



Arkansas SOPHE – Strategic Planning Survey Responses

Thank you for your participation and responses regarding the direction and strategic plans for 2018. Based on the Strategic Planning Survey; the responses are below (n=13 responses):

Question/Response

1. In your experience, what benefits does the Association membership best provide?

- Notification of CE's and conferences.
- Knowing what others in the field in AR are doing; identifying opportunities to collaborate with others on professional endeavors
- Education, Current/future developments
- CEU's, announcement if available job opportunities for our students, conference
- Networking and professional development opportunities
- The benefits of professional networking and idea sharing enhance my knowledge to share with the schools and communities I work with.
- Networking opportunities and professional development
- Professional networking
- CEUs and Networking
- Networking, learning opportunities, CEUs
- Membership allows me to network and get an understanding of what others are doing across the state.
- Professional development through updating information and providing CECH for CHES/MCHES
- Networking with others throughout the state; provides a place to present

2. How could the Association improve its benefit to its members or add to the membership experience?

- When I was a new SOPHE member it would have been helpful to have meet-up groups or a way to network with other CHES professionals. A mentoring program would also be nice.
- More regular communication, inclusive of continuing ed opportunities, openings for students and professionals (internships and jobs), new research articles relevant to health ed
- Provide updates, email quarterly, education opportunities
- Better social media presence
- Promote more opportunities for networking; e.g. monthly or quarterly book club, grand rounds via webinars, or hosting coffee/small group get-togethers
- Sharing webinars and in person conferences with CHES credits.
- More involvement. The organization used to send out job alerts, policy changes, current events regarding health and health education, and other information to its members.
- Provide incentive to attract student members
- Provide different experiences for us to use our 7 competencies in our communities

- I think the Association should increase membership and boost the opportunities offered through SOPHE.
- Marketing is always an area of needed improvement. While we want quality, we need quantity.
- More consistent and direct communication with members; providing CECH
- Provide more CHES eligible training and more opportunity to network

3. *What type of events, speakers, training or educational content would you like to see for the annual Arkansas SOPHE meeting scheduled during Health Education Week on October 17, 2018?*

- I would love a topic on research for At Risk Youth in Residential Child Care Institutions
- I would like to see a conference this day with current topics relevant to Arkansans
- Student Case Competition
- Trauma Informed Schools, Social Emotional Learning
- Health coaching and other consultant positions, sex/sexuality in AR, drug use/misuse in AR
- Professional networking for students; speaker on building bridge between clinical and community health care; speaker on developing strategies to increase advocacy through legislative involvement
- Open to all topics
- Adverse Childhood Experiences-who should screen, who should be screened, how to screen, importance in relation to long term health, Arkansas ESSA 5 indicator health pieces, additional certifications that aid CHES, public health for the public in Arkansas (how do you talk about health so you're heard), roles of health educators in the private sector, health policy for improving the overall health of Arkansans.
- Content appropriate for all settings (school, worksite, medical and community)
- Please move date to Tuesday 16th

4. *What types of information and resources do you seek to stay on top of industry trends?*

- Farm to School
- Research regarding enhancing health behaviors
- Empirical journals
- Webinars, conferences, grants, posters, books, etc.
- Current issues, sexuality information, policy changes, health coaching and other consultant work
- Journal readings; webinars; call-in training/education opportunities
- Research articles, presentations, Grand Rounds, ASHA conference & journal, CDC publications, colleagues
- Newsletters, government agencies, health education programs
- New research on health behavior, especially as it relates to health literacy
- Information on health insurance, Opioid epidemic, HIV, SIDS,
- Newsletters, webinars, books on hot topics

5. What are the top three areas of focus or challenges that you would like to address as a Health Education Professional?

Job opportunities for health educators	Economic ROI of health educators	Food Deserts in Arkansas
Third party reimbursement for health education specialists' services	Advocacy for health care reform	
Sex education (or lack of)	Opioid epidemic	
Planning Health Education	Conducting Evaluation	Promoting Health Education
Advocating for health and the profession - Increasing awareness for HED Specialists	Student involvement	Job opportunities
Professional networking for students	Advocacy	Policy involvement
Opioid Epidemic	Human Trafficking	Prenatal/Baby Health and Safety
Providing comprehensive sexual health education to all Arkansans.	The importance of health educators in a PCP's office or in a hospital	Ensuring everyone has affordable access to mental health service providers
Health disparities in low income families	Youth Mental Health	Sexual assault prevention
Billing for health ed services	How do we collaborate and not compete with other professionals and related certifications (e.g. public health certification, health coach)	Collaboration to address Arkansas Health Issues
Preparing young professionals/mentoring students preparing for the field of HED	Professionalism and Professional Development	

6. **What would be your preferred monthly meeting day and time? Suggestion: 3rd week of every month.**

There were 35 responses regarding the preferred meeting day and time. After a review and lumping high-frequency responses; the following are the suggested date and times;

- Four votes for Third Wednesday at 3:00pm
- Four votes for Third Thursday at 2:00pm

These dates are subject to change based on participation.

7. **Please nominate yourself or someone for the 2018 Arkansas SOPHE vacant offices. (See 4.12.2018 Meeting Minutes)**

Nominations:

Vice President

- Anita Segó
- Garrett Morgan
- Jaimi Allen

Secretary

- Duston Morris
- Anita Segó

Member at Large – Conference

- Betty Hubbard
- Denise Demers
- Duston Morris

Member at Large – Membership

- Jaimi Allen
- Mariska Jordan

Other

- Denise Demers
- Mariska Jordan

8. *Would you like to serve as a planning member for the 2018 Arkansas SOPHE Annual Meeting?*

Nine (9) respondents are interested in serving as a planning member for the 2018 AR SOPHE Annual Meeting. Thank you! More information to come...