



NC SOPHE VOICES

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

www.ncarolinasophe.org

June, 2008

Greetings from your President!



The Program Committee did an excellent job in planning our NC SOPHE Midyear meeting held on March 14 at St. Mark's Church in Burlington. The theme was *Getting to the Grassroots: School and Community Health Education*. Speakers included Melissa Watford, EdM, Rebecca Reeve, PhD, CHES and Laura Linnan, ScD, CHES. We all enjoyed hearing about Gardens as a Gateway to Wellness, Health and Education Disparities: Two Sides of the Same Coin, and Professional Preparation of Health Educators. NC SOPHE also presented a plaque to staff from the Alamance Regional Medical Center; recognizing the Medical Center for going Smoke Free and for their support of NC SOPHE through providing free meeting space each month for the Executive Committee. Cornell Wright, Member-at-Large, made the presentation of the plaque on behalf of NC SOPHE.

The Program Committee is in the midst of planning the Annual Meeting and Conference! The theme will be *Expect the Unexpected: Emerging Issues in Health Education and Emergency Preparedness*. The conference will be held on September 11-12, 2008 in Winston-Salem.

Please contact our Vice-President and Program Chair, Shamika Howell, if you would like to participate on the committee. I hope to see a lot of you attending our Annual Meeting! Please plan to attend and carpool and share rooms if necessary.

Elisabeth Constandy, Advocacy Committee Chair, is back from attending the Advocacy Summit in Washington, DC. She has emailed NC SOPHE members about advocacy opportunities available through the NC Alliance for Health. Please sign up for her committee if you haven't found a committee yet and would like to work on advocacy issues!

The NC SOPHE scholarship information has gone out. Please contact Deborah Fortune if you have a student who is interested in applying. Deborah's email is: dfortune@nccu.edu. or call her at 919-530-7927.

I am making preparation to attend the National SOPHE Midyear Scientific Conference in Chicago on May 22-24 and will report back when I return. Our Executive Committee meetings are scheduled for June 20, and August 15 at 11am in the 2nd floor classroom of the Alamance Regional Medical Center, please join us if you can! Keep up the good work for NC SOPHE!

Julie Gooding Smith, RHed
President, NC SOPHE

MARK YOUR CALENDAR

**NCSOPHE - Annual Meeting
September 11-12, 2008**

The Hawthorne
Inn & Conference Center
WINSTON-SALEM, NC

*"Expect the Unexpected:
Emerging Issues in Health Education"*



Prepare for the CHES Exam

Chart a course for success as a Certified Health Education Specialist.

Tuesday, August 12, 2008

Program 9:00am—3:00pm

Registration at 8:30am

Northwest AHEC

2400 Reynolda Road

Winston-Salem NC 27104

Sponsored by

The NCAHEC Program

North Carolina Chapter,
Society for Public Health Education

For more information, contact
EAHEC Department of Public Health
Education at 252-744-5205
or bullockamy@ecu.edu.

1 President's Message
Notice of Annual Meeting
Prepare for the CHES Exam

2 Mid-Year Scenes
Advocacy Summit
Health Education Principles

3 Guide for Counseling Women
Who Smoke
Health Advocacy Summit

4 More News About Our People
Citation Nominations
Growing Membership
SOPHE Supports Resolution
Invitation: SOPHE, NCHEC, AAHE

Mid-Year Meeting Scenes



Cornell Wright presents the NC SOPHE plaque to staff from the Alamance Regional Medical Center in recognition of going Smoke Free and for their support of NC SOPHE by providing free meeting space each month for the Executive Committee.



Workshop Presenters (left) Rebecca Reeve, Senior Advisor, NC Healthy Schools and (right) Laura Linan, UNC School of Public Health,

NC SOPHE Executive Board

President	Julie Gooding Smith
Vice President	Shamika Howell
President Elect	Georgia Childs
Past President	Ann Houston Staples
Treasurer	Marquis Eure
Secretary	Mary Hawkins
National Delegate	Regina Pulliam
Historian	Barbara Bishopric-McNinch
Member-at-large	Rebecca Reeve
Member-at-large	Ronda Sanders
Member-at-large	Colleen Puceta
Member-at-large	Cornell Wright

NC SOPHE Committee Chairs

Program	Shamika Howell
Bylaws	Emily Tyler
Scholarship	Deborah Fortune
Nominating	Ann Houston Staples
Citation	Twanna Jeffries
Continuing Education	Lakeisha Roberts
Advocacy	Elisabeth Constandy
Finance	Brittan Williams
Professional Preparation	Nicolette Warren-White
Research	Kathy Blue
Mentoring	Joyce McGee
Public Relations	Eric Nickens, Jr.
Time and Place	Dawn Grant
Time and Place	Regina Pulliam
Health Director Liaison	Mary Glynn Rodgers
Membership	Michelle Gill Moffat

Advocating for Public Health Education Legislation and Health Promotion Funding – The Health Education Advocacy Summit

The 11th Annual Health Education Advocacy Summit was held in Washington, DC in March, and thanks to NC SOPHE, I was able to attend and represent our chapter! This three-day event included very useful and relevant sessions on advocacy skill-building, and we were able to put our skills into action with visits to legislative offices on Capitol Hill.

Many of us work in local settings, and are often unaware of the federal processes that affect our lives and jobs as health educators. This Summit provided the opportunity to learn about federal budget appropriation processes and to hear from the advocates and lobbyists who work every day to ensure that secure funding is available for valuable public health services.

Specifically, this year we took our “talking points” to Capitol Hill to share with the legislative aides for our state representatives in the House and Senate. The topics included school health, disparities, chronic disease prevention, and much more. We were able to share the wonderful work that we all do, and personal examples of how public health dollars are well spent in our state.

I encourage all NC SOPHE members to become more familiar and comfortable with our roles as advocates. We have the potential to be some of the loudest voices when it comes to protecting our public health funding!

Elisabeth Constandy
Advocacy Committee Chair
Elisabeth.constandy@ncmail.net

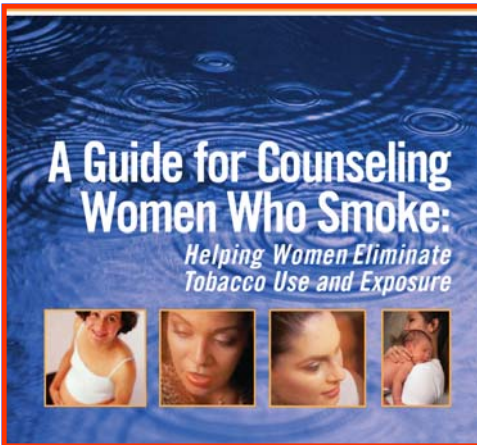
UPDATE: Professional Preparation and Standards of Practice Committee Nicolette Warren-White, Chair

The public health educator of today must possess a wide range of skills in order to effectively promote, maintain, and improve individual and community health. In addition, the skills of health educators are critical to prevent disease and promote health by increasing knowledge and changing behavior. As the demand for skilled health educators increases in a variety of workplace settings, it is important that the profession supports high quality performance standards for the practice of health education and health promotion.

This can be accomplished through organizations like NC SOPHE and others that focus on developing and promoting standards for the professional preparation of health education professionals. NC SOPHE’s Professional Preparation and Standards of Practice Committee, in collaboration with the North Carolina Public Health Academy (NCPHA), and Mountain, Eastern and Charlotte AHECs, with the support from the North Carolina Association of Local Health Directors, developed the Health Education Principles Training Course. The course provides an overview of the seven areas of responsibility and the related health education competencies.

This course is designed to provide an introductory level of knowledge and skills for successful health education programming. The focus is skill development for those working in the field without a degree in health education. This course is not a substitute for a degree in health education. The Health Education Principles Training Course is scheduled to start at the end of August. The course consists of two face-to-face sessions and three on-line sessions.

In addition, NCPHA developed the School for Health Educators Web site. The Web site is designed to help health educators assess their skills, receive professional development guidance, and discover learning opportunities and resources that enable them to meet their professional development goals. Learn more at the Web site: http://www.ncpublichealthacademy.org/pha_hlth_edu_land.htm. To register for the Course, please contact Nicolette Warren-White at 919-668-2684 or e-mail at nicolette.warrenwhite@duke.edu.



The 2008 *Guide for Counseling Women Who Smoke* is now available. This revised Guide supports the 5A's best practice model, which has been proven to be the most effective approach to counseling women. The revisions include updated facts, information, and resources. The Guide has sections on Secondhand Smoke, Smokeless Tobacco, Counseling Through the Lifespan, Cultural Perspectives of Counseling, and Pharmacotherapy.

A companion piece to the Guide is the *Counseling From the Heart* video. This video has been updated to include the 5A's method of counseling and more tips for counseling through the reproductive lifespan.

In the past, each person who attended the smoking cessation training sponsored by the Women's Health Branch received a copy of the Guide. With the rising cost of printing the Guide, we are no longer able to continue this practice. The new procedure concerning distribution of the *Guide for Counseling Women Who Smoke* and *Counseling From the Heart* is:

- ☛ Each local health department will receive three copies of the Guide. We encourage you to place the Guides within your agency so that it is easily accessible to the staff. For example, distribute to Maternity, Family Planning, and Child Health Sections within the agency.
- ☛ Staff attending the smoking cessation trainings sponsored by the Women's Health Branch will be responsible for bringing the Guide to the training session.
- ☛ The Guide is available on the Division of Public Health / Women's Health Branch webpage. You may access the guide at

<http://whb.ncpublichealth.com/provPart/pubmanbro.htm#top>

☛ One copy of *Counseling From the Heart* will be sent to each local health department. It will be sent in DVD format unless your request to receive it in VHS format.

☛ Questions concerning the Guide or video should be directed to Judy Ruffin at judy.ruffin@ncmail.net.



At the fall, 2007 annual meeting of the Society for Public Health Education, Mary E. Hawkins was awarded a Presidential Citation for her commitment and leadership in promoting quality assurance in professional preparation in health education. Earlier in the year she was presented the first copy of the revised SOPHE/AAHE SABPAC which was dedicated to her and the then co-chair of SABPAC.



Mary chaired the SOPHE/AAHE Baccalaureate Program Approval Committee (SABPAC) for 15 years. She worked tirelessly to strengthen the professional preparation and training of health educators and public health professionals. During her tenure, the number of health education programs seeking SABPAC approval more than doubled. Those efforts have helped to assure the public that institutions offering baccalaureate instruction in health education have been evaluated and judged to meet the rigorous standards of our health education profession. Presently, the health education program at North Carolina Central University is the only program in North Carolina holding the SABPAC Approval.

Mary continues to serve ex officio to assist in the transition of new committee members.



For immediate release April 30, 2008

MBC Alumna Receives Career Achievement Award (A reprint)

To say that Emily Thomason Tyler has been busy since graduation from MBC would be a dramatic understatement. A consummate health educator and public servant, Tyler received the college's Career Achievement Award at Reunion 2008 for her dedication to public health and lifelong civic engagement.



A biology major at MBC, Tyler earned a master's of public health from University of North Carolina (UNC) at Chapel Hill and employed her degrees as director of health education at the Guilford County Department of Health, as a health education consultant with the North Carolina Department of Health and Human Services, and as a health education instructor and lecturer at UNC Greensboro.

Tyler supplemented her career with membership in the American Public Health Association, the North Carolina Public Health Association, the Society for Public Health Education and its North Carolina Chapter. Her professional affiliations include presidency and long-time membership in the North Carolina Citizens for Public Health and North Carolina SOPHE among other memberships.

Tyler's professional honors include the Distinguished Fellow Award from the Society for Public Health Education, Public Health Citizen of the Year from the Guilford County Board of Health, the Outstanding Health Educator Award from the North Carolina Chapter of the Society for Public Health Education, and the Outstanding Alumni Award from the Department of Health Behavior and Health Education at UNCCH, among many others.

Amidst her numerous volunteer positions and career, Tyler has found a way to attend every class Reunion since her graduation.

In her spare time Tyler enjoys two passions: gardening, particularly with native plants, and birding, which takes her to locations around the U.S. and in other countries.

NC SOPHE
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Eric Nickens, Jr. Public Relations Committee Chair, graduated on May 10, 2008 with a Master of Arts in Health Education from East Carolina University.

Deborah Fortune received the AAHE Presidential Citation for her work with the AAHE/NCATE Teacher Education Standards Revision Task Force. The National Council for Accreditation of Teacher Education (NCATE) does important work to improve the quality of education.

We Need Nominees!

The Citation Committee welcomes you to submit nominations for **three awards** established by NC SOPHE. The three nomination award categories are:

- Promising New Health Educator Award
- Outstanding Health Educator Award
- Kathy Kerr Outstanding Health Education Project Award

Please take the time to nominate Health Educators who have made a positive impact in our field. Visit the NCSOPHE Web site at www.ncarolinasophe.org to view and print the forms. Nominations must be postmarked by **July 11, 2008** and mailed to Tywana Jeffries at 128 ECU Student Recreation Center, Greenville, NC 27858. You may also email Tywana Jeffries, Citation Committee Chair, at jeffriest@ecu.edu. Thank you for your contributions to the field of public health. These awards will be made at the Annual Meeting in September.



NC SOPHE VOICES

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

Growing our membership



"Our current NC SOPHE membership is at an exciting 193 members. If your membership is up for renewal, please don't delay, send in your payment and any changes in your contact information. The membership committee is also looking for members who want to help get our NC SOPHE membership over the 200 mark. If you are interested and have ideas on how to recruit new health educators, please contact Michelle Gill-Moffat at mmoffat@co.guilford.nc.us or 336-641-3571."

NC SOPHE SUPPORTS



Resolution in Support of Defining Quality Physical Education (PE) in NC's Basic Education Plan.

Opportunity to Learn:

- ✔ Appropriate instructional periods with well-designed lessons that facilitate student learning. Appropriate instruction periods include 150 minutes weekly physical education instruction in elementary schools, 225 minutes weekly "healthful living" instruction in middle schools, and 2 units of "healthful living" (1 semester of health, 3 semesters of PE) as a graduation requirement for high school;
- ✔ Certified/licensed physical education teacher providing a developmentally appropriate program who is required to earn regular continuing education credits of which at least 50% must be in physical education;
- ✔ Adequate equipment and facilities.
- ✔ Uses regular assessment of students to monitor and reinforce student learning,
- ✔ Require passage of a Healthful Living End of Grade/Course exam as a high school graduation requirement .
- ✔ Require one unit of Healthful Living as a college entrance requirement for all University of North Carolina campuses.

Briefly.....

During the 2008 session of the NC General Assembly, NC SOPHE will follow and support public health issues included in the budget for State Year 2008-2009, including funding to fight Obesity, funding of the NC Tobacco Use Quitline and funding for local public health infrastructure.

A UNIQUE INVITATION

- Society for Public Health Education (SOPHE)
- National Commission on Health Education Credentialing (NCHEC)
- American Association for Health Education (AAHE)

As leaders of SOPHE, NCHEC, and AAHE, we invite you to participate in an exciting opportunity to significantly impact the future of our health education profession. It is imperative that competencies central to professional preparation, professional development, and credentialing remain contemporary and reflective of current health education practice. We are embarking on a job analysis of the health education profession, in keeping with best practice recommendations that professions conduct periodic studies to ensure the accuracy of their certification programs. Your response to this invitation to participate in the Health Educator Job Analysis will help us further validate the contemporary practice of entry-level and experienced health educators and shape the blueprint for entry- and advance-level credentialing.

To accomplish this work, we need volunteer health educators from a variety of work settings and experience levels to commit to tasks that range from one-time survey completion to service on an Job Analysis Task Force. The link below provides additional details about how to nominate others or yourself.

The final date on which nominations can be accepted is Friday, June 20, 2008. Please consider submitting multiple nominations for this important process. This invitation is being disseminated widely in the health education community. We apologize in advance if you receive multiple copies.

http://www.nchec.org/forms/Job_Analysis_Nominations.pdf

Thank you in advance for your assistance,
M. Elaine Auld, MPH, CHES
Executive Director,
Society for Public Health Education