

# AR SOPHE Talk

## Letter from the President *article submitted by Dana Smith*

**Arkansas SOPHE Members:**

Arkansas SOPHE is off to a great start in 2005! On March 3-4 we had our fourth annual Arkansas SOPHE Health Education Conference "Spring Into Wellness" at the Hot Springs Convention Center.

Approximately 130 participants attended the conference and the evaluations revealed that the conference was well-received. Sessions during the conference ranged from "Solid Waste: It's Not as Stinky as You Think" to "Sexual Abuse: Myths and Realities." Thank you to Tamika Walls, Conference Chair, and the Conference Planning Committee for making the event a success!

On a related note, several session presentations from the Student Track are available online at [www.arsophe.org](http://www.arsophe.org) for you to access. The Arkansas SOPHE website has other important information about meetings, continuing education opportunities, member activities and much more.

Another success was the AR SOPHE Speaker at the APHA Conference on May 5. AR SO-

PHE brought in Dr. Beverly Browning from *Simply the Best!* Consulting and presented three sessions on effective grant writing. The sessions were all well attended and evaluations were positive. I would like to thank Marian Evans for securing the speaker for us and making the arrangements for the conference. Also a big thank you goes out to Donna Ferguson and the many others that helped with the conference.

Finally, we will soon be planning the 2006 Arkansas SOPHE Conference. If you are interested in joining the planning committee, please contact Misty Paschall, 2006 Conference Chair, at [mlmp34@hotmail.com](mailto:mlmp34@hotmail.com).

**Be Healthy!**

Dana Smith, MS, CHES, CCE  
President, Arkansas SOPHE

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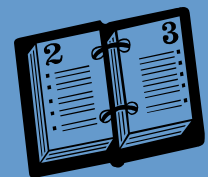
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**Arkansas SOPHE Meeting  
Tuesday June 28, 2005**

**11:00 a.m.**

**UAMS Biomedical  
Research Building**



## Executive Edge by Elaine Auld

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Celebrating SOPHE's 60th year seems like a good time for a trip down memory lane and reflecting on what makes our organization strong and vibrant. Do you remember when you....

- Launched your first job search with your newly minted health education diploma?
- Attended your first professional meeting, feeling somewhat intimidated and "out of your league?"
- Volunteered for your first committee assignment so you could meet other health education colleagues?

Relocated to a new area, wondering where the other health educators hung out?

If so, odds are 20:1 that your *déjà vu* involved a local SOPHE chapter or at least another professional association that held your core values and ideals as a health educator. Those were the days when the goal of "theory meets practice" was realized. Why, then, today, do so few of us National SOPHE members affiliate with our local SOPHE chapters? It's as if we have "graduated" to more senior positions and theoretically shed our birthrights.

SOPHE chapters have been a crucial part of our organizational structure for some 45 years. Our wise predecessors recognized that SOPHE chapters are where "the rubber meets the road" for strengthening public health education. Chapters not only provide a connection to local events, but also critical leadership for continuing education, advocacy, and community service.

Each chapter conducts its regional/state/local business but also must meet certain national standards, such as holding at least 2 business meetings annually and maintaining a minimum of 15 National SOPHE members in their local chapters. About one-third of SOPHE chapters have achieved 501 (c)(3) designation from the IRS, making them eligible for grants and their dues tax-deductible to the fullest extent of the law. Chapter delegates convene monthly conference calls and meet face-to-face twice during the year to provide input into National SOPHE policy and to share innovations for strengthening "grassroots" public health education.

As National SOPHE members, we owe it to ourselves to pursue membership in our local chapters for networking, professional education, and advocacy – for starters.

SOPHE's 24 chapters now cover 35 states plus northern Mexico and Western Canada. And, when the "Hawkeyes" SOPHE chapter is formally designated, Iowa SOPHE members will have more reason to join! Visit the SOPHE website and get clued in to their diverse and exciting activities (see [www.sophe.org](http://www.sophe.org) and click on "About SOPHE", then "Chapters").

The presence of health education in action at the local level is what makes SOPHE unique from many of its sister health education groups. Following are just a sampling of the kinds of activities with which SOPHE chapters are engaged:

Nevada SOPHE, one of our newest chapters, has just gained approval for sponsoring SOPHE's 2006 Midyear Meeting in Las Vegas.

Likewise, Delta SOPHE, which covers Mississippi, Louisiana, and Alabama, is working hard on making the SOPHE 2005 Annual Meeting in New Orleans a "mardi gras" to remember!

## **Executive Edge continued from page 2**

Ohio and New Jersey SOPHE are among the chapters that have dedicated advocacy pages on their websites, providing the latest information on local legislators' voting records, legislative news on public health issues, advocacy tips, resources, advocacy training, and more.

Northern California, North Carolina, Florida, Ohio, Greater New York, and Indiana SOPHE are all working with our national SOPHE headquarters on capacity building within their states/regions to support coordinated school health programs. These chapters will be sponsoring continuing education programs and/or local focus groups with parents and school officials on developing effective partnerships to improve our nation's pediatric report card in obesity, physical activity and tobacco.

Other SOPHE chapters are located in Arkansas, Colorado, Georgia, Great Lakes, Illinois, Minnesota, Missouri, National Capital Area, New England, Pacific Northwest, Pennsylvania, San Diego, Southern California, Texas, and the Paso del Norte region (i.e. western Texas, New Mexico, and northern Mexico). Each are doing equally valuable activities to strengthen local health education policy and practice and are eager to have you join.

Health education faculty, in particular, could reap enormous benefits in linking up with their local SOPHE chapters as a connection to:

- Opportunities for community service and providing continuing education to the public health workforce;
- Accessing community populations for research;
- Establishing linkages with health educators who can serve as internship preceptors;
- Advertising your professional preparation program to individuals who may be considering going back to school for advanced health education degrees; and
- Helping students find jobs and launch their entry into life-long learning and professional service.

Chapters are eager to connect with universities for access to young professionals as a source of membership and leadership. Thus, the university – SOPHE chapter connection can be a win-win scenario and a powerful force for strengthening health education in states and regions. Beyond these exciting opportunities, however, each of us has a professional obligation to connect on a local level and to support the next generation of leaders.

SOPHE did not make it to this sixth decade without building from the top down – as well as from the bottom up. Give yourself a birthday present by connecting with a local SOPHE chapter or consider starting one in your area! By becoming involved, we all can be sure that SOPHE stays strong and vibrant for the next 60 years – and then some!

### **Calling all Speakers!**

If you are a health education speaker and would like to have your name listed on the Arkansas SOPHE Websites Speaker's Bureau, please contact Dana Smith at 501-686-7791 or [danamsmith@comcast.net](mailto:danamsmith@comcast.net).

## 2005 Spring into Wellness Conference a Success

submitted by Dana M. Smith

Approximately 130 health educators, nurses, students, and other health-related professionals gathered on March 3-4, 2005 in Hot Springs for the Fourth Annual Spring into Wellness Conference hosted by the Arkansas Society for Public Health Education. The goals of the conference were:

1. To provide practical skills and information for individuals involved in health education in the school, medical, and community settings.
2. To stimulate the exchange of innovative programs and partnerships with schools, businesses, and communities to create a healthy future for those at risk.
3. To enhance multidisciplinary interaction and team development among health professionals.

The keynote speaker was Janice Edmunds-Wells who spoke on "Breaking Down Barriers to Ensure Healthful and Well Communities."

Participants then attended break-out sessions geared toward those working in school, medical, and community settings. Topics included infectious disease control, childhood injury, tobacco cessation, solid waste education, and sexual assault, among others.

A new conference track was added this year for students.

Sessions on this track included: "How to Make Your Internship Work for You", "Why Certify?", "Deciding on Graduate School" and many more.

Continuing education certificates were made available to all participants requesting them, with specific approval of CEU's for Prevention Specialists, Certified Health Education Specialists, Certified Public Health Educators, School Personnel, and Registered Nurses.

The following AR SOPHE members were instrumental in planning the conference: Tamika Walls and Cheryl Cleare (Co-Conference Chairs), Barbie Brunner, Kim Dean, Marian Evans, Donna Ferguson, Sharlette Frazier, Valandra German, Angela Grimmatt, Laura Mayfield, Kim Miller, Michelle Moore, Patricia Ouie, Misty Paschall, Taniesha Richardson, Alison Rose, Janie Runkle, Carrie Selby, Alfreda Smith, Dana Smith, Judy Smith, and Misty Smith. Thank to all that assisted at the conference!!



Dr. Janice Edmunds-Wells from  
Iowa Department of Health

## A Word from Our National Delegate

Article submitted by Judy Smith

Happy official summer to you all! Here is an update about what's going on with the Board of Directors and House of Delegates of National SOPHE.

"*Tools of the Trade*" is a new publication from National SOPHE which is a compilation of "Tools of the Trade" articles from a section of the "Health Promotion Practice" journal by Karen Denard Goldman and Kathleen Schmalz. It includes important information and resources for health educators including program planning, evaluation, community organizing, media advocacy, grant information and much more. Some of the comments I have heard say it's great for students as well as new and even experienced educators.

National SOPHE has a new on-line database! Training is in progress and they are working with the contractor to make it useable by local chapters hopefully by this fall!

Mark your calendars for the Annual SOPHE meeting to be held in New Orleans on November 3-5 of this year. The buzz is that they are planning some great speakers and sessions this year! Also, note that the Midyear Meeting will be held Probably in May of 2006 in Las Vegas! The Trustee for the Midyear meeting committee is asking for planning volunteers. Opportunities to help are in 5 main areas: program, continuing education, publicity, exhibits and fundraising and social events. Let me know if you are interested and I will give you contact

information.

National SOPHE also has an active committee, the External Communications Committee, who reported on the last Board conference call. They reported in length about some of the work they have been doing, including promotion of national activities, (such as National Public Health Week), media relations, identifying a group of SOPHE spokespersons for media events (a speakers bureau and provide them training, and SOPHE web site support. Another committee is working on marketing the profession which is an ongoing project of the Coalition of National Health Education Organizations.



Arkansas SOPHE's own Barbie Brunner, co-chair of the Nominations Committee spoke on the last Board conference call, asking for candidates for several national positions. If you are interested

in serving, know someone who is, or would like to serve on the nominations committee, contact Barbie.

The National SOPHE House of Delegates and the Board of Trustees continue to have monthly conference calls and I welcome you to notify me of any concerns, comments or questions you would like for me to take to either of these groups to be addressed by National SOPHE.

See you at the next meeting!  
Judy Smith, RN, BSN, LCCE

## **Nutrition and Physical Activity Offers CHES Hours and Features CHES Speakers** *submitted by Misty L. Paschall*

Arkansas' 3rd Annual Nutrition and Physical Activity Conference will be held August 4-5, 2005 in Hot Springs Arkansas. The conference, which is coordinated by KIDS FIRST/UAMS Department of Pediatrics; Blue and You Foundation for a Healthier Arkansas; and the Arkansas Department of Health, will focus on Nutrition and Physical Activity Education for early childhood, schools, worksites and older Arkansans.

Featured speakers include Ellyn Satter, Zonya Foco, David Dennison, Dr. Don Powell and Jean Blaydes Madigan, along with a host of state and national speakers. Sessions include:

- *Children, The Feeding Relationship and Weight*
- *Creating Medical Homes: Families, Providers and Community Agencies as Partners*
- *Let's Get Physical with Music*
- *Building Active Communities*
- *Characteristics of Successful Wellness Programs*
- *Building Better Brains Through Movement;*
- *Physical Fitness for Seniors: The Spice of Life*
- *Lowering Health Care Cost "Wellness Pays" A Comprehensive Employee Wellness Program*
- Along with many others

A total of 14 CHES hours have been applied for to offer at this event, as well as CEUs for Registered Nurses, Pharmacists, Registered Dietitians, Dietary Managers, Social Workers, and Teachers.

For more information or to register visit [www.healthierchildren.org](http://www.healthierchildren.org)

### **Annual Dues Increase**

**In order to better serve our members with various services and continuing education activities, the Arkansas SOPHE Executive Committee voted to slightly increase member dues. Beginning November 1, 2005, Professional Member dues will be \$30 per year (up from \$25) and Student Member dues will be \$15 per year (up from \$10). Any questions should be directed to Dana Smith, President, at 501-686-7791 or [danamsmith@comcast.net](mailto:danamsmith@comcast.net).**

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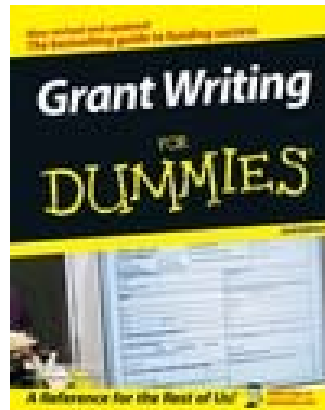
To contribute to the next edition of  
*AR SOPHE Talks*  
contact Misty L. Paschall  
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**AR SOPHE sponsors *Grant Writing for Dummies* author at Arkansas Public Health Association**

On May 5th AR SOPHE sponsored Dr. Beverly Browning, international grant writer, consultant and author, as our section speaker at the Arkansas Public Health Association Conference. The conference, held in Hot Springs Arkansas, attracted over 200 public health employees.



Dr. Beverly Browning, author of *Grant Writing for Dummies*, *Grant Writing for Educators*, *Faithbased Grants*, and other titles, has demonstrated expertise in grant writing for twenty years by securing \$80 million in foundation, corporate, state, local and federal grants



Dr. Browning presented three sessions at the annual conference to over 40 participants. Topics included tips on writing grants, where to find state and federal resources, and how to use the internet to assist you in grant writing endeavors. AR SOPHE was able to offer 4 CHES hours to health educators attending the session. Dr. Browning's sessions received excellent evaluations. Comments indicated that she was easy to understand and provided information about funding opportunities that had been overlooked in the past.