conference questions: contact Regina McCoy Pulliam at regina_pulliam@uncg.edu or (336) 334-3245

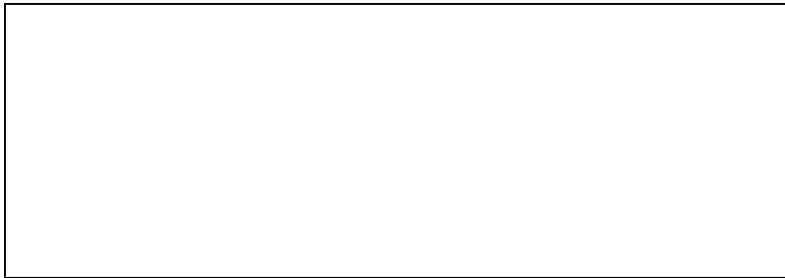
For registration questions: contact Ann Houston Staples, CHES, at ann.staples@dhhs.nc.gov

**Continuing Education Credit for
Certified Health Education Specialists (CHES)**

An application has been submitted to award up to 5 Continuing Education Contact Hours (CECH) for certified health education specialists (CHES). SOPHE, including its chapters, is a designated multiple event provider of CECHs by the National Commission for Health Education Credentialing. CHES credits are available for \$2 per credit hour. CECH fees are paid on-site and are separate from conference registration fees.



PO Box 10351
Raleigh, North Carolina 27605



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Register Now for the 2010 NC SOPHE Midyear Conference
March 12th, 9– 4:30 p.m. in Burlington, NC

Who Should Attend?

All health education and public health professionals and students whose work extends to federal, state and local health agencies, voluntary organization, community-based agencies, hospitals and clinics, community coalitions, elementary and secondary schools, colleges & universities, and all other public health settings.

Conference Location:

St. Mark's Church Meeting Center– Burlington Campus
1230 St. Mark's Church Road, Burlington, NC 27215
(Near Alamance Crossing Shopping Center)

For directions, go to:

<http://www.stmarkschurch.org/directions/default.asp>

