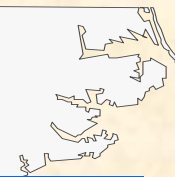


# NC SOPHE VOICES



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

August, 2009



*Register Online Now!*

<http://ncarolinasophe.org/>

**NC SOPHE Annual Meeting**

**September 10-11, 2009**



**Greetings  
from your  
President,  
Georgia  
Childs**



**Eric Nickens,  
Vice President  
and Program  
Chair**



**Brody School of Medicine  
East Carolina University Greenville**



**Microtel Inn and Suites  
University Medical Park  
450 Move Blvd. Greenville, NC 27835**

## Comments

The Program Committee has been working tirelessly to assemble yet another dynamic program for Annual Meeting this year. This year's Annual Meeting will be held on September 10 and 11 at the Brody School of Medicine on the Health Sciences Campus of East Carolina University in Greenville, NC.

In light of the economy, the Annual Meeting has been priced to be as affordable as possible. If you encounter anyone from ECU's Department of Health Education and Promotion or Campus Wellness staff at the meeting, please extend to them a heartfelt Thank You. ECU is graciously allowing NC SOPHE the use of its facilities at no charge!

We are also delighted to have several key speakers at Annual, including:

- ☛ State Health Director Dr. Jeffrey Engel
- ☛ National SOPHE President-Elect Dr. Diane Allensworth.

Several captivating speakers will present on several hot-button issues including updates on:

- ☛ H1N1 Influenza;
- ☛ Implementation of House Bill 2 (prohibits smoking in restaurants and certain workplaces);
- ☛ Panel discussions on multidisciplinary collaboration on childhood obesity issues;
- ☛ Technology and innovation in the delivery of health education messages.

We look forward to seeing you in Greenville as we Capture the Spirit of Health Education in North Carolina through **Leadership, Innovation, and Collaboration.**

Happy Summer NCSOPHE!

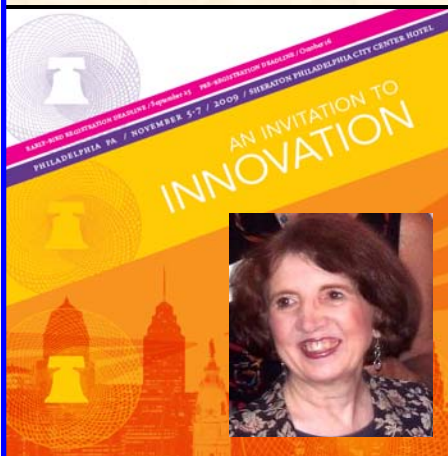
I trust everyone is getting at least a little downtime this summer. Here at East Carolina University, we are gearing up for hosting the Annual Meeting on September 10-11. Even in these tough economic times, I hope many of you will be able to attend the conference. This year's theme is **"Capturing the Spirit of Health Education in North Carolina Through Leadership, Innovation and Collaboration."** Eric Nickens and the Program Committee have put together an outstanding program that we're sure you will want to be part of. There will be lots of great information on how you can pool resources to be able to offer great programming to the specific populations with which you are working.

I'm proud to have served as your President this year, even with the many challenges we have faced – limited travel to meetings, less people willing or able to volunteer in our organization, and lack of monetary resources. We are all being asked to do more with less. Any time we can collaborate with others is a good opportunity to save money and reach more people. Please keep up all the hard work you are putting into the chapter—your willingness to volunteer goes way above and beyond and offers a great chance to meet others who are in similar positions and to advance the mission of NCSOPHE. I look forward to seeing and meeting many of you at the conference here at ECU!!!

## Annual Meeting Parking and Logistics

If you are planning to attend the Annual Meeting on September 10-11 at the ECU Brody School of Medicine, and you are staying one or two nights at the Microtel, we encourage you to park at the hotel and walk to the building. The guest parking lot is very close to the hotel, so it makes good sense to park at the hotel and walk across the street.

Parking passes will be available for those not staying at the Microtel. If you are driving in that morning or not staying at the Microtel, you will need to come in the front door of the School of Medicine to get your parking pass. There will be an NC SOPHE representative there handing out passes.



**Dr. Diane Allensworth**, National SOPHE President-Elect will join us at the NC SOPHE Annual Meeting. She will bring us the National SOPHE perspective and will share with us her vision for her presidential year, which begins at the SOPHE 60th Annual Conference, ***An Invitation to Innovation***, November 5-7, 2009 in Philadelphia. Diane has agreed to attend both days at ECU, so come and converse with this respected national leader.

Diane has 30 years of experience in health and education.



## Thoughts from the Incoming 2009-10 Chapter President, *Rebecca Reeve*

**L**ooking forward to our 2009 Annual Meeting with two emotions running high. Excitement over the opportunity to hear the great line up of speakers and topics pulled together by our program committee, and great anxiety over stepping into the role of Chapter President. Our NC Chapter of the Society for Public Health Education has a long and stellar history (<http://www.ncarolinasophe.org/history>) of talented, engaged members and exemplary service, not only to the profession but to the people of our state and nation since 1964. Big shoes to fill in a time of enormous health and fiscal challenges in our state and nation! That anxiety is relieved only by knowing that we are all in this together. No one can do the job of leadership alone. Only as a team of colleagues can we promote both the health of our profession and the well-being of those we serve.

In 1966, Dr. Dorothy Nyswander, a founding mother of health education, defined an open society as “one where justice is the same for every [person]; where dissent is taken seriously as an index of something wrong or something needed; where diversity is expected; . . . where the best of health care is available to all; where poverty is a community disgrace not an individual’s weakness; [and] where desires for power over [people] become satisfaction with the use of power for people.” Our charge, as members and supporters of NC SOPHE, is to do our best to apply our talents to continue to build towards that open society even in this time of challenge.

The official US Standard Occupational Classification (SOC) definition of a health educator is one who: “*promotes, maintains, and improves individual and community health by assisting individuals and communities to adopt healthy behaviors. They collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May also serve as a resource to assist individuals, other professionals, or the community, and may administer fiscal resources for health education programs.*” Nationally 5 out of 10 of the more than 62,000 health educators work in health care and social assistance and an additional 2 out of 10 work in state and local government.

Nationally, we must advocate for the inclusion of health educators in any successful health system reform legislation, specifically the following key elements supported by national SOPHE and other national health education organizations:

- ☛ Including “Health Educators” as a critical component of public health and workforce development
- ☛ Including “Health Educators” as a member of the pilot medical home model as well as any future reference to a community health care team.
- ☛ Codifying CDC’s Racial and Ethnic Approaches to Community Health US (REACHUS) program, which according to the GAO, has demonstrated its effectiveness in reducing health disparities and should be expanded to additional communities.

In North Carolina, we need to continue to engage our fellow health educators, regardless of job title or practice venue, to promote our skills, abilities and accomplishments to our new state- level health and human services leaders and new education leaders-- from the new governor to our new state health director and new state board of education chair, as well as our own individual management teams.

Our North Carolina Chapter in the coming year must review our progress toward achieving the goals and objectives set out in our 2006-2010 Strategic Plan and set a process in motion to finalize the 2011-2015 Strategic Plan. We must complete the SOPHE Chapter Re-designation process and we must address membership recruitment, engagement and leadership development with attention to inclusion, diversity and accountability

*Rebecca Reeve*



***Wear it with Pride!***

**NC SOPHE T-shirt and Polo Shirt Fundraiser**

Show the world you are proud to be a Health Educator by purchasing an NC SOPHE T-shirt or Polo Shirt to support your local chapter in its work to educate health educators and advocate for health education policies! **Place your order before August 13!** Proceeds go to the NC SOPHE Annual Scholarship Fund. For more information, please view the flyer and order form posted at [www.ncarolinasophe.org](http://www.ncarolinasophe.org).



## 2009 NC SOPHE Professional Scholarship Award -Application Guidelines

The NC SOPHE Scholarship Award is a one-year, \$500.00 scholarship for an NC SOPHE member who is actively enrolled in a health education academic program. Complete details including an application package can be found at <http://www.ncarolinasophe.org/> Abbreviated eligibility and selection criteria and other details are cited below:

### Eligibility Criteria: Individual must be:

- ☛ A current, dues-paying member of NC SOPHE as of the date of application.
- ☛ Pursuing an academic degree in health education or a closely related field at the baccalaureate, masters, or doctorate level during the 2009-2010 academic year.
- ☛ Actively involved in the practice of health education or participating in academic health education activities, projects and/or research (performing health education activities at a professional level of competence).

### Selection Criteria – The individual

- ☛ Must show promise of making a significant contribution to the professional practice of health education in North Carolina.
- ☛ Has been involved in health education activities over the past three years (if appropriate, school transcripts may be requested).
- ☛ Has not received the award previously.
- ☛ Is attending a North Carolina college or university.
- ☛ Is enrolled in a health education program.
- ☛ Has been actively involved in the delivery of health education services.

### Return completed Application:

- ☛ Complete an application form and submit via email to [mhawkins@ncu.edu](mailto:mhawkins@ncu.edu).
- ☛ Obtain 3 recommendations from individuals familiar with the professional and/or academic skills and abilities of the applicant.
- ☛ Each recommendation form should be emailed or faxed to Mary Hawkins at [mhawkins@ncu.edu](mailto:mhawkins@ncu.edu) or fax 919-530-7985.
- ☛ No recommendations will be accepted if submitted by the applicant.

## Wanted:

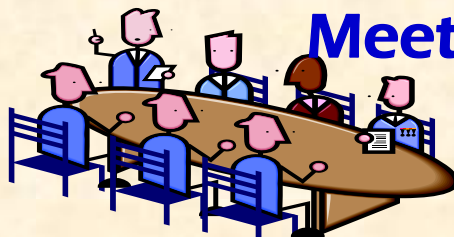
### Silent Auction Donations for NC SOPHE's Annual Meeting.

We need your help! NC SOPHE's annual scholarship relies on donations from members like you. If you are interested in donating an item (or two!) to NC SOPHE's silent auction, which will be held at the Annual Meeting in September, please contact [brittan\\_wood@unc.edu](mailto:brittan_wood@unc.edu).

### NC SOPHE Continuing Officers

President: Rebecca Reeve  
 Past President : Georgia Childs  
 Treasurer: Marquis Eure  
 Historian: Barbara Bishopric-McNinch  
 Member-at-large: Tywana Purkett  
 Member-at-large: Diana Manee

# Meet the Nominees



## Member at Large

**Shanna Fox Oakley** obtained a master of science in public health from The University of North Carolina at Charlotte and a bachelor of arts in psychology from The University of North Carolina at Chapel Hill. She is a certified Health Education Specialist and currently works as a Research Associate at The University of North Carolina at Charlotte Institute for Social Capital, Inc. Shanna has served as a health education intern and volunteer at Teen Health Connection in Charlotte, N.C. and participated in the N.C. Family Life Institute at Appalachian State University. In addition to reading and visiting the local YMCA, she spends a lot of time cooking and baking gluten free foods with her husband and enjoys sharing information about the GF lifestyle with other Celiacs like herself.

## Secretary



**Colleen Pucetta** earned the BS degree in Health Promotion and a minor in Exercise Science from Appalachian State University. She is a health educator at the Forsyth

County Health Department in the Childhood Lead Poisoning and Prevention Program. In addition, she teaches spinning classes at the Northwest YMCA. She has worked as a public health educator in Stokes and Davie Counties in North Carolina. Colleen volunteers with several senior citizen organizations, while working toward a true passion to work with active older



## Vice President/Program Chair

**Regina Pulliam** is Assistant Professor at UNC Greensboro. She has taught general education courses such as Human Sexuality and the Health of Lower Income Groups to all majors; and professional program courses to students majoring in community health education.

Her primary role in the department is to direct the internship placement of undergraduate community health education majors throughout the 100 counties in North Carolina, many states along the Eastern Seaboard, and abroad. Her research focus includes cultural competence, practice and reduction of health disparities among minority groups. She earned the Bachelor of Science in Community Health Education at University of Maryland at College Park and the Master of Public Health from UNC-Greensboro.

## Member at Large



**Elisabeth Constandy** is a Public Health Program Consultant with the NC Division of Public Health and has served as Advocacy Chair for NC SOPHE.

## National Delegate



**Deborah McAllister** received her B.S. degree in Health Education and Promotion from East Carolina University in 2003. Shortly thereafter, she began work as a Public Health Educator at the Harnett County Department of Public Health. Her time in Harnett County involved work in a variety of areas including HIV/STD prevention and women's health. Her work in HIV/STD prevention included leadership positions at the county, region, and state levels. Deborah is currently pursuing new health education opportunities while going back to school and spending more time with her husband and 14-month-old daughter, Julianne. Deborah served on the Executive Committee of NC SOPHE for four years with positions including Citation Chair, Secretary, and Vice President/Program Chair. She is looking forward to representing our chapter at the national level

## President-Elect



**Brittan Williams Wood** is a State Accreditation Coordinator for the NC Local Health Department Accreditation program, an initiative to implement a mandatory standards-based system for accrediting local public health departments throughout the state. Brittan earned a Bachelor of Science in Community Health Education and a Master of Public Health from the University of North Carolina at Greensboro. She is a Certified Health Education Specialist (CHES).

Brittan has experience at The University of North Carolina at Greensboro (UNC-G) where she taught the Introduction to Public Health course to undergraduate junior year students.

Brittan has been a member of NC SOPHE since 2002. She has served as NC SOPHE's Finance Committee Chair since 2006.



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