



## A Word From the President...

Happy New Year Arkansas SOPHE Members!

I hope that each of you had an enjoyable holiday season and have started your year off right. Arkansas SOPHE ended the year on a good note with three great accomplishments: our chapter was redesignated as an affiliate with National SOPHE, we participated in a holiday sharing project with the Arkansas Rice Depot, and we started our mentoring program. I would like to thank all of you for your contributions in helping to accomplish such noteworthy tasks.

We are excited about our Annual Spring into Wellness Conference this year, the committee has worked very hard to ensure that the conference reflects current information in health education and wellness. I would like to personally invite each of you to the conference this year to be held March 4 and 5 in Little Rock at the Holiday Inn Select. I also would like to invite you to the membership meeting to be held immediately following the last session of the conference.

Please mark your calendars for the Arkansas Public Health Association annual meeting to be held May 26-28 in Hot Springs. Arkansas SOPHE will sponsor a session during this conference and hold a membership meeting on May 27. We hope to see all of you there.

I look forward to seeing you in March!

Sincerely,

Marian S. Evans, M.D.H., CHES

**Spring** *into*  
**Wellness**  
**2004**

**Arkansas SOPHE's 3rd Annual  
Spring Into Wellness  
Health Education  
Conference is Scheduled  
for March 4 - 5, 2004**

*See Page 2 for Information on the Exciting Keynote Presentation!*

# Exciting Keynote Session Planned for Spring Into Wellness Conference!

Kenya and Gabriela Masala will provide an energetic, creative and very interactive experience entitled, “The Rhythm of Life” at the 3rd Annual Spring Into Wellness. This keynote session will highlight the possibilities of community building using rhythm, song, and movement. This exciting experience is designed to affect change on a foundational level, igniting innovation and leaving individuals renewed, inspired, and committed to excellence in all areas of life.

The Rhythm Of Life! team has talented, energetic drummers and dancers, who bring passion and energy to every presentation!

## About the Presenters



**Kenya S. Masala**, director of Source Consulting Group LLC, is a dynamic community and human development consultant, certified teacher and curriculum specialist. His unique blend of skills as an educator, facilitator, and accomplished percussionist inspires real learning and community building with clients ranging from the corporate world to youth. He conducts seminars, facilitates leadership

and youth development training, ropes courses, and educational percussion programs. Kenya designs and develops multimedia curricula and presentations on a national level, including projects for The Colorado Department of Education, The Tucson Children’s Museum, corporate and community organizations.

Kenya is a REMO Drums endorsed drumming facilitator and presents nationally and abroad. He is committed to creating highly effective learning and community building experiences. He builds an atmosphere of enthusiasm, inviting full participation, authentically motivating individuals and groups of all ages and backgrounds, nationally and abroad.

**Gabriela Masala MA**, director of Source Consulting Group LLC, is an energetic, creative, and multi-talented facilitator. She has worked extensively with groups and individuals in the areas of Yoga, Dance, Expressive Arts, and movement. Gabriela’s diverse clients speak highly of her ability to inspire them with laughter, a genuine joy for self-expression, and spirited love of life. She is a life long student of singing, dance, drumming, and ecumenical spirituality. She is certified in NIA Technique, ACE Group Fitness and Personal Training, Ashtanga Yoga, and Meditation. Gabriela is an apprentice of Zen and Yoga master teacher, “Ranjani” Dr. Mary-Elaine Cobo. A former employee of The Chopra Center for Well Being and Canyon Ranch Health Resort, Gabriela currently guides classes, events, seminars and retreats locally, nationally and abroad.

***You won’t want to miss this presentation! Fill out your registration form today!***

# Marketing Plan for Health Education Profession Being Developed

By *Barbie Brunner, MEd, CHES, National Delegate*

Following up on recommendations from the profession-wide meeting “Health Education in the 21<sup>st</sup> Century”, SOPHE convened a new initiative to develop a marketing plan for the health education profession. Under the leadership of members from SOPHE, the National Commission for Health Education Credentialing, American School Health Association, Eta Sigma Gamma and the American Public Health Association Public Health Education and Health Promotion Section began discussions on a profession-wide marketing plan for health education. Each of the groups held focus groups at their annual meetings in October and November to help identify priority populations and messages. The feeling is that we can accomplish much more working across the profession using consistent strategies and messages than any one organization can accomplish alone.

This initiative is only one advantage of being connected to and part of a National organization. Let me encourage you to investigate the many advantages of being a part of the SOPHE family not only in Arkansas but at the National level as well. We all realize the benefit of this affiliation each time we are able to accumulate Category I continuing education hours locally for certified health education specialists. If you have questions or would like more information about joining either Arkansas SOPHE or National SOPHE you can visit our website at [www.arsophe.org](http://www.arsophe.org) or the national website at [www.sophe.org](http://www.sophe.org).

## Conferences of Interest

**February 7-10, 2004**

*4th Annual Advanced Level Service-Learning Institute Community-Campus Partnerships for Health Fostering Leadership for Service-Learning Sustainability*

Chaminade, Santa Cruz, CA

**February 18-20, 2004**

*18th National conference on Chronic Disease Prevention & Control - “Investing in Health: The Dollars and Sense of Prevention”*

Marriott Wardman Park Hotel, Washington, D.C.

[www.chronicdisease.org](http://www.chronicdisease.org)



National  
Task Force on  
Accreditation  
in Health  
Education



**February 28-March 1, 2003**

*7th Annual Health Education Advocacy Summit  
Sponsored by SOPHE, Coalition of National Health Education Organizations & National Center for Health Education*

Washington Court Hotel, Washington, D.C.

[www.healtheducationadvocate.org](http://www.healtheducationadvocate.org)

**March 24-27, 2004**

*Society for Behavioral Medicine Annual Meeting  
“Behavioral Medicine: Looking Forward to the Next 25 Years”*

Marriott Waterfront Hotel, Baltimore, MD

[www.sbm.org](http://www.sbm.org)

**March 31-April 4, 2004**

*Society for Applied Anthropology Annual Meeting Co-sponsored by SOPHE - “Social Science and Advocacy”*

Fairmont Hotel, Dallas, TX

[www.sfaa.net](http://www.sfaa.net)

**April 26-30, 2004**

*IUPHE XVIIIth World Conference on Health Promotion and Health Education - “Valuing Diversity, Reshaping Power: Exploring Pathways for Health & Well Being”*

Melbourne, Australia

[www.Health2004.com.au](http://www.Health2004.com.au)

**Hold the Date!**

**May 5-7, 2004**

*SOPHE 2004 Midyear Meeting Co-sponsored by Directors of Health Promotion & Education and CDC - “The Future of Health Promotion and Health Education: Transporting Vision Into Reality”*

Wyndham Hotel, Orlando Florida

[www.sophe.org](http://www.sophe.org)



## News Bits

### Resource Centers for School-Based Mental Health Programs

Visit these web sites to learn more about mental health in schools:

Center for Mental Health in Schools at UCLA–

<http://smhp.psych.ucla.edu>

Center for School Mental Health Assistance–

<http://csmha.umaryland.edu>

### CDC's Division of Adolescent and School Health

Visit [www.cdc.gov/healthyyouth](http://www.cdc.gov/healthyyouth) to view:

- School Health Index – A self-assessment and planning tool for physical activity, healthy eating, and a tobacco-free lifestyle
- School Health Policies and Programs Study (SHPPS) – A national survey periodically conducted to assess school health policies and programs at the state, district, school, and classroom levels
- Funding Opportunities
- Other timely issues related to adolescent health

### DeNoble to Speak on UACCB Campus

The Independence / Sharp Tobacco Free Initiative is excited to host Victor J. DeNoble, former research scientist at Philip Morris Co. and key witness in the case against tobacco companies, on the campus of UACCB (Batesville, AR), on February 24.

The Public is invited to attend a special community presentation starting at 7:00 p.m. DeNoble will give a personal account of the research within the tobacco industry, including the amount of money spent by the industry to study why smokers smoke and how to keep them smoking. He will also present proof that nicotine is a highly addictive drug, not a flavor factor in smoking. For more information contact: Angela Dugger at (870) 251-2848 or e-mail: [adugger@healthyarkansas.com](mailto:adugger@healthyarkansas.com)

**Q:** Think you know of someone who deserves to be named an AR SOPHE Distinguished Fellow?????

**A:** Nominate them by filling out the attached form. There's not much time...so fill out an application today and return to:

**Tamika Walls**

**4815 W. Markham Slot 3**

**Little Rock, AR 72206**

## Have An Address Change?

### We Don't Want to Lose You!

If you have an address, phone or email change, let Arkansas SOPHE know about it.

Please notify Dana Smith, Membership Chair, at (501) 686-7791 or e-mail:

[danamsmith@comcast.net](mailto:danamsmith@comcast.net)

## Newsletter Submissions

### We Want to Hear From You!

Do you have information that your fellow AR SOPHE members might be interested in? Don't keep it to yourself...share that information!

Send your article, news bit, meeting announcement, etc. to Janie Runkle at:

[JGRunkle@uams.edu](mailto:JGRunkle@uams.edu)

# **CALL FOR NOMINATIONS**

## **Arkansas SOPHE Honorary / Distinguished Fellow Award**

**DEADLINE: Friday, February 20, 2004**

Nominations are now being accepted for the Honorary and Distinguished Fellow Awards. These awards are given by Arkansas SOPHE to health educators that have made significant contributions to the profession.

The awards will be given out at the Arkansas SOPHE Health Education Conference on March 4.

### **Criteria for Nomination:**

1. The contributions should be such that they are generally recognized as highly significant by health educators.
2. Letters of nomination should describe the nominee's attributes, accomplishments and the reason you feel he/she deserves the award.
3. Emphasis should be placed on the accomplishments of the nominee and not on his/her position or educational background.

### **Nomination requirements:**

1. An individual **must be a member** of Arkansas SOPHE to be nominated for the Distinguished Fellow Award.
2. Nominees for the Honorary Fellow Award are **not required to be a member** of Arkansas SOPHE. He/she must be an advocate and friend to the field of Health Education.
3. Submission of a nominee must be from an Arkansas SOPHE member.
4. The completed nomination form should be attached along with two letters of recommendation and **returned by Friday, February 20, 2004**. If nominees meet the criteria, they will be considered by the awards committee for recommendation.

NOMINATION FORM

Arkansas SOPHE Distinguished Fellow and Honorary Fellow Awards

Name of Nominee: \_\_\_\_\_

Current Title: \_\_\_\_\_

Institution/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Nomination for: \_\_\_\_\_ Distinguished Fellow \_\_\_\_\_ Honorary Fellow

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Name of Nominator: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

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1. Number of years practicing or supporting the field of Health Education: \_\_\_\_\_

Degree(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



3. Recognition

A. Offices held (specify title and year)\_\_\_\_\_

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B. Honors/Awards (specific title and year)\_\_\_\_\_

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4. Current Professional Memberships (SOPHE, AAHPERD, APHA, etc.)\_\_\_\_\_

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5. List any additional activities or accomplishments about the nominee you wish to have considered:

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5. CONTINUED

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6. Please attach two letters of recommendation with this form.

In the letter of recommendation, please describe the nominee's attributes, accomplishments and the reason you feel they are deserving of the Arkansas SOPHE Distinguished Fellow or Honorary Fellow Award.

Please include your name on the letter of recommendation.

Return completed nomination form and letters of recommendation to the following address by **Friday, February 20, 2004**.

Tamika Walls  
4815 W. Markham Slot 3  
Little Rock, AR 72206