



NC SOPHE VOICES

North Carolina Chapter, The Society for Public Health Education, Inc.

Register Online Now!

NC SOPHE Annual Meeting

September 11-12, 2008

“Expect the Unexpected: Emerging Issues in Health Education & Emergency Preparedness”



President's Column

Julie Gooding-Hasty, President, Passing the Gavel

HIGHLIGHTS

- Meet and learn from top health education professionals
- Take home practical tools to use in your community
- Network with health educators from across the state
- Attend awards luncheon to honor outstanding health educators and health education projects
- Earn up to 6.5 Continuing Education Contact Hours (applied for and pending)

SESSIONS INCLUDE

- ☛ Public Health Role in Emergency Preparedness/The Katrina Experience
- ☛ Health Education and Emergency Preparedness: Champions and Challenges from Virginia Tech
- ☛ No More Missed Opportunities: Incorporating Health Education into Emergency Response
- ☛ Geographic Information Systems (GIS) and Community Health Assessment
- ☛ Coordination & Communication: Health Education Skills in Action for Pan Flu
- ☛ Legislative Update for Health Educators



REGISTER

Visit www.ncarolinasophe.org today to view the complete program brochure and to register for this meeting. Please register by September 3 to be guaranteed meals and materials.

ACCOMODATIONS

Hawthorne Inn
420 High Street
Winston-Salem, NC 27101
(336) 777-3000
(877) 777-3099 (Reservations, toll-free)
A block of rooms has been reserved for the conference participants at the discounted rate of \$79 per night.

Guilford Coalition on Adolescent Pregnancy Prevention (GCAPP)

announces their 5th Annual Conference on Thursday October 9, 2008. It will convene at The University of North Carolina at Greensboro in the Elliott University Center. Registration deadline is October 1, 2008. Go to www.gcaponline.org for registration and program agenda.

Greetings! My term as your President is coming to a close, and Georgia Childs is getting ready to take over. It's been a great year working with the Executive Committee, and I am proud to look back at the successful Midyear Meeting and to look ahead to the Annual Meeting. The Program Committee has done an outstanding job in putting together both meetings! I hope you will plan to attend our Annual Meeting September 11 & 12, 2008 at the Hawthorne Inn in Winston-Salem. The conference title this year is "Expect the Unexpected: Emerging Issues in Health Education & Emergency Preparedness." There are many good sessions to choose from and I hope to see you there!

The Nominating Committee has come up with a talented and experienced slate of nominees for your new officers. I am looking forward to working with the new group of officers next year and I hope that you will sign up for committees and get involved with the work of NC SOPHE!

Nicolette Warren-White and the Professional Preparation and Standards of Practice Committee have worked hard to get the Health Education Principles Training Course planned; it will begin this fall and is already full! Based on the full enrollment, it is obvious that Health Education staff working at the local level need this kind of continuing education and training. Thank you to Nicolette, the committee and volunteer instructors for making this course a reality!

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The Continuing Education Committee worked hard this summer to approve continuing education contact hours for the Healthy Schools Conference. Thank you to LaKeisha and her committee. I would like to thank our Treasurer, Marquis Eure, who works behind the scenes to keep our organization fiscally sound!

I also would like to thank all of the Executive Committee and Committee Chairs for their hard work this year and their dedication to NC SOPHE! I don't have the space in this column to describe all the work that your officers and committees have done, but please thank them when you see them!

I hope that you will join in the fun and important work of NC SOPHE next year by becoming active on a committee! Thank you for the opportunity to serve as your President! I look forward to working with the Executive Committee next year as your Past President.

Sincerely,
Julie Gooding Hasty, RHEd
President, NC SOPHE

Welcome to our NC SOPHE Family!



Julianne Reese McAllister was born on June 11th at 10:25 am weighing in at 7 lbs. 3 oz. and measuring 21 inches.



Greetings from your President-Elect

What an exciting opportunity to lead our statewide organization into the future! I am filling some big shoes of those who have come before me - from our first President, Lucy Morgan in 1965, to Emily Tyler, Jeanne Palmer, Jo Morgan, Ann Houston-Staples and Julie Gooding Smith! Not to mention, all those wonderful people in-between who have furthered the mission of Health Education in North Carolina. I've been a member since 1996 and have enjoyed the many benefits of networking with health professionals from across our state. I've also had the pleasure of serving in the past as Vice President, Program Committee member and Newsletter Editor.

My main focus areas will be on sustaining the current membership and getting them more involved with committees and advocacy. North Carolina has one of the stronger chapters in the US and we need your participation at every level to stay that way! Please make your way to our annual meeting in Winston-Salem on September 11-12. The Program Committee has put together what we think is one of our best meetings yet. And be sure to make a commitment to NCSOPHE by signing up and working on one of our great committees. Thank you for the opportunity to serve as your leader in 2008-2009!

Georgia S. Childs, MA Ed
President-Elect

News from your NC SOPHE Advocacy Chair:

The 2008 short Legislative Session has come to a close, and tobacco prevention advocates saw more success this year!

Senate Bill 1669 grants the local governing boards of community colleges the clear authority to prohibit tobacco use on the grounds of their community college campuses, in all other property and at community college-sponsored events. This bill was signed into law on July 2, 2008 and became effective immediately.

Senate Bill 1681 requires automobiles in the state motor fleet to be smoke-free and authorizes local governments to require local government-owned vehicles to be smoke-free. This bill has been presented to the Governor and is awaiting signature. The proposed effective date is January 1, 2009.

A third bill was proposed and passed out of the Senate, but was not heard in committee meetings this session. This bill, **Senate Bill 1686**, requires that the outside area owned or leased within 25 ft. of entrances, open windows and ventilation systems of state-owned or operated buildings be smoke-free and authorizes local governments to designate grounds within 50 ft. of locally owned or operated buildings to be smoke-free.

Lastly, many congratulations to everyone who has worked tirelessly at the state and local level to finally see the day when ALL North Carolina public schools are 100% Tobacco Free! **Senate Bill 1086 (S.L. 2007-236)** was passed last year, requiring local boards of education to adopt written policies prohibiting the use of tobacco products in school buildings, in school facilities, on school campuses, or at school-related or-sponsored events, and in or on other school property. **The effective date of that was August 1, 2008!**

Elisabeth Constandy
Advocacy Chair
elisabeth.constandy@mail.net

Ribbit Marketing Working With NC Health Info

Kernersville—Ribbit Marketing, a social marketing company based in Kernersville, is working with health information Web site www.NCHealthInfo.org to promote its usefulness for health workers and consumers across the state. Ribbit has created a promotion plan and is developing a variety of communication tools to help spread the word to health educators, health providers, teachers and the general public about its usefulness in finding local health resources.

“We’re thrilled to be working with NC Health Info because it aligns so closely with our mission at Ribbit Marketing,” says Bill Evans, president of Ribbit and NCSOPHE member. Evans, who also is on the faculty at UNCG in the Department of Public Health Education, says that the health information Web site is a great tool for students as well. “The site provides links to 6,000 North Carolina Web sites, features MedlinePlus with downloadable videos for easy learning, provides information on preventive care and even disaster preparedness,” he says. The site has English and Spanish versions.

Christie Silbajoris, NC Health Info director, says she considers herself fortunate to have Ribbit Marketing on their team. “With Ribbit Marketing’s focus on the public health and healthcare markets, Bill Evans has the expertise to develop the optimal marketing strategy to reach NC Health Info’s targeted audience,” she says.

NC Health Info is supported by the Institute of Museum and Library Services under the provisions of the federal Library Services and Technology Act (LSTA), as administered by the State Library of North Carolina, a division of the North Carolina Department of Cultural Resources.

To learn more, visit www.NCHealthInfo.org or visit www.RibbitMarketing.com.

The Pyramid Effect: *Megan Whelen, NC SOPHE Health Educator at Work* A lay Health Education Program designed to grow

The North Carolina Folic Acid Campaign’s (NCFAC) purpose is to reach young women with the message to take a multivitamin with folic acid every day. Folic acid is a B vitamin that helps reduce the risk of neural tube birth defects (NTDs), by up to 70 percent. Since half of all pregnancies in the U.S. are unintended, it is important to get this message out to all women and to those individuals that influence their health behaviors.

One method used by the Campaign involves health educators educating women in their local communities using a lay health education program called the Community Ambassador Program.

In the Triad area, Megan Whelen, MPH, coordinates those efforts. “Since I can’t educate everyone myself, the NCFAC has come up with a way to reach as many people as possible,” said Whelen. “Each trained Community Ambassador reaches 7-10 community groups such as student or church groups, helping us effectively spread the message.”

This program’s pyramid effect is clear. In 2007, the Campaign’s regional coordinators trained 369 Community Ambassadors, who then provided information about the health benefits of folic acid and multivitamins to approximately 22,000 women.

The Campaign’s success can also be measured by the decreasing rates of these birth defects. Between 1994 and 2005, North Carolina’s NTD prevalence dropped by nearly 40 percent. And in the western part of the state, where the Campaign has been active the longest, NTD rates have decreased by about 70 percent.

People who are interested in joining the effort should contact Amy Mullenix at 919-781-2481 or by email at amullenox@marchofdimes.com. For more information about the Campaign or folic acid, visit www.getfolic.com or call 1-800-367-2229.



Online MA in Health Education

The Master of Arts Degree in Health Education provides advanced academic training for individuals employed or planning to seek employment as health educators in academic, clinical, community, and corporate settings. The academic program requires a minimum of 36 semester hours. All students take 21 semester hours of required courses and select from one of three options: thesis, internship, or coursework. Students select electives in consultation with their advisor. For details go to <http://www.ecu.edu/cs-hhp/hlth/masterhep.cfm> May also contact Hans Johnson johnsonh@ecu.edu

Calendar

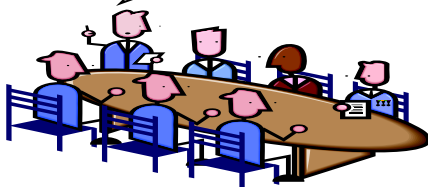
August 29 - October 10 NC SOPHE Co-sponsors Health Education Principles Training Course, Raleigh, NC. Link to an online brochure for the course being offered this fall by the NC Academy of Public Health along with the Society for Public Health Education, North Carolina Chapter: http://www.sph.unc.edu/nciph/health_education_principles_training_7548_5932.html

October 23 - October 25 SOPHE 59th Annual Meeting heads to the West Coast DoubleTree Hotel, San Diego, CA. “Charting the Course: Changing Tides of Health Education and Health Promotion” is the theme for the 59th stellar Annual Meeting. Make plans now to join SOPHE in beautiful San Diego, CA.

November 20-21 Western North Carolina Public Health Association (WNCPHA), Health Education Conference, Boone NC. Go to <http://wncphaweb.ipower.com/> for more information.



These are the nominees to be elected at the Annual Meeting.



President-Elect
Rebecca Reeve, PhD

Rebecca is Senior Advisor for Healthy Schools in the North Carolina Department of Health and Human Services, Division of Public Health. She has BS and MS degrees in Physical and Health Education from James Madison University in Harrisonburg, VA and a PhD in Evaluation Research from the University of Virginia. She has held positions in a variety of training and educational settings, including worksite health promotion, public health, and teaching in universities and public schools.

Rebecca's service to professional organizations include serving as chair of the American Public Health Association's (APHA) Public Health Education Health Promotion Section (PHEHP), and as co-chair of the National Advocacy Committee of the Society for Public Health Education (SOPHE).

Rebecca's work has been recognized with the Virginia Department of Health's Award for Creativity in Community Health Promotion, PHEHP's national Sarah Mazelis Award for Excellence in Public Health Education Practice, and with a nomination for the Robert Wood Johnson Foundation's Innovators in Substance Abuse Award.

For her 50th birthday, Rebecca hiked the full 2,100+ miles of the Appalachian Trail.



Vice President
Eric Nickens, Jr.,
MA, CHES

Eric is a Public Health Education Specialist at the Albemarle Regional Health Services/Gates County Health Department in Gates, NC. He is 27 years old, single and childless. ("I'll be very happy when I am married with children...one day.") Eric earned the Bachelor of Science degree in Health Education and Promotion, at East Carolina University. In 2008, he was awarded the MA in Health Education also at East Carolina University. His professional and personal interests include cooking, jazz music, traveling, enjoying the water, current events, technology, and health communication.

Secretary
Colleen Ann Puceta, BS



Colleen earned the BS degree in Health Promotion and a minor in Exercise Science from Appalachian State University. Following graduation, Colleen worked for fitness centers and the YMCA. However, she had always wanted to get back into the Public Health field and has served almost three years in Stokes and Davie Counties. Currently she is a Public Health Educator for the childhood lead poisoning and prevention program in Forsyth County. Her hobbies are teaching at YMCA spinning classes, reading and being with friends.



Member-at-Large
Tywanna Jeffries, MA

Tywanna is the Assistant Director of Campus Wellness at East Carolina University in Greenville, NC. In this position, Tywanna coordinates outreach programs for students, faculty, and staff, and manages the Campus Wellness Center within Campus Recreation and Wellness. She received her undergraduate and graduate degrees in Health Education and Promotion from East Carolina University in 2002 and 2004. In her spare time, Tywanna enjoys spending time with her daughter and reading.

Member-at-Large
Diana Manee, MS, CHES



Diana Manee is a 2007 graduate from the University of North Carolina – Charlotte where she was awarded the Master of Science in Public Health. A Certified Health Education Specialist, Diana is Program Coordinator for the Teen Tobacco Use Prevention and Cessation Initiative with the Health and Wellness Trust Fund at the Haywood County Health Department.

Historian
Barbara Bishopric McNinch, MEd., CHES

Barbara Bishopric McNinch has been in the field of Health Education for over 30 years. Currently, she is a Health Educator with the Health Promotion Program at the Mecklenburg County Department of Public Health. She is a member of the Responsible Sexuality Team as a resource for community education programs in reproductive health and HIV testing and counseling. Barbara also is the Coordinator for the CHS-Public Health AHA BLS Healthcare Provider CPR staff training and Community Training Center faculty. Barbara joined NC SOPHE in 1993 and since 1994, has served in a variety of capacities as committee chair or officer. She and her husband enjoy spending time at their mountain log cabin.



Mary E. Hawkins, Guest Editor
Emily Tyler, Copy Editor