

AR SOPHE Talk

Letter from the President

article submitted by Dana Smith

Dear Arkansas SOPHE Members:

Happy New Year!! It is my privilege to serve as Arkansas SOPHE President for the 2004-2005 year. First, let me say thank you to our previous president, Marian Evans, for her outstanding leadership and vision. We appreciate everything you did to make Arkansas SOPHE a stronger organization. I also want to thank the outgoing Arkansas SOPHE Executive Committee for their hard work during 2003 - 2004.

Arkansas SOPHE has many exciting activities that will be taking place during 2005. The Arkansas SOPHE Conference is scheduled for March 3-4, 2005 at the Austin Hotel in Hot Springs. There will be many interesting topics presented this year and CEUs will be available for many professions - CHES, prevention specialists, nurses, teachers and others. For further information about the conference, please contact Tamika Walls, Conference Chair, at twalls@healthyarkansas.com or visit the Arkansas SOPHE website at www.arsophe.org.

A new initiative we will be beginning this year is the Arkansas SOPHE Speaker's Bureau. Arkansas SOPHE will be collecting information from members that might be interested in presenting at conferences and trainings on various topics. Their contact information will be provided on the Arkansas SOPHE website for easy

access to individuals looking for potential speakers. If you are interested in having your name on the Speaker's Bureau, please contact me at danamsmith@comcast.net.

Additional activities that are ongoing:

- Membership Meetings
- Student Mentoring Program
- Student Scholarship
- Continuing Education Opportunities
- Newsletter and Website
- Collaboration with national SOPHE
- Holiday Project

Finally, congratulations to Marian Evans for receiving the Arkansas SOPHE Student Scholarship. Marian will be receiving a \$500 scholarship to be used toward tuition, books, travel expenses, etc. Marian is a very deserving recipient of this scholarship and we are happy to award it to her.

We are excited about the things happening in Arkansas SOPHE. I hope your New Year is a happy and healthy one!!

Dana Smith, AR SOPHE President

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DON'T FORGET!
ARKANSAS SOPHE
SPRING INTO WELLNESS CONFERENCE
MARCH 3-4, 2005
AUSTIN HOTEL, HOT SPRINGS ARKANSAS

AR SOPHE Member Wins National Award *Article submitted by Dana Smith*

Barbie Brunner, MEd, CHES, received the Society for Public Health Education's "SOPHE Trophy" on November 6, 2004 in Washington D.C. This award is given by the SOPHE President to honor a SOPHE member who has devoted substantial service to the Society.

Barbie has been Arkansas SOPHE's National Delegate for 10 of the 13 years that AR SOPHE has been in existence. In her role as National Delegate, she worked on many initiatives for SOPHE including Chair of the Chapter Development Committee 2000-2002; Chair of the Nominations/Leadership Committee 2002-present; and Steering Committee SOPHE Governance 2002-present.

Listed below are the remarks by Dave Ramsey, SOPHE President, who presented Barbie the SOPHE Trophy.

"The purpose of the SOPHE Trophy has always been to recognize long term volunteer service -- what our former Executive Director, Jim Lovegren, called a "chronic case of SOPHE". This year's recipient of the SOPHE Trophy -- Barbie Brunner -- certainly fits the description of someone "afflicted" with a chronic case of SOPHE."

"Barbie has been an active part of SOPHE's leadership ever since joining SOPHE 14 years ago. She has been a Delegate to SOPHE's House of Delegates every year since 1997, and served as co-chair of the Chapter Development Committee from 2000-2002. For the last two years she has co-chaired SOPHE's Leadership Development and Nominations Committee, providing all of our members with outstanding choices for leadership positions."

"In 1995 she was asked to chair the National SOPHE meeting, and willingly took on that immense task. Two years ago she put together a post-conference leadership workshop with her colleagues. She has been a major influence on the birth and direction of SOPHE's CDCynergy Project, on the assessment of our continuing education manual, our Chapter redesignation process, the Open Society survey among chapters, assistance with SOPHE's current governance transition process, and with special requests, such as this past year when she organized chapter members and students to speak at a national "town hall" meeting in Arkansas on detection and education for patients and families of those with diabetes -- one of SOPHE's priorities this year."



"Besides representing her chapter with National SOPHE, Barbie has served in leadership roles in her local chapter, serving as Advocacy Chairperson, and this year accepted the post of President-Elect. She and her colleagues worked very hard to secure the passage of a bill in the Arkansas legislature -- the Health Educator Practice Act -- making Arkansas the first state to recognize the CHES credential as a practice prerequisite. She has always been an exemplar and an advocate of strong Chapter-National SOPHE ties. For her long and unselfish service, and outstanding leadership within SOPHE, I award this year's SOPHE Trophy to Barbie Brunner."

Congratulations Barbie!

Arkansas SOPHE Student Scholarship Awarded to Marian Evans

Article submitted by Dana Smith

It is a great pleasure to announce that Marian Evans has been awarded the Arkansas SOPHE Student Scholarship. Arkansas SOPHE provides this scholarship each year to assist its members that are seeking an undergraduate or graduate degree in health education from an accredited university. Marian will receive \$500 to be used toward tuition, books, school related travel or other appropriate expenses.

Marian is the Program Director the Delta Access Program. She oversees this outreach program that is federally funded out of the Delta Area Health Education Center of the University of Arkansas for Medical Sciences. She oversees and provides chronic disease education to her staff as well as to their clients. The targeted diseases in which she provides education and assistance are asthma, diabetes, and heart disease and hypertension.

Marian received her B.S. in Health Education at the University of Central Arkansas and her M.P.H. at Tulane University (Arkansas Program). Marian is a Certified Health Education Specialist and is currently attending the University of Arkansas for Medical Sciences and is studying to receive her Doctorate of Public Health.

Finally, Marian is active in many organizations and served as the President of Arkansas SOPHE during 2003-2004 and in other Executive Committee roles throughout the past five years. She has been a great asset to Arkansas SOPHE and we appreciate the service she has provided to all Arkansas SOPHE members! Congratulations Marian!!

Join us for the next Arkansas SOPHE membership meeting!

Friday April 15, 2005

10:00 a.m. Executive Council Meeting

11:00 a.m. Full Membership Meeting



Contact Dana Smith at danasmith@comcast.net for additional information.

Meet the New Executive Committee Article submitted by Dana Smith**Dana M. Smith, President**

Dana Smith has served in several Executive Committee positions over the past 6 years for AR SOPHE. Dana received her B.S. degree in Psychology at the University of Central Arkansas in 1991, and completed her M.S. degree in Health Education at UCA in 1993. Dana worked for five years as the Health Education Coordinator at the Arkansas Department of Education. In 1998, she began working for the University of Arkansas for Medical Sciences as a Patient Education Specialist. Dana is a Certified Health Education Specialist, and a Certified Childbirth Educator.

Barbie Brunner, President Elect

Barbie has been involved in the field of Health/Patient Education and training for the last 20 years. She currently serves as Director of Patient and Family Education at UAMS where she has been for the last 9 years. Barbie has been active in the development of numerous public health programs in the areas of risk reduction, tobacco use, nutrition, physical activity, special populations and Women's health. She has also served on work groups for the National Society for Public Health Education and the Center for Disease Control's CDCynergy project centered around health promotion and Social Marketing as well as the National Public Health Leadership Institute. She has also served as adjunct faculty with the University of Arkansas at Little Rock and the University of Central Arkansas in the Department of Health Sciences.

Donna Ferguson, Vice President

Donna graduated from Henderson State University in 1992 with a degree in Business Administration. She began working for the Arkansas Health Department as a Planning Specialist working with communities to start coalitions in child health planning. In 1993 became a Public Health Educator, then moved onto roles as a Health Education Supervisor, and currently the Hometown Health Improvement Coordinator for Southeast Region. Donna is a Certified Public Health Educator, and serves on the Arkansas Board of Health Education, currently in her second term. Donna has served in several roles with AR SOPHE.

Marian Evans, Past President

Marian S. Evans is a Program Director with the UAMS Delta AHEC. She oversees Delta Access a federally funded program designed to provide a coordinate, comprehensive, and integrated system of care for the uninsured and underinsured in Lincoln and Desha Counties. Marian graduated from the University of Central Arkansas with a Bachelors of Science degree in Health Education and holds a Masters degree in Public Health from Tulane University. Currently, Marian is pursuing a Doctor of Public Health from the University of Arkansas for Medical Sciences. Marian has been active in Arkansas SOPHE since 1999.

Kim Miller, Treasurer

Kim is beginning her third year as Treasurer of Arkansas SOPHE. She has been a member of Arkansas SOPHE for four years and a National Member for the past 3 years. Kim received a Bachelor of Science degree in Health Education from the University of Central Arkansas. She began her career in Health Education in 2001 at the Arkansas Department of Health as a Public Health Educator. In 2003, Kim began working for the UAMS Cancer Education Department as an Education Specialist, and currently works as a Patient Education Specialist in the Patient Education Department.

Misty Smith, Historian

Misty Smith is the partnership coordinator for the Cancer Information Service (CIS), a program of the National Cancer Institute (NCI), housed at the Arkansas Cancer Research Center in Little Rock. She graduated from Henderson State University with a BS in Marketing and Management. She is a Certified Health Education Specialist, and has served as a rural health educator and the state training manager for the Arkansas Department of Health. In 1996 Misty began working with the CIS as the partnership coordinator for Arkansas and Mississippi. Misty is one of the founding members of AR SOPHE and received the Distinguished Fellow Award in 2000.

Carrie Selby, Secretary

Carrie Selby of Crossett is serving her second term as AR SOPHE Secretary . Before her career with Arkansas Department of Health, Carrie worked for ten years at *The Eagle Democrat*, as a reporter and as publishing editor. Currently Carrie works as a Rural Health Specialist as part of the Hometown Health Improvement initiative. Carrie has attend the University of Arkansas at Fayetteville and the University of Arkansas at Monticello.

Judy Smith, National Delegate

Judy Smith, RN is currently serving as the Arkansas SOPHE delegate to National SOPHE, and as a newly elected Delegate Trustee on the National SOPHE Board of Trustees. She graduated from UAMS College of Nursing with a Bachelor's degree in nursing in 1991. She has been associated with the UAMS Patient Education Department as a Patient Education Specialist since 1996. Among other duties, her specialty areas include certifications as Lamaze instructor and breastfeeding educator.

Laura Mayfield, Member at Large - Membership

Laura is a Patient Education Specialist and RN at UAMS. In 2001, Laura graduated from UCA with a BS degree in Health Education. She received her CHES in 2001. After graduating from UCA, Laura worked for two years as a Field Counselor for the Independent Choices program. Laura graduated from UALR in 2004 with a degree in Nursing. Laura is the newest member to be appointed to the Arkansas Board of Health Education.

Misty L Paschall, Member at Large – Publicity/Newsletter

Misty Paschall is currently serving as a Member at Large. She has been a member of Arkansas SOPHE since 1993, has served in several offices, and received the Distinguished Fellow Award in 2001. Misty works for the Arkansas Department of Health as an Agency Program Coordinator. She began working for Arkansas Department of Health in October 1993 as a Health Educator, and has worked in various capacities within the agency. Misty holds a BA Speech Communications from the UAM; a MAED with an emphasis area in adult health education from UALR; and an MPH from Tulane University . She is a Certified Health Education Specialist and a graduate of the South Central Public Health Leadership Institute.

Tamika Walls, Member at Large – Conference

Tamika is a Certified Health Education Specialist. She works at the Arkansas Department of Health and has been a member of Arkansas SOPHE for five years.

Kim Dean, Member at Large – Bylaws

Kim Dean is a health educator with UAMS, Delta Area Health Education Center. She provides educational programs to address the health needs of individuals in Chicot and Desha counties. The programs include smoking cessation, breast health, diabetes, CPR, asthma and health issues concerning the elderly. Kim received a Bachelor of Science degree in 1991 from the University of Central Arkansas, and she received a Master of Science degree in 1994 from the same university. Kim is a Certified Health Education Specialist, and has been an active member of Arkansas SOPHE since 1995. This is her second time serving in a member-at-large role.

Cheryl Cleare, Member at Large - Awards

Cheryl Cleare is currently serving as the Member at Large: Awards and Citations. She has recently graduated from the University of Central Arkansas this past August with a BS degree in Health Education. She is currently working toward becoming certified to teach in the Pulaski County area. She is looking forward to working with the Arkansas SOPHE members.

Anna Haver, Member at Large - Grants

Anna Haver is a Health Educator Supervisor for the AIDS/STD Program at the Arkansas Department of Health, where has worked for about 7 years. Last year, she was appointed to serve on the Arkansas Board of Health Education, and currently serves as secretary for the board. Anna grew up and attended school in Lonoke then graduated from UALR in 1995.

Expansion of ConnectCare Program Doubles Assistance Rates

submitted by Angela Grimmatt

ConnectCare is a collaborative partnership between the Arkansas Department of Health and the Department of Human Services. This program works to "connect" ARKids health insurance recipients to participating ConnectCare doctors to ensure access to "preventive and routine" health care. The program utilizes a *statewide* toll-free telephone helpline, media campaign, and education and outreach efforts. ConnectCare doctors, local health units, and Department of Human Service county offices work to educate recipients through out the state.



ConnectCare colleagues include Karen Short, Ebony Allen, Barbara Miller, Glen Poteet, Linda Sanders, Hope Strickland, Deborah King, Ida King, Jenelle Robinson, Sharlette Frazier, Stephen Koch, Julie Derden, Frankie Mitchell and Angela Grimmatt.

Previously, the ConnectCare program was promoted in 14 counties of the state. However, a statewide expansion was made during the 2003- 2004 state fiscal year . Managed care coordinators for the program split the state into 3 regions to promote ConnectCare services through all county health resources. The results were phenomenal.

During fiscal year 2003, 40,000 ARKids recipients were assisted. This number nearly doubled in fiscal year 2004 to 78,000 callers! In addition, the ConnectCare Telephone Helpline has expanded its hours of operation in 2004 to a 24 hour operation Monday-Thursdays, closing at midnight on Fridays. The program also contracted with a language translation service to facilitate better communication with our growing Hispanic community through our telephone interpretation services for Hispanic callers

CHES Exam Study Sessions

CHES exam study sessions are being offered through the University of Arkansas at Little Rock. UALR offers these *FREE* study sessions as a service to the health education community. The sessions are taught by the faculty of the Health Sciences Department.

Location: Freeway Medical Towers, Room 906

Time: 6:00 p.m. (Total class time varies per session from one to three plus hours)

Dates: March 17, 2005: Responsibilities III and IV (Implementation and Evaluation)

April 7, 2005 Responsibilities V, VI, and VII (Coordinating, Acting as a Resource and Communicating Needs)

For more information or to sign up, please contact Barbara Hager at blhager@ualr.edu

A Word from Our National Delegate

Article submitted by Judy Smith

I am so honored to be the new National Delegate for Arkansas SOPHE. I am stepping into some big shoes left by Barbie Brunner. Barbie has done an outstanding job as our National Delegate and I hope to be able to carry on her successes.

I recently attended the national SOPHE Conference “The Power and Influence of Health Education: Promoting Monumental Change” on November 5 – 7 in Washington D.C. The conference was very well attended with over 400 participants. Many topics were discussed during the conference including, “Ending Health Disparities among Native Peoples,” “Motivation for Healthy Behavior,” and “Taking the Terror out of Bioterrorism.”

During the conference, I attended the SOPHE Business Meetings. During these meetings, I learned that there were several state SOPHE chapters that were struggling and in danger of having their chapter go under. This was due to many factors with the largest one being lack of participation by health educators in their state. Some states had members, but could not find individuals that were willing to step into leadership roles. After hearing about these other chapters, I felt extremely proud of Arkansas SOPHE for the many successes we have had and are continuing to have. I wanted to thank each and every member of Arkansas SOPHE for their involvement. Without a strong membership base and members being willing to work hard to make AR SOPHE a viable organization, we would not be doing as well as we are.



In other news, SOPHE has adopted a new governance structure. The new structure consists of the Executive Committee (President, President Elect, Past President, Secretary, Treasurer) and the Board of Trustees (15 total trustees representing various committees and chapters). I have been elected as the Trustee from the House of Delegates to represent Arkansas, Minnesota, Georgia, Pacific Northwest and Ohio.

Again, thank you for allowing me this opportunity to represent Arkansas SOPHE at the national level. I encourage every AR SOPHE member to become a national SOPHE member, as the benefits are tremendous. If you're interested in joining national SOPHE, you can download an application at www.sophe.org.

Finally, if any of you have any concerns, questions or other information you would like me to share with national SOPHE, please contact me at smithjudyf@uams.edu or 501.686.7791.

We are on the web!
www.arsophe.org

Meet the Arkansas Board of Health Education

submitted by Anna Haver

In 1997 the Arkansas Legislature passed Act 1237. This law created the Arkansas Board of Health Education to oversee the certification and regulation of individuals who are engaged in the practice of health education in the state. State certification ensures that health qualified health educators are providing services to citizens of our state.

The Health Educator Practice Act is also beneficial to employers. State certification of Health Educators greatly assists the employer in identifying qualified professionals to provide services.

The Board consists of 7 members, all of whom are appointed by the Governor and confirmed by the Senate. Five members are Certified Health Education Specialists (CHES) or Certified Public Health Educators (CPHE). Two members represent the public at large. Current members of the board include Carolyn Turturro, Pat Vannatta, Laura Mayfield, Donna Ferguson, and Anna Haver.

Carolyn Turturro, UALR's Assistant Professor in The School of Social Work, is in her second term and serves as Chairman. She is appointed until 2005. Carolyn has an extensive work history in the field of health education and received CHES certification in 1991. She's originally from New York, but has lived in Arkansas for the past 15 years. She has 7 year-old twin boys.

Pat Vannatta is also serving a second term on the Board. Pat is an instructor in the Department of Family and Preventative Medicine at UAMS. Pat earned her MSPH in 1973 and was CHES certified in 1992. Her experience also includes providing cancer patient education and other direct patient education services. She has served as Chairman of the Board in the past and will serve until 2006.

Donna Ferguson, Treasurer for the Board, is employed with the Department of Health as a Hometown Health Improvement Coordinator. Donna has worked for the agency since 1992. She attended college at Henderson State University and also served in the US Air Force. Donna is a Certified Public Health Educator, and is active in AR SOPHE as well as the

Arkansas State Employees Association. She lives in Sheridan and has volunteered for several years as a Court Appointed Special Advocate working with abused and neglected children.

Anna Haver serves as Secretary for the Board. She is a Public Health Educator Supervisor for AIDS/STD at the Arkansas Department of Health. Anna has worked as a health educator for about 8 years, most of that time with the Department of Health. She earned CHES certification in 1998. Anna grew up and attended school in Lonoke and currently lives in Sherwood. She has been actively involved with both Arkansas and National SOPHE and the Arkansas Public Health Association. She currently serves as Arkansas SOPHE's member at large for Finance. Her first appointment to the Board will expire in 2005.

Laura Mayfield is the Board's newest member. Laura has earned a BS in Health Education and a Nursing degree, along with obtaining CHES certification. She is currently employed with UAMS as a Patient Education Specialist and works as an RN in Orthopedics and Neurology. In addition, she is Arkansas SOPHE's member at large for Membership this year. Laura grew up and attended school in Arkansas. She currently lives in Little Rock and will serve in her first term until 2007.

Board members are currently working to provide college students in the state with information on obtaining CHES certification and registration with the Board. They are exploring ways to educate local employers on the importance of certification for health educators. Most recently, board members have worked with AR SOPHE in conducting focus groups around the state in an effort to identify ways to better serve practicing health educators

Need to contact the Arkansas Board of Health Education? Email either Anna Haver at

Ahaver@healthyarkansas.com or Donna Ferguson at Dferguson@healthyarkansas.com

They can provide you with additional addresses and phone numbers.

Health Talk for Health Educators: Antibiotic Resistance

submitted by Alison Rose

While antibiotics have historically served as powerful treatment for bacterial diseases, their inappropriate use has resulted in bacteria that are resistant to one or more antibiotics, leaving Americans more likely to suffer from infections that are more serious, difficult to cure, and easily passed on to others. Approximately 15 billion dollars is spent annually on antibiotics in the United States (Avorn and Solomon, 2000), with hundreds of millions spent needlessly (The State of Health Care Quality, n.d.) on antibiotics prescribed for viral infections and prescribed incorrectly for bacterial infections.

A major contributor to the recent increase in antibiotic resistance is the over prescribing of antibiotics, likely caused by a combination of patient / parental requests for such drugs for common illnesses such as cold and flu (viruses that cannot be killed by antibiotics), the lack of time and diagnostic tools on the part of physicians, and other factors (Background on Antibiotic Resistance, n.d.). Inappropriate antibiotic use occurs both in outpatient and inpatient settings and also results from use of antibiotics in food-producing animals. Possible interventions include altering prescribing behavior by educating practitioners and consumers about antibiotic resistance, continuing to study trends in resistance and using surveillance data in new product development, and tightening guidelines for antibiotic use in animals.

Health educators can play a role in combating the issue of antibiotic resistance by designing and implementing educational initiatives for parents and the general public. Components that should be a part of such initiatives include:

- Using antibiotics only for bacterial infections (not for viral infections such as the common cold)
- Avoiding pressuring physicians for prescriptions, but rather seeking suggestions for symptom relief
- Taking any prescribed antibiotics according to the prescription, until the prescription is completely gone
- Working toward prevention of communicable diseases by getting the recommended immunizations and practicing hand-washing and safe food preparation

For more information on this topic, the following web sites are recommended:

<http://www.cdc.gov/drugresistance/index.htm> – Centers for Disease Control and Prevention

<http://www.tufts.edu/med/apua/> - Alliance for the Prudent Use of Antibiotics

Resources:

Alliance for the Prudent Use of Antibiotics (n.d.). Retrieved October 14, 2004 from <http://www.tufts.edu/med/apua/index.html>

Avorn, Jerry, Solomon, Daniel H. (2000). Cultural and economic factors that (mis)shape antibiotic use: The nonpharmacologic basis of therapeutics [Electronic version]. *Annals of Internal Medicine* 133(2), 128-135.

Background on antibiotic resistance. (n.d.) Retrieved September 2, 2004, from <http://www.cdc.gov/drugresistance/community/>

The state of health care quality 2004 – industry trends and analysis about NCQA AND HEDIS (n.d.). Retrieved November 29, 2004 from <http://www.ncqa.org/communications/somc/sohc2004.pdf>

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To contribute to the next edition of
AR SOPHE Talks
contact Misty L. Paschall
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Operation Troop Care Package

Article Submitted by Marian Evans

The initiation of Operation Troop Care Package has been so well received by AR SOPHE members, it was only fitting that AR SOPHE carry on that tradition through the Christmas Holidays. Through a friend of AR SOPHE we were put in contact with the Latimore family of Monticello.

Kim Latimore's husband is currently serving as a military escort in Baghdad and has been in Iraq since November 2003. Kim and her two children Ansin, age 5, and Anayza, age 2, would be spending yet another away from husband and father.

Hoping to make this Christmas a little more bearable, AR SOPHE members collected donations in excess of \$300.00 for presents for the family.

AR SOPHE members met in Monticello to shop, wrap and deliver the gifts. They also provided the family with a food box donated by the Delta Access Program. The box included meat, vegetables and fruit.



Rebecca Newton and daughter Noah Beth, age 4, help wrap gifts.



Winter clothes, Cabbage Patch Dolls and Spider Man Leap Pad Learning Games were among the gifts Ansin and Anayza received.

Mrs. Latimore expressed her gratitude to AR SOPHE and stated that her children would be very excited to see what was waiting for them on Christmas morning. Thank you to all of you who helped make this holiday season better for this family!